

Budgeting?

Insurance?

Career Planning?

Investing?

Taxes?

Credit Cards?

Student Loans?

Car Loans?

Housing Costs?



# Finance Park®

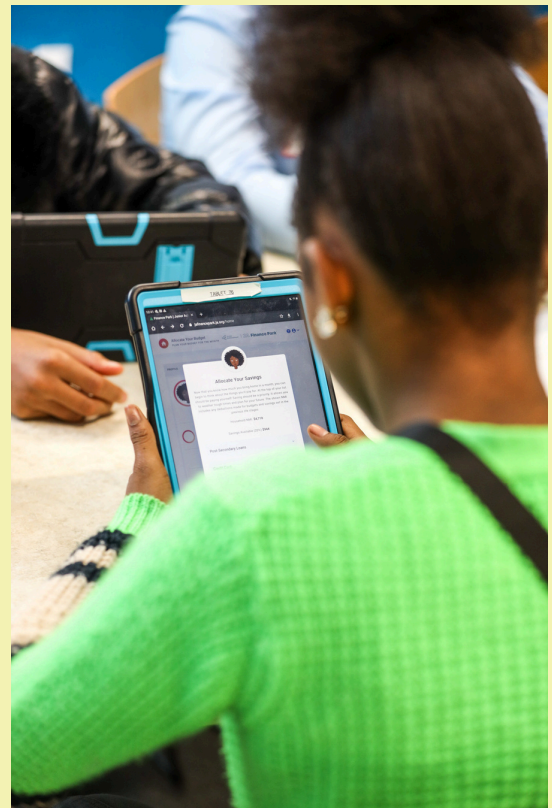
Teens have questions.  
Finance Park has answers.



Scan to see the  
park in action.



Students and  
volunteers engaged  
in the “pop-up”  
Finance Park  
simulation.



## Program Components:

- **Classroom Curriculum:** In-school. Teacher-led. Comprehensive personal finance and career readiness content.
- **Finance Park “Pop-Up:” Simulation of Real-Life Personal Finance.** One-day immersive experience. Takes place after classroom lessons.

## JA Finance Park “Pop-Up” Schedule Spring ‘25:

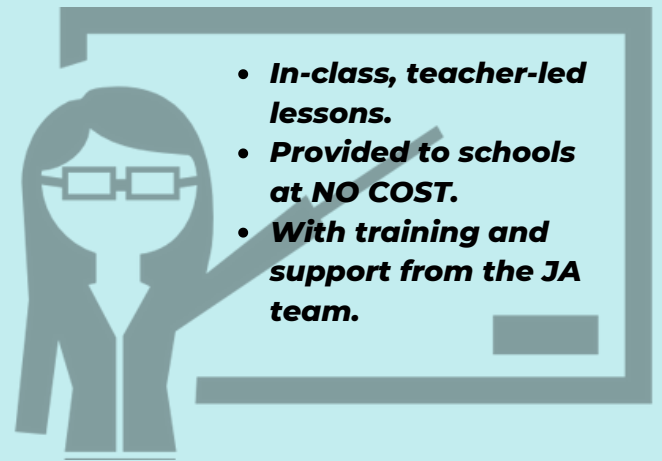
- **March 10-14** Monterey
- **March 31-April 4** East Bay
- **April 14-18** SF Peninsula
- **April 28-May 2** Fresno

# Classroom Curriculum

JA Finance Park helps students build a foundation on which they can make intelligent financial decisions that last a lifetime, including decisions related to income, expenses, savings, and credit.

JA Finance Park provides educator-led lessons that are flexible, easy to access and easy to implement.

In the 24-25 year, JA Finance Park will include 1,000+ students from Northern CA high schools serving low- to moderate-income communities.



**Classroom lessons provide Financial Literacy and Career Readiness education while preparing students for their “capstone” experience in the Finance Park simulation.**

- Theme 1: **Employment and Income**
- Theme 2: **Employment and Education**
- Theme 3: **Financial Responsibility and Decision Making**
- Theme 4: **Planning and Money Management**
- Theme 5: **Risk Management and Insurance**
- Theme 6: **Investing**

**Consider the Costs**  
How much does postsecondary education cost? Select the amounts below to learn more.

\$10,000  
\$25,000  
\$33,000

**Basic Automotive Insurance Coverage Explained**  
There are several different types of auto insurance coverage. Each protects you from expenses you might incur in different situations. Watch the video, which explains the different kinds of auto insurance that drivers carry.

