

# Why JA?

## Financial Literacy and Capability

### The Challenge

According to the **National Foundation for Credit Counseling**, only 2 in 5 adults say they keep track of their finances with a budget.<sup>1</sup> In the same study, 1 in 3 adults carry a credit card balance month-to-month, and nearly just as many have nothing saved for retirement. The **Urban Institute** notes that 77 million Americans, or more than one-third of Americans with access to credit, have debt in collections.<sup>2</sup> On the education front, **MK Consulting**<sup>3</sup> notes that 1 in 4 college students acquires too much debt to pay off their share of the \$1.3 trillion national student loan debt in a reasonable amount of time. Combined, these and other factors are resulting in the inability of

too many Americans to be financially secure enough to save for retirement, cover medical expenses, or deal with unexpected emergencies without risk of bankruptcy or other financial challenges.

### The Role of JA

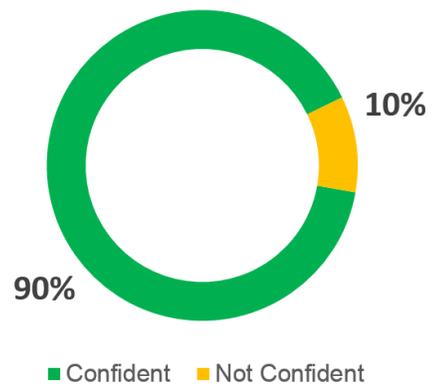
Junior Achievement (JA) brings volunteer role models from the community into the classroom to share their experiences with young people. Using JA's proven programs, these volunteers help students better understand how money works through JA's financial literacy curriculum, which is offered in grades K-12.

JA's programs align with various national standards, including those by the Jump\$tart Coalition for Personal Financial Literacy, the National Business Education Association, the National Center on Education and the Economy, 21<sup>st</sup> Century Student Outcomes from the Partnership of 21<sup>st</sup> Century Skills, the National Council for the Social Studies Curriculum Standards – C3 Framework, and Common Core State Standards.

### Proof of Impact

A 2015 study by RMC Research Corporation found that the *JA Finance Park*<sup>®</sup> program had a "moderate-to-large" increase in financial knowledge among students who participated in the program. Empirical evidence collected during this evaluation demonstrates that the *JA Finance Park* curriculum, combined with the *JA Finance Park* experience, increases the financial capability of students. Across all programs, research indicates that nearly 90 percent of JA Alumni are confident in managing their finances. Similar results are reported for former JA students from a variety of grade levels and programs.

JA Alumni Research: Confidence in Managing Finances



JA programs increase the financially responsible behavior of students.



<sup>1</sup> [https://www.nfcc.org/wp-content/uploads/2015/04/NFCC\\_2015\\_Financial\\_Literacy\\_Survey\\_FINAL.pdf](https://www.nfcc.org/wp-content/uploads/2015/04/NFCC_2015_Financial_Literacy_Survey_FINAL.pdf)

<sup>2</sup> <http://www.urban.org/research/publication/delinquent-debt-america>

<sup>3</sup> <http://www.studentaidpolicy.com/excessive-debt/Excessive-Debt-at-Graduation.pdf>