



Citi's Financial Education Program

- Global Youth Enterprise Conference

- Dara Duguay, Director
Citi Office of Financial Education



April 7, 2004 Launch

- Creation of the Office of Financial Education (OFE)
- 10-year, \$200 million grant commitment towards financial education programs globally (funded by the Foundation & the Businesses):
 - \$36 million spent in 2007 in 65 countries
 - \$121 million spent to-date
 - Over 9 million “lives touched” in 2007

Curriculum Overview

- For children, teens, & adults
- Facilitator's guide
- Assessment option
- Mapped to U.S. education standards
- Modular format
- In English, Spanish, Chinese, French, Portuguese, Somali, Dari, Arabic, Russian and Turkish
- Evaluated and revised consistently



Teach Children to Save Day

In the United States

- Reached 104,875 kids
- Mobilized 3,496 volunteers

In South Africa

- 40,000 students from 209 schools
- 400 volunteers (30 from Citi)

Mexico- Pilot Program

Turkey and Poland- planning phase



Class in Washington, DC

Asia Pacific- Agent Penny

- Agent Penny is targeted specifically at upper primary students (10-12 years old).
- Provided through a comic book and drama.
- In Asia Pacific, Agent Penny is implemented in five countries:
 - Singapore, China, Hong Kong, Malaysia and Indonesia.



Latin America- Banks in Action

- Geared to high school students, *JA Banks in Action™* demystifies finance by explaining how a bank works.
- The 2007 Regional Tournament in Panama was the biggest since the first tournament in 1998; a total of 17 countries were represented, reaching over 25,000 students.
- Panama came in 1st, with Honduras and El Salvador coming in 2nd and 3rd.



Australia- MakingCents



- MakingCents provides teaching resources, linked to the school curriculum for students in primary school (aged 6-12).
- Over 3,000 teachers have received training to date.
- MakingCents is the main component of the Finance First project, an initiative of Citi Australia, in partnership with YWCA New South Wales.

Poland- “My Finances”

- Partnership among Kronenberg Foundation, National Bank of Poland & Junior Achievement Poland since 2005
- 3,600 teachers trained, 216,000 students thru 2007
- Modules:
 - “I Like Banks”
 - “My Investments”
 - “Investing Towards the Future”



U.K. “Financially Speaking”

- 30 schools across London
- 1,000 students annually
- 40 Citi volunteers
- Final competition at Citigroup Centre

- *Needs vs. Wants*
 - *Budgeting*
- *The Role of Banking*
- *Responsible Ways of Earning Money*
 - *Cost of Cool*



The “Knowing Counts” programs:

- 72 programs with 49 partners

Major Youth Programs:

- Young Entrepreneurs
- Banks in Action
- International Entrepreneurs Forum
- Little Corn
- Student On-line Tutors
- Museum exhibit



Mobile Interactive Shows

At Citi we believe that...

“Knowledge is Your Greatest Asset”

financialeducation.citi.com