



A financially FIT America



66% of American adults can't pass a basic financial literacy test.¹



40% of Americans don't have enough cash to cover a \$400 emergency.²



38% of U.S. households have credit card debt.³

33% of American adults have \$0 saved for retirement.⁴

In today's fast-paced consumer society, financial literacy is an essential everyday life skill. It can mean the difference between having the ability to understand and manage the financial landscape, manage limited financial resources and risks effectively, establish security, create opportunities and avoid financial pitfalls. Improving financial literacy can benefit anyone, regardless of age, income or background, but for impoverished communities, the impact can be extremely positive.

Adult learning is different and calls for a different kind of financial literacy education. As a result, programs directed at adult education need to focus on catering to these differences.⁵ Adults also learn more effectively when they are invested in the content and volunteer to be a part of the program.⁶ This is why the programs should also focus on aligning to the daily lives of adults. The FitKit Express™ starts with these critical components of success in mind and helps people make informed choices daily and throughout their lives. The FitKit Express™ offers a powerful tool with the potential to help the poor escape poverty by building savings, growing assets, planning for higher education, and creating wealth.

More than 40% of student loan borrowers are not making payments⁷



Express programs are tailored to the learning styles of adults

Express programs serve as a compelling conversation with the community



Developing an understanding of personal finance is critical for adults who wish to achieve financial security.



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FitKit™ Personal Finance Express Program brings financial literacy education to those who stand to benefit the most from economic education in the larger community. It is a condensed, 6-hour version of the original FitKit, is highly customizable, and can be tailored to fit the specific needs of men and women living in poverty or are otherwise at risk thereof. The FitKit Express™ relates mindset, history, and values while teaching skills in a compelling conversation with the community.

Conversation Topics

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

FitKit Express™ is tailored to adults, each Conversation features:



**Presenter's and
Learner's Guides**



Central Topics



PowerPoints



Discussion Slides



Internet Links



**Central
Topic Videos**



Mindset Videos



Reflection Videos



Engaging Content



Additional Resources



**Core and Extension
Activities**



**Objectives and
Essential Questions**



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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.

1: Farber, Madeline. "Nearly Two-Thirds of Americans Can't Pass a Basic Test of Financial Literacy." *Fortune*, Time, 12 July 2016, fortune.com/2016/07/12/financial-literacy/. 2: *Report on the Economic Well-Being of U.S. Households in 2017*. Board of Governors of the Federal Reserve System, May 2018. 3: Herman, Jeff. "Credit Card Debt Statistics." *Creditcards.com*, 6 June 2018, www.creditcards.com/credit-card-news/credit-card-debt-statistics-1276.php. 4: Kirkham, Elyssa. "1 in 3 Americans Has Saved \$0 for Retirement." *Money*, Time, 14 Mar. 2016, time.com/money/4258451/retirement-savings-survey/. 5: Robson, Jennifer. *The Case for Financial Literacy*. The Canadian Centre for Financial Literacy / Social and Enterprise Development Innovations, Nov. 2012. 6: Loibl, Cäzilia, and Tahira K. Hira. "Self-directed Financial Learning and Financial Satisfaction." *Financial Counseling and Planning*, vol. 16, no. 1, 2005, pp. 11-21. 7: Mitchell, Josh. "More than 40% of Student Borrowers Aren't Making Payments." *The Wall Street Journal*, 7 Apr. 2016, www.wsj.com/articles/more-than-40-of-student-borrowers-arent-making-payments-1459971348.