

PwC's Earn Your Future Fact sheet



Our progress

Since its inception, PwC's *Earn Your Future* has sparked scaled change and increased engagement around financial literacy across the US. Some key results include:

- Equipped more than 1.1 million students and 46,000 educators with educational tools, resources and trainings to build their financial capability
- Built the capacity of youth education non-profits through fee-waived engagements, our loaned employee program and the time our people spend on non-profit boards
- Donated more than 530,000 hours of our people's time to youth to advance financial capability in communities
- Donated \$51 million to support youth-related causes

Financial capability matters

In today's global and technology-driven economy, financial decisions can be made at the click of a button and with little thought to the broader personal and societal implications. Even financial decisions made at a young age can deeply impact an individual's future. Having the knowledge and skills to make wise financial decisions and responsibly manage money and assets is important for everyone, regardless of one's socio-economic background. Today's young people are particularly vulnerable due to limited financial literacy education. The numbers speak for themselves:

46% of teens

do not know how to create a budget and nearly 50% of teens are unsure of how to use a credit card effectively.

Source: Capital One, 2011 Back to School Survey of Parents and Teens

17.8% of American students

— compared with 15.3% across OECD countries — did not reach the baseline level of proficiency in financial literacy.

Source: PISA 2012 Financial Literacy Results

43% of parents

believe schools are not doing enough to educate kids about money, but curriculum has not been widely available via technology for educators or schools.

Source: <http://www.principledmoney.com/news.php>

80% of teachers

do not feel competent to teach personal finance topics, such as credit and debt; saving and investing; financial responsibility and decision making; and risk management and insurance.

Source: <http://www.fdic.gov/about/comein/Mar3.pdf>

An investment in our future

In 2012, PwC launched *Earn Your Future (EYF)*, a five-year, \$160 million commitment focused on helping students develop critical financial skills and providing educators with the resources and trainings to teach those skills. In April 2015, PwC extended EYF by an additional \$30 million, increasing its overall commitment to \$190 million. This increase supports new research and expanded professional development opportunities for educators and gives greater reach to organizations that are revolutionizing the field. PwC LLP and the PwC Charitable Foundation, Inc. each play significant roles in advancing financial literacy in the marketplace.

Through Firm contributions, the skills and time of our 41,000 people, and grant investments from the PwC Charitable Foundation, Inc., we are positioned to impact 2.5 million students and educators. EYF is among the broadest company-led commitments to advance financial literacy in the U.S. and it is now among the largest company-led commitments that supports educators.



A comprehensive approach

EYF's three-tiered approach toward advancing financial capability focuses on replicability and scalability—two critical factors needed to create a shift in the marketplace around our nation's economic and financial IQ.



#1 Innovation

- **Earn Your Future Curriculum** In cooperation with leading education specialists, created a suite of 41 relevant financial literacy and sustainability modules, available free of charge that educators and our people can use in schools and at home. EYF curricula is also available in Spanish, French and Portuguese. *Coming soon:* state-of-the-art digital curriculum that addresses both financial literacy core competencies and the mathematics required to achieve those core competencies. Additional instructional resources are being designed to help educators connect financial literacy content to Common Core State Standards.
- **PwC KWHS Seminars for High School Educators on Business and Financial Responsibility** An ongoing series of intensive professional development learning experiences to deepen educators' knowledge and teaching skills around financial literacy and business.
- **Online Assessment Center** Free service, created in collaboration with Council for Economic Education, where teachers can securely administer assessments, gain real-time data, and measure student knowledge and understanding of economic and personal finance concepts based on instructional materials.
- **JA Build Your Future App** A unique collaboration with Junior Achievement to develop an app that helps teens make informed financial decisions when evaluating 100+ potential career paths and education opportunities.
- **Your \$, Financial Literacy for Kids** The first magazine aimed at teaching financial literacy to fourth, fifth and sixth grade students in a fun and informative way while meeting Common Core standards.
- **Project Belize** An international volunteer leadership program, which promotes entrepreneurship and increases financial capability, reaching more than 7,000 youth, educators, and administrators in Belize City, to date. Building upon the proven approach in Belize City, we are further expanding efforts to Mexico, with efforts already underway in South America.
- **DonorsChoose.org** Through our collaboration, we provide resources and tools to support embedding financial literacy into the classroom, and promoting the integration of the EYF curricula as part of their lesson plans, including a Financial Literacy Innovation Challenge.

For more information visit pwc.com/eyf



#2 Thought Leadership

PwC works with various leading nonprofits, academic institutions and research centers to capture best practices and mine data from relevant national and global studies. Our goal is to understand implications and identify trends that help inform new approaches for teaching financial education and improving teaching resources. Some key pieces include:

- **Leveraging Technology in Education** A roadmap to leveraging technology in the classroom and increasing scale with the goal of enhancing student achievement, empowering teachers and enriching the overall learning experience.
- **Millennials and College Planning** An in-depth study together with Junior Achievement focused on millennials' attitudes towards financial planning around advanced education.
- **Planning for Impact: Measuring Business Investment in Education** PwC, in conjunction with A World at School and the Global Business Coalition for Education, developed an approach for building a framework for organizations to capture the intended impact of their education investments.

Forthcoming thought leadership pieces to further drive advancement in the field include exploring financial literacy within primary and post-secondary education and understanding how students learn and apply concepts.



#3 Stakeholder Engagement

Financial education, an essential life-skill, is a business imperative to creating systemic change that not only advances individual well-being and prosperity, but also the economic health of our global economy. Regardless of one's zip code, family circumstances or socio-economic status, everyone should have an opportunity to be financially healthy.

As a global employer, we play a pivotal role in bringing our voice and expertise to this issue and its importance to developing the next generation of capable leaders. PwC works in concert with various government entities, community organizers and trade associations to advance financial literacy in schools and communities across the country and to further elevate the issue and influence the discussions to help create scalable and replicable resources. Key organizations include:

Achieve, Inc., Business Roundtable, Consumer Finance Protection Bureau, President's Advisory Council on Financial Capability for Young Americans, U.S. Chamber of Commerce's Business Civic Leadership Center, U.S. Department of Education, and U.S. Department of Treasury.