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# Citi's Financial Education Program

- International Conference on Financial Education

- Dara Duguay, Director  
Citi Office of Financial Education

## April 7, 2004 Launch

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- 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

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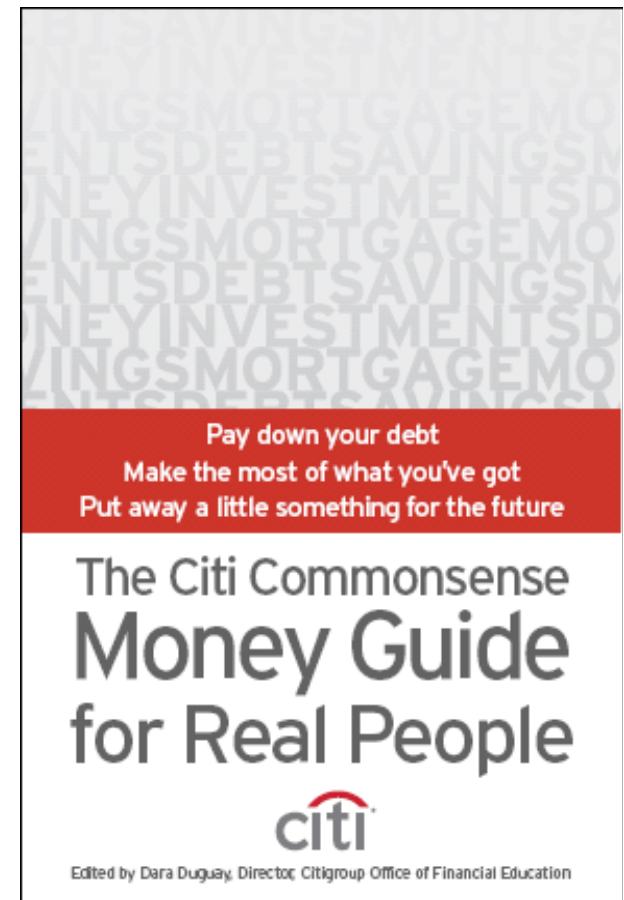
- For children, teens, & adults
- Facilitator's guide
- Assessment option
- Mapped to U.S. education standards
- Modular format
- English, Spanish, Chinese, French, and Turkish
- Evaluated and revised consistently



# Citi Personal Finance Book

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- Mainstream book
- “Real Life” financial challenges
- Easy to follow solutions
- “Give-away” to customers & NGOs
- Profits to fund NGOs



# Asia Pacific- Agent Penny

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- 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.



# Australia- MakingCents

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- 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 in coordination with 49 partners (public, private and social sector institutions).

### Major Youth Programs:

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



**Mobile Interactive Shows-** Mexico City, Nuevo Leon, Chiapas, Coahuila & Sinaloa

**At Citi we believe that...**

**“Knowledge is Your Greatest Asset”**

***[financialeducation.citi.com](http://financialeducation.citi.com)***