



JA Finance Park[®]

Financial Literacy for the Next Generation

JA Finance Park Concepts and Skills:

- Credit and Debt
- Saving and Investing
- Taxes, Income and Social Security
- Pricing Research
- Planning: Budgeting and Money Management
- Career Goals

First opened in Fall 2007, *JA Finance Park* is located at The Mike Curb Learning Center on the JA of Southern California campus

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Innovative. Bold. Relevant.

JA Finance Park is all that, and more. A financial literacy laboratory nestled on the edge of Griffith Park, this Southern California campus exists to inspire and prepare youth to succeed.



There is no question about it: financial literacy and sound money management skills are essential to success. Today more than ever, young adults need a strong foundation for making intelligent, lifelong, personal financial decisions.

To improve the financial literacy of our future business leaders and employees,

Junior Achievement of Southern California (JASoCal) has created an exciting reality-based learning environment for middle and high school students.

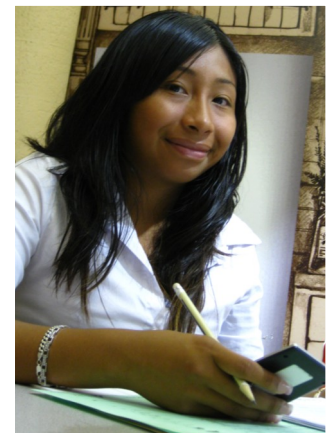
JA Finance Park allows 7th to 12th grade students to see, touch, and live the experience of personal finance in a real-life setting of stores, shops, and financial institutions.

The Path to the Park Starts in the Classroom

JA Finance Park is a five-week, teacher-led financial literacy program that introduces personal financial planning and career exploration, culminating in a day-long simulation at the *JA Finance Park* site.

Prior to the simulation, teachers and volunteers attend on-site training provided by Junior Achievement staff to prepare them to lead students through the classroom curriculum.

During their visit to *JA Finance Park*, students apply these learned concepts, with the help of their teachers and volunteers, in a life-like community by assuming various family and income scenarios and visiting businesses to gather information for their personal financial decision-making.





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Finance Park by the Numbers

In the 2010-11 school year, approximately **8,000** students visited JASoCal's Finance Park.

Students came from **15** middle schools, **42** high schools, **18** school districts, and **14** community organizations.



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"A Day in the Park" — Putting Learning to Work

Upon entering **JA Finance Park**, each student is given a unique "life situation" – a card to identify the details of their adult persona – including marital status, number of children (if any), education, employment and income.

The card might, for example, classify a student as a single mother with two kids, junior college education, and a sales associate job receiving an income of \$40,000 per year.

Students determine how much of their income is available to them each month after taxes, and they budget their money as they move about the Park.

Each student's budget becomes the most important determining factor of his/her assumed role.

Participating students use bank services, purchase housing, transportation, furnishings, food, health care, and other expenses, make investment decisions, contribute to charities, and work to create and balance their personal budgets.

Students become aware that choices, compromises, and saving for the future are key concepts for living within one's means.

Real-life members of the community, including teachers, parents and local business people, mentor students by actively participating in their unique **JA Finance Park** experience.



For **JA Finance Park** class registration, or to participate as a volunteer mentor, please contact:

Bernadette Gilbert – Sr. Program Manager

JA Finance Park

JA of Southern California

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