

# **FINANCIAL LITERACY PROJECTS CATALOG**

## **AMERICAN EXPRESS**

<http://www.moneynighttalk.com/>

### **Credit Cards: What You Need to Know**

- Developed in partnership with Consumer Action to help community leaders and consumers understand different types of credit cards, card offers, terms and conditions, and how to avoid card fees.
- Includes a training guide and PowerPoint presentation for use by community organizations and a brochure for consumers.
- Materials are available in English and Spanish.
- <http://www.consumer-action.org/publications>

### **Families and Credit Cards**

- A consumer brochure and training guide developed in partnership with Consumer Action to help parents and children engage in discussions on financial literacy.
- Materials are available in English and Spanish.
- <http://www.consumer-action.org/publications>

### **National Money Night Talk**

- American Express and personal finance expert Jean Chatzky launched a new program called “The National Money Night Talk,” which culminates on September 16, and encourages families around the country to sit down and talk about money and financial responsibility.
- To help parents get prepared to have “the talk,” American Express and Chatzky have created a new online resource now available at [www.moneynighttalk.com](http://www.moneynighttalk.com).
- On the site, parents can sign a pledge that they will talk to their kids about money and access exclusive Jean Chatzky videos and resources
- Endorsed by the Council for Economic Education, based on the organization’s national content standards

## **CITI**

<https://www.citicards.com/cards/wv/html/cm/index.html>

- Make available numerous financial literacy tools on the website *Use Credit Wisely*.
  - Interactive Statements, Credit Reports, Interactive Lessons
  - Information on how to manage a credit card.
  - Calculators
- Provided numerous local organizations with financial education grants in 2010 in support of programs being implemented here in the U.S.

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## **U.S. Treasury Department**

### **The Financial Literacy and Education Commission**

- The Commission was established under Title V, the Financial Literacy and Education Improvement Act, part of the Fair and Accurate Credit Transactions Act of 2003 (FACT Act), to improve financial literacy education in the United States.

- The Commission leads the following initiatives: (1) encouraging government and private sector efforts to promote financial literacy; (2) coordinating financial education efforts of the federal government, including the identification and promotion of best practices; (3) the development of a national strategy to promote financial literacy and education among all American consumers; (4) the establishment of a Web site to serve as a clearinghouse and provide a coordinated point of entry for information about federal financial literacy and education programs, grants, and other information; and (5) the establishment of a toll-free hotline available to members of the public seeking information about issues pertaining to financial literacy and education.
- The Web site ([www.mymoney.gov](http://www.mymoney.gov)) was launched, along with a toll-free hotline (1-888-mymoney) in October 2005.
  - All financial services consumers are targeted.
  - The site covers a wide range of topics including budgeting and taxes, credit, financial planning, home ownership, paying for education, privacy, fraud and scams, retirement planning, saving and investing, starting a small business, and financial education grants.
  - Most of the site's materials also are provided in Spanish.

The site includes a “Money 20” quiz, which asks the user a broad set of questions about various financial matters and then provides complete answers with links for additional information.

## **Bank of America** **[Student Center](#)**

- Targeted specifically to students.
- “Student Financial Handbook” provides students with the basics of banking, an online banking tutorial, a lesson on the proper use of credit cards, an explanation of an individual’s credit rating, and background information about student aid and student loans, among other items.
- Other online tools include a planner for high school students to help them research and apply to the colleges they wish to attend. Additionally there is a tool to help students understand and plan for their financial aid costs and a budget planner to help them adjust to the financial demands of college life.
- Additional tools are available online to help parents plan for the cost of college, along with an online calendar noting important dates pertaining to college loans.

## **HSBC** **[Your Money Counts](#)**

- Targeting the general population.
- A wide variety of online tools and calculators to help a user understand debt consolidation, amortization, the advantages of renting versus buying, saving for college, and how to compare loans, among other things.
- Over ten booklets available for download about using credit, financial planning, retirement planning, understanding credit history and other topics.
- A number of in-depth articles also are available online about a wide variety of topics including understanding money and credit, saving for college, identity theft, home equity and repairing your credit.
- Web site has two online quizzes available, one to help a user find out if they have a debt problem and another one to determine whether to use cash or credit to make a purchase.

## **MasterCard: [Are You Credit Wise?](#)**

- Targeting college students.
- Primarily an on-campus program designed to train students to help their peers understand key financial concepts; also has an online component.
- Program has reached more than 375,000 students at nearly 50 colleges and universities in the United States and Canada.
- Online component includes a “Debt Warning Signs” quiz along with a PowerPoint presentation of the “Are you Credit Wise?” program.
- Additional “Debt Know How” section reviews the basics of assessing debt, understanding your options and repaying your debt.

## **Visa** **[Practical Money Skills for Life](#)**

- Targets all credit card consumers.
- Offers free classroom resources in English and Spanish for all student age groups. Materials include educational CD-ROMS, workbooks, pamphlets and overhead transparencies.
- Additional free materials are available for parents and other consumers.
- Online element includes budget planning calculators customized for student loans, planning for college, auto loans, mortgages and credit cards.
- Online element also includes interactive games, such as the award-winning “Financial Football,” “Smart Money Quiz Show,” and “Countdown to Retirement.”
- Other available online resources include a glossary of banking terms and a section devoted to understanding a credit card statement.

## **Visa**

### **What’s My Score?**

- Targeting college-aged students to educate them about the importance of their credit score.
- Offers online “Money Guides” to educate young adults about how to prepare financially for going to college, renting an apartment, or buying a car.
- Interactive, online and downloadable versions of “Money 101” workbook that provides financial literacy lessons.
- Ad campaign component focused on the theme of “When you are ready for [a better car, better furniture, a better job] you’ll be glad you have a good credit score.”
- “Break the Code” section of the Web site educates young adults on what a credit score is, how it is calculated, how to keep it strong, and how to choose the right credit card.
- Includes an incentive to complete the online financial literacy quiz by providing the first 5,000 students with a free FICO credit report. Also offers a free FICO Credit Score Estimator.

## **Wells Fargo**

### **Hands on Banking**

- Broad financial literacy effort targeted to students and adults.
- Bilingual online interactive program covering the basics of banking and credit. Users can select their age range (from 4<sup>th</sup> grade through adulthood) to get more targeted information.
- Covers a wide range of banking topics from understanding credit to the basics of a checking account.
- Interactive tools include a virtual ATM to teach users how to operate an ATM, and an interactive tutorial demonstrating how to navigate online banking tools.
- Other online tools include a Planning Center with information about managing credit, understanding insurance and financial planning.