70 percent of college students graduate approximately \$33,000 in student loan debt.

**Deductible**  
↓  
Low Deductible =  
↑ Higher Monthly Payment

**Flexible:** Schools commit to a minimum of **6 hrs.** of classroom time. With optional lessons to provide up to 20 hours of instruction.

**Young Adult**  
You're all set! Here's your life scenario. You are ready to create your budget.

- JOB: Transportation Security Screener
- GROSS MONTHLY INCOME: \$3,170
- CREDIT SCORE: 720
- RELATIONSHIP: Single with 2 children
- INTERESTS: Automotive, Cooking, Crafting

**DINING OUT**  
How often will you choose to dine out?  
Dining out can be both fun and sociable. It is also convenient, but the costs can quickly add up.

**Next >**

## Finance Park Simulation

Where high school students face the “real world” and build skills for life.

Students will:

- Enter the park with a personalized avatar and life scenario, including education, income, credit score and more!
- Work from a provided tablet to access JA’s powerful, interactive software platform.
- Research, shop, and pay for household expenses as they visit 18 interactive exhibition booths.
- Make household budgeting decisions based on their individual profile.
- Experience the ups and downs of real-world personal finance in a fun, safe simulated environment.
- Work in small groups with a volunteer mentor who will guide them through each expense category.

**DAILY SPONSOR\***  
\$10,000

- Brand recognition at the park (date and site of your choice).
- Opening remarks at the simulation.
- Recognition in media campaign and other channels.
- Underwrite program costs for 100 students.
- Priority volunteer registration.
- Branded booth in the simulation (space permitting).

\*Not available at Fresno site.

**BOOTH SPONSOR**  
\$5,000 per site

- Sponsor one “expense category” booth.
- Choose one “pop-up” location or support multiple sites.
- Available sites: Monterey, East Bay, SF/Peninsula, Fresno.
- Pick the category that best matches your industry and represents your brand.
- Work with JA on a custom booth design to showcase your brand before all Finance Park attendees.

**CLASS SPONSOR**  
\$2,500/class

- Support a cohort of students through their classroom instruction *and* their field trip to the Finance Park simulation.
- Includes donor/brand recognition within the park.
- Priority volunteer registration.
- Recognition in media campaign and other channels.
- Underwrite program costs for 32 students.

**Booth sponsorship: your brand lives within the JA Finance Park simulation.**



*During their day at JA Finance Park, students will visit 18 exhibition booths, each representing one expense category in their household budget.*



- Categories currently available include: **Dining Out, Housing, Healthcare, Recreation, Self-Care and more.**
- Contact JA to learn more and to discuss all the ways your company or small business can be represented at *JA Finance Park*.

**VOLUNTEER BREAKFAST SPONSOR**  
\$500/day  
(3) available at each site

- Cover the cost of breakfast and coffee for our Finance Park volunteers.
- Signage and brand recognition in the volunteer welcome area at your “pop-up” location.
- Opportunity to visit the park and address volunteers (optional).
- Recognition on JA NorCal social media channels.

**LUNCH SPONSOR**  
\$1,000/day  
(3) available at each site

- Cover the cost of lunch and snacks for Finance Park students.
- Signage and brand recognition in the student lunch area at your “pop-up” location.
- Opportunity to visit the park and address students (optional).
- Recognition on JA NorCal social media channels.

Join us! Sign up to change the lives of youth in our community.



### Be a *JA Finance Park* Mentor

- Work with a small group (5-7) of high school students.
- Join them as they visit each expense category booth and manage their individual household budgets.
- Coach them through real-world budgeting decisions.
- Share your knowledge and experience to help students understand complex topics like loans, credit scores, insurance, retirement planning and more.
- 20 mentors needed per day.

**8:00am-1:30pm.**

**Tues, Wed, Thurs at each “pop-up” site.**

Orientation provided on-site. No prior training required. Each day will include a different cohort of students.



Scan to see the park in action.



### Volunteers are the heart of *JA Finance Park*!

Volunteering at the park provides a meaningful, rewarding experience for individuals, corporate groups, service clubs and community organizations. Contact us to learn more.