



*Corporate  
Responsibility*

*Make leadership count.*

Project Belize  
Summer 2012

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*“We need to focus on the quality of our service and giving back...We need to have an impact in the classroom rather than just painting the classroom.”*

*-Bob Moritz  
Forbes, June 2010*

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## ***Why financial literacy for youth?***

- **They don't know enough.** Only 35% of teens in the US say they've learned skills that make them more financially literate.
- **They are starting younger.** The weekly-allowance system is used in many families. Five dollars for the candy store may not be much, but pre-teens stretching \$25 over one week need more guidance.
- **There are greater temptations.** A few minutes on the Internet and a kid can find more than a few toys or CDs to ask for and online shopping makes it a little too easy.
- **They have more debt options.** A report by the Federal Reserve showed that 53,000 student credit card accounts were opened in 2008. By 2009, there were 2 million student credit cards in circulation.
- **They have more debt in general.** Many college students between 18 and 25 have at least one credit card. By the time they graduate, half of them have four or more, with an average balance of over \$3,000.
- **People are going bankrupt younger.** Bankruptcy doesn't discriminate: in 2001, almost one in five Americans from age 18 to 24 declared bankruptcy, according to *USA Today*. The same age bracket is the fastest growing demographic in bankruptcy cases.

*PwC's CR mission related to youth education is to increase proficiency in math and financial literacy and better prepare youth to make responsible financial decisions, be productive citizens, and contribute to a healthier economy.*

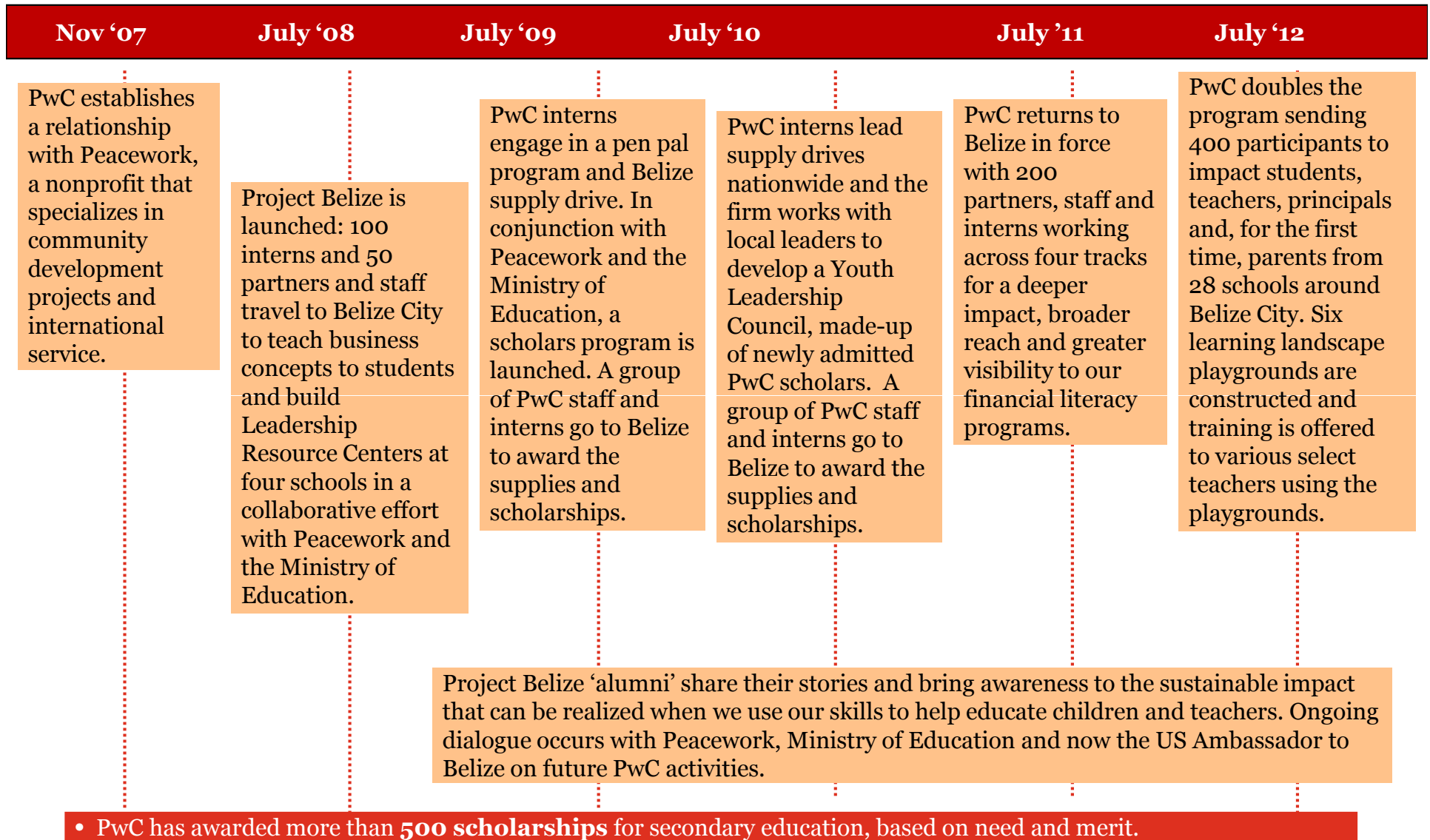
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## ***Why Belize?***

- The sustainability of our global capital markets is contingent upon a financially educated, prepared pipeline of talent.
- The 2010 Poverty Assessment shows that more than 4 out of 10 people live in poverty.
- Less than 40 percent of Belizean teachers have formal training – a teacher need only pass one grade level from above the current class they teach to be certified.
- There is less than 60% enrollment in secondary school (middle school/high school) mainly due to financial barriers. The medium annual income is \$2,200 and secondary tuition alone costs on average \$300 in addition to uniforms and school supplies.
- A focus on entrepreneurship and financial acumen is believed to be the key in enhancing the invaluable local tourist industry and adding momentum to the sagging economy.
- As an English speaking country, PwC can directly leverage our youth education nonprofit partners and learnings from working with hundreds of US schools to elevate the future prosperity of a city.

