

Practical Money Skills

for Life™



FINANCIAL
LITERACY
FOR
EVERYONE



VISA

THE KEYS TO A STRONG FINANCIAL FUTURE

Visa works with governments, educators, consumer advocates and financial institutions to help people of all ages gain the knowledge and skills they need for a strong financial future. Visa has developed entertaining and engaging programs, online games and materials to teach money management skills to everyone, on topics ranging from budgeting and saving to responsible spending and the wise use of credit.

PRACTICAL MONEY SKILLS FOR LIFE

Practical Money Skills, Visa's free financial education program, helps people improve their money management skills. The program includes everything from a classroom curriculum, to an NFL-branded educational video game, to apps for iPhones and iPads. The award-winning Practical Money Skills initiative was developed in partnership with leading consumer advocates, educators and financial institutions. It features online and printed resources in English and Spanish.

For Consumers, Educators, Parents and Students

Educator Resources

Our program includes free, high-quality resources for educators of all grade levels, including a classroom curriculum mapped to state standards. Many educators also use our popular Financial Football and Financial Soccer video games with their students.



Social Media

Social media channels play a crucial role in Visa's efforts to teach consumers about personal finance. We run Facebook pages, a YouTube channel and a Twitter feed—all focused on financial literacy.

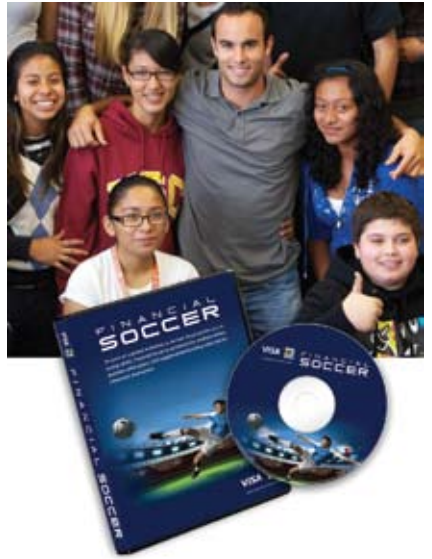


Financial Literacy and Education Summit

Since 2007, this annual Summit, co-hosted with the Federal Reserve Bank of Chicago, has drawn senior government officials, prominent executives, cutting-edge educators and non-governmental leaders from around the world.

Financial Soccer

This free, fast-paced educational video game tests players' financial management skills as they try to score goals. The World Cup™-themed game has been released in over 30 countries and 10 languages.



Financial Football

This popular, NFL-themed video game teaches children and adults about money management. Quarterback Drew Brees of the New Orleans Saints helped Visa develop the latest version of the game, creating questions and appearing on the cover. Financial Football is available at no cost online, on disc and as an iPad and iPhone app.

Tools and Resources

Free, high-quality financial tools are a pillar of the Practical Money Skills for Life program. Resources include everything from podcasts on relevant personal finance topics, to downloadable budgeting worksheets, to a complete suite of 29 financial calculators, also available as a free app for iPhone users.



Rich Multimedia Content

To help bring financial education to life for consumers, we provide a wide variety of financial literacy articles and videos, from our popular Tips and Trends and Econ 101 articles, published in our monthly eNewsletter, to many informative videos, including those by the renowned Khan Academy.

In the Media

Our programs have been featured in hundreds of media outlets, including *CBS News*, *The Wall Street Journal*, *The Washington Post*, *CNBC*, *CNN* and *Fox News*. They cover Visa's innovative approach to financial literacy and seek out our expertise on personal finance trends. Our monthly eNewsletter features a weekly personal finance column carried in 500 newspapers, as well as on the *Huffington Post* website.



Practical Money Skills



WHAT'S MY SCORE

What's My Score delivers tools and information for young adults about the importance of using credit responsibly. From the fundamentals of debt to advice on budgeting, the program has helped countless students learn the essentials of personal finance.

For College Students and Young Adults



What's My Score Blog

Our blog covers relevant financial issues for today's college students—from finding a job and building credit, to paying off student loans.

Online Tools

Students can visit our website to read about everything from student loans to credit scores and to take our Credit 101 tutorial, which tests their credit knowledge and shows their results. Educators can access our free Money 101 Curriculum, which teaches the basics of budgeting, banking and credit.



FICO Credit Score Estimator

With this free, easy-to-use tool, students can enter information about themselves to get a solid approximation of their credit scores, keeping them on track for future financial success.

WHATSMYSCORE.ORG

PARTNER WITH US

Visa has partnered with banks, credit unions, governments, schools and nonprofits to provide free, high-quality financial literacy resources. Many of our partners have cobranded our financial literacy sites and used our content to power their own financial literacy efforts.

Government

Visa's NFL Financial Football video game has been embraced by state government officials. Already, over 25 state governments have endorsed the game and distributed free copies to every high school in those states.



Financial Institutions

More than 175 credit unions and banks have cobranded our financial literacy websites, utilizing our curriculum, games and suite of financial calculators.

Employers

The cobranded initiative with McDonald's remains the largest U.S. employer-based financial literacy program, and since inception in December of 2008, over 850,000 of their workers have been reached.

Nonprofit Organizations

Visa's partnerships with nonprofits have enabled our content to reach even greater numbers of teachers, parents and consumers. Dozens of groups, such as the Jump\$tart Coalition for Personal Financial Literacy, the National Endowment for Teaching Entrepreneurship, the Future Business Leaders of America and the YMCA have used our programs to educate their audiences.



For more information about partnering opportunities, please contact us at info@practicalmoneyskills.com or visit www.practicalmoneyskills.com/orders

RESOURCES

Practical Money Skills

www.practicalmoneyskills.com

What's My Score

www.whatsmyscore.org

NFL Financial Football

www.practicalmoneyskills.com/football

FIFA Financial Soccer

www.financialsoccer.com

Facebook

www.facebook.com/PracticalMoneySkills

www.facebook.com/WhatsMyScore

Twitter

www.twitter.com/PracticalMoney

YouTube

www.youtube.com/pmsfl

Practical Money Skills



For more information, visit
www.practicalmoneyskills.com

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