



Outcome Measurement

Improvement in Financial Knowledge

2012 Financial Life Skills Summer Program



Participants were given a challenging pre- and post-test to gauge their level of financial knowledge before and at the conclusion of the summer program. The average improvement in aggregate financial knowledge was over 150 percent, with some students experiencing a 500 percent or more improvement! We take tremendous pride in being able to speak the language of our audience while breaking down complex subjects and topics into manageable parts.

Pre- and Post-Test	Percentage Improvement
Reality Days (cash flow management)	170%
The Real Deal on Wealth (credit and debt management)	226%
Investigating Investments (building wealth in the stock market)	67%

SAMPLE QUESTIONS



Reality Days

Cash Flow Management

Melissa is a single-parent mother of three small boys. Struggling to make ends meet, she needs your help finding the percentage of her take-home pay spent each month on groceries and childcare.

"Reality Days taught me that in order to achieve lasting financial freedom, you must live 30% below your means."

– Titi A.
H.S. Senior



Gross Monthly Income	\$2,500
Groceries	\$450
Childcare	\$650
Taxes (federal, state, local, FICA)	\$500

From the information above, what percentage of Melissa's *take-home pay* is spent on groceries and childcare each month?

- A. 64 percent
- B. 44 percent
- C. 1,100 percent
- D. 55 percent

The Real Deal on Wealth

Credit and Debt Management



Which of the following is/are characteristic of *mortgage debt*? (Select answer A, B, C, or D after analyzing the two characteristics below.)

- I. unsecured
- II. long-term liability

- A. I only is true
- B. II only is true
- C. I and II are both true
- D. I and II are both false



“If you don’t have a good credit score, then you will pay a higher interest rate on a loan because you are considered a riskier borrower.”

– Morgan S.
6th Grader

Investigating investments

Building Wealth in the Stock Market



Mario is a junior at State University and an aspiring entrepreneur with big goals and dreams to change the world. To help fund his start-up business after graduating from college, he bought 50 shares of a dividend-paying mutual fund at the conclusion of his freshmen year at \$20 per share. Today, each share trades at \$28.

What is the current *percentage change in value* of each share that Mario owns?

- A. increase of 8 percent
- B. increase of 71 percent
- C. increase of 40 percent
- D. increase of 140 percent

“In the Economic Cycle Game, I enjoyed learning which stocks to pick depending on how the economy is doing. Now I can suggest to my parents if they should add new stocks to their portfolio.”

– Elizabeth R.
7th Grader



“Unless we make financial education a priority at the elementary, middle, and high school level, our young people will have a difficult time achieving financial freedom in adulthood given our nation’s current state of fiscal affairs. The clarion call has sounded. But has it fallen on deaf ears?”

– Lawrence Funderburke, MBA and CFP
LFYO Founder and President