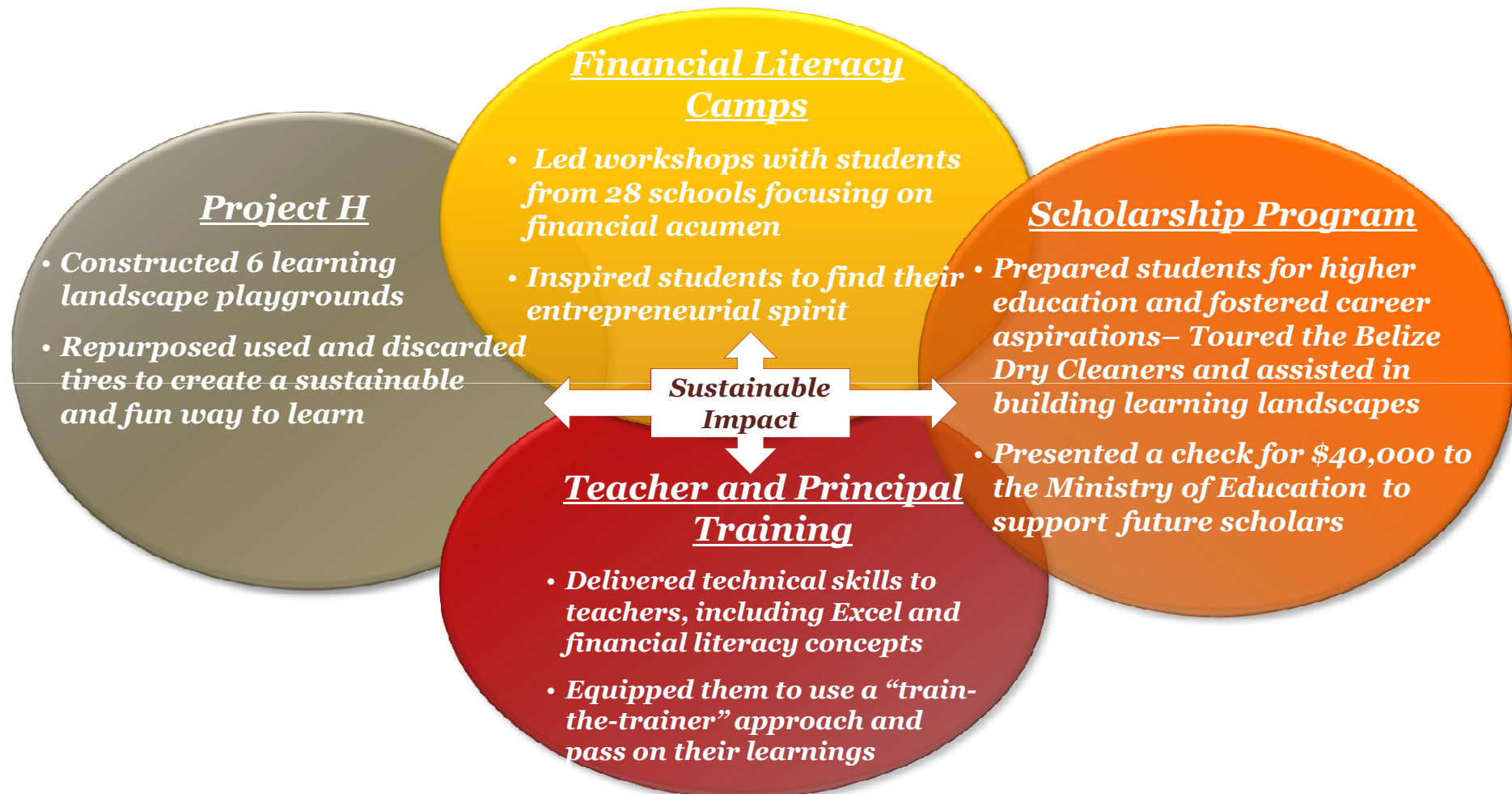
*Through relationships with Peacework and the Ministry of Education in Belize, PwC has been able to give more students access to secondary education while making a sustainable impact in an international community and demonstrating our commitment to developing future leaders within and outside of the firm.*

# Project Background



# ***Project Belize Core Curriculum***

## **Four Tracks**



***“Working with the students in Belize was an eye-opening and humbling experience that I will never forget.”*** --Kansas City Assurance Senior Associate, Mike Kistler

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***[pwc.com/projectbelize](http://pwc.com/projectbelize)***



***“I have never felt more proud being a part of PwC than I did when I was working on Project Belize.” --Denver Assurance Manager, Molly Hepburn***