

FitKit™ *for Girls*

A financially FIT America



92% of women want to learn more about financial planning.¹



More than 41% of the female population struggles financially.²



More than 60% of single women live in economic insecurity.²

78% of U.S. women were unable to correctly answer a three question financial literacy survey

conducted by the Global Financial Literacy Excellence Center.³

The best way to combat financial literacy is through education in the early years of girls and young women. By providing financial education we empower them to make educated choices to achieve their financially-driven dreams such as owning a home, paying for their children's college, owning their own businesses, as well as creating a stable future for themselves.

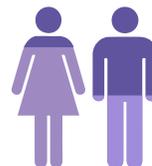
Statistics suggest a systemic lack of education and understanding of personal finances, a financial illiteracy epidemic that is currently plaguing our country. Women especially suffer from the debilitating effects caused by financial illiteracy which can result in greater inequality.

The best way to combat financial illiteracy is through education. By providing women financial education we can empower them to be financially secure through educated choices so that they can achieve their dreams. With the FitKit curriculum you are empowering women to own a home, send their kids to college, build a small business, live the American Dream and pursue happiness.



An American woman makes 76 cents for every dollar earned by men.⁴

Average net worth of non minority single women is only \$42k, of minority women \$5.⁶



70% of single mothers working full time do not earn economic security wages, compared to 45% of single fathers.²

When women struggle to understand their personal finances, they struggle to achieve, to be happy, and create financial security to empower their choices in day-to-day decision making.

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FitKit for Girls is a financial literacy curriculum that teaches young women 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 for Girls 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 and so that it truly resonates with their students.

FitKit is a 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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By supporting DoughMain Financial Literacy Foundation you are building a better tomorrow by educating people today, in order to forge a financially literate America.

1: https://www.fidelity.com/bin-public/060_www_fidelity_com/documents/women-fit-money-study.pdf, 2: <http://www.wowonline.org/wp-content/uploads/2013/09/Living-Below-the-Line-Economic-Insecurity-and-Americas-Families-Fall-2013.pdf>, 3: <http://gflec.org/wp-content/uploads/2016/02/WP-2016-1-How-Financially-Literate-Are-Women.pdf?x87657>, 4: <http://www.payscale.com/data-packages/gender-pay-gap>, 5: <http://www.payscale.com/career-news/2015/03/the-gender-wage-gap-begins-during-childhood>, 6: http://www.huffingtonpost.com/2010/03/11/women-of-color-have-media_n_495238.html, 7: <https://www.accountingtoday.com/news/majority-of-women-financially-unprepared-for-retirement>, 8: <http://www.foxbusiness.com/markets/2015/08/22/women-over-65-are-twice-as-likely-to-live-in-poverty.html>, 9: <http://www.sitting-pretty.org/why-women-and-girls.html>