PERSONAL FINANCE
Education Programs
for Teens & Young Adults
Achieving success in today’s complicated world requires financial literacy. Sadly, only a handful of states currently require a personal finance course in high school, and California is not one of them.

Financial literacy leads to stability, opportunity, success and peace of mind. It affects nearly every aspect of our lives – from housing and healthcare to funding secondary education and retirement. Without financial literacy, uninformed choices can lead to unnecessary and avoidable struggle, stress, hardship and failure.

We believe that everyone deserves financial education

Our programs address the gap in our education system and help Bay Area students prepare for adulthood.

We recruit financial professionals to teach students what they need to know about personal finance. We work with schools, youth groups and social service organizations to reach students throughout the Bay Area.

We also organize professional development workshops for teachers and special events for students throughout the year. Visit our website to learn more about our programs!

www.bafef.org

The Bay Area Financial Education Foundation is a 501(c)3 nonprofit organization founded by volunteers from the financial services industry. Our mission is to improve the economic education and financial literacy of Bay Area youth.
## Contents

About the program ................................................................. 3

### Learning Modules

- **Budgeting 101** ............................................................. 4
- **How to Create a Budget** .................................................. 4
- **Budgeting for College** .................................................... 4
- **Understanding Credit, Debt, and Why Credit Scores Matter** .................................................. 5
- **Buying or Leasing a Car** .................................................. 6
- **Taxes Fundamentals** ......................................................... 7
- **Crash Course in Investing** ................................................ 7

### National Standards & Program Partners .................................. 8

### FAQ ................................................................................. 9

### Requesting a Speaker ........................................................ 10

### Student Workshop Committee ............................................. 10
The Program

Thank you for taking the first step in learning how we can work together to help Bay Area students. Our personal finance workshops are available to any classroom or youth organization in the Bay Area at no charge. Our volunteers can work with you during the school day or on weekends to meet your group’s needs. Choose one or more topics from our program list and we’ll work with you to schedule the workshop on a day and time that fits with your schedule.

Our expert volunteers can teach classes in-person or via Zoom. Each module typically lasts 60 minutes, but we can be flexible based on your needs. Descriptions of the modules we offer are included in this booklet.

We utilize curriculum from Next Gen Personal Finance, blended with both National Jump$tart Standards and the Council for Economic Education’s National Voluntary Standards, along with engaging videos and activities to educate students in the basics of personal finance. Our volunteers are uniquely qualified to deliver this material, and share our dedication to financial education for all.

We’re committed to reaching as many students as possible through a flexible program model. We will work with you to determine the best fit for your class or group, and match you with a qualified volunteer who can deliver the material. We can also provide you with additional curriculum, resources and material to continue teaching these important topics to your students.
Learning Modules

**Budgeting 101**
Students learn what budgeting is and why it is important; how budgeting can be used to reach one’s financial goals; how to differentiate needs vs. wants and understand how these play a role in creating an effective budget.

**How to Create a Budget**
Students learn the difference between gross and net income, the importance of using net income when budgeting, important strategies to use when creating a budget, how to create a salary-based budget.

**Budgeting for College**
Students learn to understand the importance of seeking out and applying for college grants and scholarships; how to identify the basic features and differences between federal and private student loans; understand the basics of student loan repayment including grace periods, interest and loan status; and learn how to make thoughtful decisions about day-to-day spending while in college to minimize debt.
Learning Modules…continued

Understanding Credit, Debt, and Why Credit Scores Matter

Students learn the differences between credit and debit cards; the difference between a credit report and credit score and why each is important; understand the components of a credit report and importance of regularly reviewing one’s credit report; understand what bankruptcy means; learn the components of a credit score and how they’re calculated. Students learn how one’s credit score impacts the ability to borrow money and affects interest rates; learn to read a Schumer box and understand how the terms of a card impact the total cost of purchases; understand how interest is charged and how to avoid or minimize it.
Learning Modules…continued

Buying or Leasing a Car

Students will be able to utilize knowledge and strategies to get the best possible financing terms (that meet their individual needs and budget) for a new or used car; understand negotiating strategies and use them to practice the process of “haggling” for a car; understand the difference between a car loan and lease as well as the advantages and disadvantages of each.

