

FitKit™

A financially FIT America



Average graduating college student has \$4100 of credit card debt.¹



59% of millennial graduates have no idea when their student loans will be paid off.²



76% of college students wish they had more help to prepare for their financial futures.³

46% of teens do not know how to create a budget and nearly 50% are unsure of how to use a credit card effectively.²

Statistics suggest a systemic lack of education and understanding of personal finances, a financial illiteracy epidemic that is currently plaguing our country. Everyone knows money doesn't buy happiness, but understanding finances is key to achieving success, no matter how you define it. Whether that's owning a home, starting a small business, raising happy kids, or simply becoming financially independent, money and how you manage it matters. The President's Advisory Council on Financial Literacy recently stated, "Financial illiteracy is not an issue unique to any one population. It affects everyone: men and women, young and old, across all racial and socioeconomic lines. No longer can we stand by and ignore this problem. The economic future of the United States depends on it."

The best way to combat financial illiteracy is through education in high school. By providing financial education we empower high school students to make educated choices to achieve their financially-driven dreams such as owning a home, sending their children to college, starting their own businesses, and creating a stable future for themselves. Lack of financial literacy at an individual level affects us all at a national level. Successful and financially stable citizens make for a successful and stable economy. The best way to build a better tomorrow is to start educating people today.

84% of HS students desire more financial education.⁸



63.8% of teachers do not feel competent to teach personal finance topics.⁵

Only 38% of teens know how to establish good credit; with 35% of teens unable to read a bank statement or balance a checkbook.⁶



When America's youth don't understand their personal finances, they struggle to achieve, be happy, and create financial security.

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FitKit™ is a Financial Literacy curriculum that teaches high school students the entire spectrum of fiscal topics necessary for success. Our curriculum sets itself apart thanks to its engaging interactive content, pre- and post-test assessments and continual support from DoughMain Financial Literacy Foundation. FitKit™ is mapped to both State and National Standards and offers varied instructional strategies including the use of video and animation, humor, blogging, social collaboration, and gaming. This empowers educators to customize the curriculum to better fit their needs so that it truly resonates with their students.

Unit Topics

Income and Careers · Pay, Benefits, and Deductions · Taxes · Budgeting
Banks and Banking · Savings and Investments · Credit · Insurance

FitKit is complete turnkey solution, each content unit includes:



Content background information for teachers



Adaptive Quizzing Tools



Video / animation



Engaging, humorous content



Key Vocabulary



Internet Links



Slide Presentations



Study Guides



Activities handouts and Answer Keys



Core and Extension Activities



Student Objectives and Essential Questions



Assessment Tools and Teacher Diagnostics



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DoughMain Financial Literacy Foundation is a nonprofit dedicated to building a better tomorrow by educating people today, in order to forge a financially literate America.