Lesson Plans from Take Charge America Institute Selected for President Obama’s New Financial Literacy Initiative

PHOENIX – (April 4, 2011) – Take Charge America, a national non-profit credit counseling agency based in Phoenix, partnered with university professors to develop a personal finance curriculum for high school students, part of which is now being used in President Obama’s 2011 National Financial Capability Challenge.

The Take Charge America Institute (TCAI) at the University of Arizona currently oversees the financial curriculum in the Family Economics and Financial Education (FEFE) program. The FEFE program has helped thousands of high school educators nationwide teach their students how to manage daily finances and save for the future.

The National Financial Capability Challenge is a new initiative designed to increase the financial knowledge and capability of high-school-aged youth. It culminates with a voluntary online exam covering saving, budgeting, investing and other important personal finance skills.

Participating teachers have access to an “educator’s toolkit,” which they can use to prepare students for the exam. The following TCAI lesson plans were selected:

- Understanding Your Paycheck
- Take Charge of Your Finances, which covers insurance basics
- The Essentials to Take Charge of Your Finances, which covers identity theft prevention

TCAI was founded in 2003 through an endowment from Take Charge America. Its mission is to create research-based educational outreach programs to improve financial literacy and help consumers make informed financial choices in today’s complex markets.

To learn more about TCAI and the FEFE program, visit www.tcainstitute.org. Additional information on Take Charge America can be found at www.takechargeamerica.org.

About Take Charge America, Inc.

Take Charge America, Inc., a non-profit financial education, credit counseling and debt management agency, is dedicated to helping consumers nationwide improve their financial futures. It partners with creditors, credit unions, employers, government groups and educational institutions to reach different segments of the population experiencing a variety of financial challenges. Since its founding in 1987, the company has grown from three to nearly 400 employees. It has helped more than 1.5 million consumers nationwide manage their personal finances and debts. For more information on Take Charge America, visit www.takechargeamerica.org or call (888) 822-9193.

# # #