This module also covers the basics of why insurance is part of financial planning, how insurance companies share risk of financial loss, what types of insurance are offered and how to determine the best available buying options. We’ll discuss general insurance risks, factors that impact insurance costs, auto insurance, health insurance and other types of insurance.
Learning Modules…continued

**Tax Fundamentals**

Students will understand how income taxes are collected and provide revenue for public expenses; be able to read a paycheck stub and describe the different deductions; understand the purpose of a W-4 and what withholdings mean for their paycheck; learn how to read a W-2 and identify major components; understand the different options for filing taxes, and complete a 1040 for a variety of use cases.

**Crash Course in Investing**

Students will gain an understanding of the value of investing early and regularly; different investment strategies and the costs and benefits of each; employer sponsored 401(k) plans; the importance of saving early for retirement, compound interest, stocks and bonds, risk vs. return, asset allocation, passive vs. active investing, target date funds.
In preparing to launch this program for students, our Student Workshop Committee vetted curriculum from many reputable sources to select the most engaging, relevant and timely material. Importantly, we do not give investment advice nor do we recommend any financial products or services as part of our program. We used the Council for Economic Education’s National Standards for Financial Literacy as our guiding template for the topics and material to include. We also matched the curriculum with Jump$tart’s National Standards in Personal Finance Education. Both of these publications are readily available online if you’d like to learn more.

The majority of our curriculum comes from Next Gen Personal Finance, a nonprofit organization dedicated to improving the financial literacy of youth across the nation. Their curriculum is available for free to all teachers and we encourage you to visit their website to learn more – NGPF.ORG

We also partner regularly with the California Council on Economic Education, California State University East Bay’s Center for Economic Education, the Federal Reserve Bank of San Francisco and the California Association of School Economics Teachers to bring critical programs to teachers and students throughout the Bay Area.
Frequently Asked Questions

Is there a fee for this program?  
No. We provide the workshop material and training for the volunteers as part of our nonprofit mission. Our funding comes from individual donors, corporate sponsors and educational grants.

What age are the classes appropriate for?  
12th grade students are most critically in need of financial education, but we are happy to work with any students in grades 9 through college.

What commitment is required from the school or agency?  
Besides the commitment of time for the program, we ask that the students complete pre and post workshop surveys. The surveys can be anonymous, and they are very important so that we can gauge the effectiveness of the program. Teachers and group leaders are expected to remain present for the duration of the workshop.

Who are your volunteers and how are they trained?  
We source volunteers from allied professional associations in the SF Bay Area financial community, including the Financial Women of San Francisco, the Financial Planning Association, CFA Society San Francisco, Cal CPA and other professional groups who share our volunteer opportunities with their members. Most of our volunteers have a professional designation such as CFP® (Certified Financial Planner), CPA (Certified Public Accountant) or CFA (Chartered Financial Analyst). Many of the volunteers have a degree in economics, and all are working professionals who’ve been carefully vetted. All of our volunteers adhere to strict code of ethical conduct and are personally trained by our Student Workshop Committee and staff.

Can I choose one module or do I have to do them all?  
We are happy to present any and all modules. Choose one or more!
Requesting a Speaker

Please contact us to request a speaker for your group or class! You can email tina@bafef.org or phone 415-839-8197.

Information we will need from you:
Location of school or group meeting place, number of students, grade level of students, date/time requested, modules that you’re interested in, whether there is wireless internet and a projector/screen available (these are not a necessity but are helpful).

We’ll also want to know if the students are currently receiving any instruction in personal finance or economics, what subject will we be speaking during, and we’ll ask that the students complete pre- and post-workshop surveys.

We are very grateful for the efforts and dedication of our Student Workshop Committee, who spent several months designing this program, vetting curriculum, researching options, surveying teachers & students, and discussing learning outcomes and objectives. We’re proud to offer this program and congratulate our committee members on the great service they are providing for Bay Area youth through this initiative.

Student Workshop Committee

Committee Chair: Tanya Steinhofer, CFA, CFP®

Committee Members: Melanie Brinkman, CPA
Cameron Crisman, CFA
James Garner
Tony Molina, CPA
Ryan Reiger
“Having Tanya [BAFEF volunteer] in the classroom has enhanced my students’ understanding of finance and economics. A financial professional provides real world information and application to the student’s assignments. It is always nice to have more voices in the classroom and the students appreciate being able to ask questions of an expert.”

– Ann Tepovich, Redwood High School

“I can’t thank you enough for lending my seniors Tony [BAFEF volunteer]! He provided excellent presentations on Taxes, Credit and Investing which will benefit these seniors as they leave high school and go out into the big world. The students wanted to know how to do their taxes, what did they need to know about borrowing money and how to get started investing. Next fall, I hope to have Tony back!”

– Joan Westerman, Benicia High School