



1949

A need is identified,  
and CEE is founded

2024

We impact  
4 million+ students

How soon?

Financial literacy  
is part of every  
student's education

# Celebrating 75 Years of Transforming Lives

## Financial and Economic Education Matters



### Where would you be without a solid understanding of personal finance and principles of economics?

Many young people lack the basic financial knowledge and skills to prosper in life. As citizens, we have the responsibility to ensure all students receive an education that includes the financial knowledge they need to succeed.

Every day CEE takes action to address this need – especially where young learners are not being served.

### The Council for Economic Education helps youth:

- Improve their financial futures
- Make informed decisions
- Prepare for careers or post-secondary education
- Understand the economic impact of real-world events

Donate to CEE | Help Us Raise \$7.5M in our 75th Year | [www.councilforeconed.org/donate](http://www.councilforeconed.org/donate)

## We Have



### Expertise

- Professional development created and delivered by expert educators
- Effective, and free, curricula and engaging classroom activities
- Affiliate organizations across the nation



### Resources

- Programs for students from all socio-economic backgrounds
- Resources for the youngest learners through to AP economic students
- Free books and videos for families



### Impact

- Data to support the societal benefit of CEE's work
- Longitudinal research on the state of personal finance and economic education in America
- Set the standards for K-12 personal finance and economic education in many states

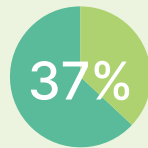
## We Need

Financial support from generous donors who believe in our mission: Every child should have access to the tools and knowledge of personal finance and economics so that they can make better decisions for themselves, their families and their communities.

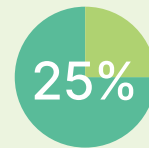
### Did you know?



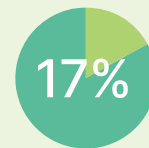
50% of America's youth will earn less than their parents



37% of adults could not cover \$400 in emergency expense without borrowing or selling something



Only 25% of American teens have confidence in their personal finance knowledge



17% of Americans are financially vulnerable with Black, LatinX, and younger Americans disproportionately represented

### The good news: Financial education can transform lives.



By investing in CEE, you're investing in teachers and students across the country who deserve the opportunity to learn what they need to thrive.

**The dividends will be priceless.**

## The Goal

*Let's not call it a stretch goal. Let's make it a minimum viable target.*

There are millions of kids who won't learn the basics of managing their money. And countless under-resourced teachers who could bring concepts of economics and personal finance into their lesson plans, if only they had training and help with great materials.

### CEE has been there for millions of educators

In order for CEE to effectively and efficiently scale our offerings—free to educators, students, and families—we are asking for your financial support.

## Raising \$7.5M for our 75th year for:

### Equitable Access to Financial Education | \$1.0M

- Advocacy for the last 15 states to adopt high school graduation requirements for personal finance

### Educator Training and Resources | \$2.0M

- Free resources and training for 1,000,000+ educators, especially for those in states with new graduation requirements
- Updating our resources for maximum relevancy and accessibility

### Student Competitions to deepen learning and build critical thinking skills | \$2.0M

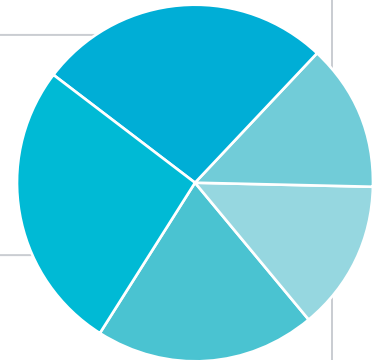
- Expanding student participation, deliberate outreach to low- and moderate-income communities, improve infrastructure and student experience, increased student prizes, more states with in-person finals

### Invest in Girls | \$1.5M

- Double the number of girls we serve each year while keeping intimate small-group, educator led classes
- Continue to build and expand our career exploration and mentorship programs

### Effectiveness and Innovation | \$1.0M

- As a service organization, we are nothing without our people. With unrestricted funds, we can upskill our staff, pilot new initiatives, conduct program research, and seize new opportunities.



### Did you know?

Charity Navigator gave CEE a perfect score

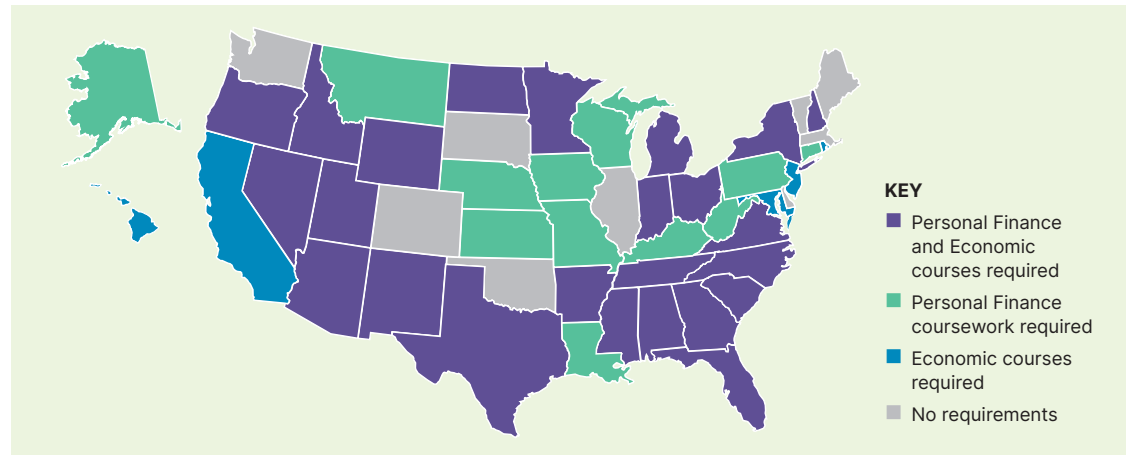


100%  
★★★★★

Please help us create a better future for millions of young people.

## Influencing Public Policy for the Public Good

In the past 2 years, CEE has been instrumental in getting 12 more states to mandate personal finance coursework and 3 more states to require an economics course for high school graduation. We will continue to advocate for more and better economic and personal finance education nationwide, especially in the 15 states with no personal finance education.



## Highly Effective Training and Resources for Educators

- Created with rigor - CEE leverages our vast network of master educators, economists, and financial experts
- Delivered with high satisfaction - 96% of our teachers would recommend a CEE webinar to a colleague
- We make financial and economics education fun and less intimidating for kids



## You can make a difference too!

Supporting teachers to transform lives

Building strong financial futures and economic knowledge for our youth

Helping families equip their children with an understanding of the financial world

Join us in creating equitable access to financial and economic education.  
[www.councilforeconed.org/donate](http://www.councilforeconed.org/donate)