



Financial Literacy Fact Sheet



Visa's Mission

For more than 20 years, Visa has been a private sector leader in developing innovative, free programs that help people effectively learn the fundamentals of personal finance, including budgeting, saving, responsible spending and the wise use of credit.

About Visa's Financial Literacy Programs

- First program launched in the U.S. in 1995; expanded globally in 1996.
- Visa's flagship financial literacy initiative, Practical Money Skills, is a free program to help parents, teachers, students and consumers of all ages learn the essentials of personal financial management.
- Localized in 42 countries.
- Across Europe, Visa's education partnerships help young people manage their money in an increasingly digital world. We work in collaboration with expert organizations and in many instances with our client banks to provide resources and training, which have directly benefitted more than 1.1 million young people across Europe.
- Program websites receive over 11 million page views each month in the U.S., a number that continues to grow.
- More than 220,000 social media followers.
- More than 1 million hard copies of free materials have been distributed to parents, teachers and consumers.
- Surpassed the pledge made at the Clinton Global Initiative Conference to reach 20 million people worldwide with financial education by 2013; to date, more than 30 million people have been reached.
- Financial Literacy Summit co-hosted with the Federal Reserve Bank of Chicago each year; the eleventh annual Summit, themed *Overcoming Barriers to Universal Financial Education* was held on April 12, 2017.
- Practical Money Center website launched in 2013 to provide Visa employees with financial literacy resources and tools to enhance their personal finance skills.
- Practical Money Matters weekly column provides expert personal finance tips carried in 500 newspapers and the Huffington Post.
- Innovative efforts have earned coverage from major media outlets, including CNN, The Financial Times, The New York Times, Time, USA Today and The Washington Post.

Classroom Curriculum

Practical Money Skills provides educators with comprehensive classroom curriculum complete with teacher's guides, lesson plans and student activities:

- **Pre-K–Grade 2:** Introduction to money basics and budgeting.
- **Grades 3–6:** Lays a foundation for smart money management by introducing allowances, budgeting, responsible spending, saving, investing and comparison shopping.
- **Grades 7–8:** Preparation for money management skills students will learn in high school; lessons include budgeting, buying a home, banking, credit, loans, saving, investing and consumer privacy.
- **Grades 9–12:** Activities and projects relating to financial goals, saving for college, career planning, credit, identity theft, budgeting, saving, banking, income, debt and investing to help students succeed in life after college.
- **College:** The What's My Score program teaches about credit scores, living alone and



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Classroom Curriculum continued	the skills required to meet a lifetime of financial challenges. <ul style="list-style-type: none">• Special needs: Customizable lessons approved by the Council for Exceptional Children about budgeting, making money, shopping wisely, banking, credit, loans, saving and investing.
Financial Literacy Games	The supplement the classroom curriculum, Practical Money Skills utilizes edutainment through fun educational video games that engage students in their financial futures. <ul style="list-style-type: none">• Financial Football: An NFL–themed educational video game; since 2006, 49 state governments and the District of Columbia have endorsed and distributed the game to every public middle and high school – nearly 30,000 schools – and has been played online more than 4 million times.• Financial Soccer: A World Cup–themed educational video game that harnesses the popularity of the world’s most popular sport; <i>Financial Soccer</i> has been rolled out in 41 countries, translated into 15 languages and played more than 15 million times.• Peter Pig’s Money Counter: The new game teaches young students ages 5-8 to count and save money. After completing three fun mini-games, students are encouraged to save a portion of the money they have in their piggy bank before visiting the virtual store. The game is available online and as a free iOS app.• Road Trip to Savings: A online game that takes players on a budgeting road trip.• Money Metropolis: Helps kids learn about earning, budgeting and saving.• Cash Puzzler: Educates kids to identify different bills and learn fun facts about money.• Ed’s Bank: Allows young students to help Ed save money.• Countdown to Retirement: Helps students make virtual financial decisions that will affect how much is saved for retirement.
Financial Literacy Materials	Practical Money Skills offers free top-quality and easily accessible financial literacy materials including: <ul style="list-style-type: none">• Educational Comics from Visa and Marvel: Visa has teamed up with Marvel Custom Solutions to create financial literacy comic books, recently introducing a new global resource, the Guardians of the <i>Galaxy: Rocket’s Powerful Plan</i> comic. Released in May 2016, it follows the popular <i>Avengers: Saving the Day</i> comic book. More than 600,000 copies of the comics have been distributed in 16 regions around the world since 2012. The new Guardians comic is available in 16 languages, while the original Avengers comic was distributed in 10 countries and available in 8 languages. The comics can also be viewed online as digital versions.• Educational guides: Complete coverage of personal finance basics, from mobile banking to credit history for all ages.• Mobile Apps: Tooth Fairy Calculator, Plan’it Prom, Financial Football and Peter Pig’s Money Counter to help people manage finances on the go.
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