



AFSA EDUCATION  
FOUNDATION  
*Brightening Your Financial Horizon*

# AFSA Education Foundation Annual Report

2005-2006



***Brightening Your Financial Horizon***

## Brightening your Financial Horizon

**W**ith the recent completion of MoneySKILL® 2007, the AFSA Education Foundation (AFSAEF) has entered a new era in providing consumer education to people of all ages! This new and enhanced version of the comprehensive, interactive MoneySKILL curriculum will be available for use by high school teachers via the Internet in the fall of 2006.



Randy Lively

Delivery of this revised and enhanced version of MoneySKILL follows extensive testing. In fact, more than 31,000 students and 3,300 teachers participated in the two-year beta testing project, and we incorporated many of their recommendations into the final version. We have others to thank, though. A U.S. Department of Education grant along with contributions and grants from many AFSA members, business organizations and foundations facilitated the development of this new platform. We simply could not have done all we did without this support.



Susie Irvine

Because of the “evergreen” nature of this curriculum, classroom teachers can be assured that the learning process will accurately reflect the real world of market place activity. Teachers seem to agree. In the first annual survey of MoneySKILL users, 92 percent of teachers evaluated the curriculum as either “Excellent” or “Very Good.” In addition, registrations for the free personal finance course now come from all 50 states and 22 foreign countries and U.S. territories.

In addition to MoneySKILL, AFSAEF provides a comprehensive array of financial literacy brochures and “how to” materials for use by adult consumers. Several of these were developed in partnerships with other trade organizations, regulator groups and government agencies. Through the direction provided by a distinguished board of directors—including members from the academic community and the corporate world—the foundation has remained focused on the quality and usability of its programs.

The quality also permeates the AFSAEF sponsored management development programs—at both the University of North Carolina and Marquette University. These programs provide superb leadership development opportunities for individuals who have excelled in AFSA member companies.

I encourage you to visit the AFSAEF Web site for a more thorough look at the foundation’s activities. To us, the most exciting part is that we’ve truly only begun to brighten your financial horizon. The best is yet to come.

Sincerely,

A handwritten signature in black ink, appearing to read "H. R. Lively, Jr.".

H. R. Lively, Jr.  
Chairman

A handwritten signature in black ink, appearing to read "Susie Irvine".

Susie Irvine  
President & CEO

## AFSAEF Board of Directors

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## MoneySKILL®

One of the most significant initiatives that the AFSAEF has undertaken in its eleven-year history is MoneySKILL®—an interactive online personal finance curriculum. This innovative course is offered free of charge and is aimed at the millions of high school students who graduate each year without a basic understanding of money management fundamentals.

The program is designed to be used as all or part of a grade for courses in economics, math, social studies or other courses where personal finances are taught. The 34-module course teaches personal finance concepts on income, expenses, assets, liabilities and risk management.

One of the program's features is a life-simulation module. It asks students to project their own life expectancies regarding jobs, neighborhood, cars, education, marriage and children. The simulation shows where they will achieve their hopes and where their plans will fall short, and it challenges students to bring the concepts they are learning into their own lives.

2005-2006 proved to be a banner year in the ongoing evolution of this ground-breaking personal finance course. Dr. Lewis Mandell, professor of Finance at State University of New York at Buffalo and curriculum developer, conducted three focus groups that included teachers and principals from Buffalo, NY and suburban high schools to better understand perceptions of MoneySKILL. The principals and teachers agreed that the best way to fit MoneySKILL into the classroom is to include it in a required course such as business, economics or life skills. They recommended that MoneySKILL messages and marketing efforts focus on these four benefits: the course is comprehensive and realistic; it is FREE; it is appealing to students because it's Web-based, personalized and self-scoring; and the demand on the teacher is relatively low.



## MoneySKILL® Teacher Training

Early on, staff determined that the most effective way to reach teachers is through training sessions. The workshops familiarize teachers with the curriculum and the easy-to-use administrative site, including the registration pages for teachers, classes and students and the electronic grade book. When possible, teachers' training sessions are offered in computer labs so teachers can experience hands-on instruction and one-on-one guidance for using MoneySKILL.

More than 600 teachers in a variety of locations throughout the country received MoneySKILL training, thanks to sessions offered by the AFSA Education Foundation staff during February–July 2006.

Among the organizations that included MoneySKILL training as a part of their conference were: the South Carolina Business Education Association, the Arizona Jump\$tart Coalition and the Arizona Business Education Association, the West Virginia Jump\$tart Finance University, the Wisconsin National Institute of Financial and Economic Literacy, the Iowa Jump\$tart Coalition, the Kentucky Career and Technical Education Association and the Missouri ACTE/ Business Education Association. In addition, staff presented MoneySKILL to more than 100 members of the Residents Lenders of North Carolina.

Fall 2006 teacher training sessions are planned for the New Hampshire Business Education Association, the Washington State Business Education Association, Ohio Business Teachers Association, the Texas Jump\$tart Coalition, the Illinois Business Education Association, the Indiana Business Education Association and the Vermont Jump\$tart Coalition.

In 2005, AFSAEF conducted extensive outreach and provided teacher training workshops to a variety of groups in several states. AFSAEF staff conducted 34 MoneySKILL teacher training sessions in 19 states that reached 6,230 teachers. A number of these teachers—on their own—requested more materials which they then took to other meetings with parents, additional educator groups and other professional trade associations. These workshops were coordinated with state Jump\$tart Coalitions for Personal Financial Literacy, state Business Education Associations, the Insurance Education Institutes, the Wisconsin Office of Financial Literacy and AFSA members.

## MoneySKILL® 2007 Revisions

Due in large part to its increasing popularity, as well as input from teachers and other users, the MoneySKILL personal finance curriculum underwent a major revision. The enhancements updated not only the program's underlying technology but also the information provided.

To reach a broader range of high school students and young adults, MoneySKILL will be available in Spanish in the near future. Also, an online video version is being developed that will cover key concepts.

## AFSAEF, Wisconsin Office of Financial Literacy and Harley-Davidson Financial Services Partnership

AFSAEF, in partnership with the Wisconsin Office of Financial Literacy, Department of Financial Institutions continued to provide statewide teacher training in Wisconsin. Support for the project was provided by Harley-Davidson Financial Services. Teachers were awarded \$100 each if they had at least 20 students completing MoneySKILL. The school with the most students completing the MoneySKILL curriculum received \$1,000.

## Teens Get a Special Lesson on Money Management

Federal Trade Commission Chairman Deborah Platt Majoras and AFSAEF President and CEO Susie Irvine spoke with 100 high school students at the Bell Multicultural High School in Washington, DC during April's Financial Literacy Month. Majoras discussed identity theft and Irvine spoke about basic credit card knowledge and usage and the importance of establishing a good credit history.



FTC Chairman, Deborah Majoras and Susie Irvine, President and CEO, AFSA Education Foundation talk with DC high school students

## Financial Literacy Brochures

### Understanding Vehicle Financing

Produced by AFSAEF and the National Automobile Dealers Association (NADA) in cooperation with the Federal Trade Commission, this brochure provides information to help consumers learn about dealership financing and how to evaluate their own financial situation before financing a new or used vehicle. The brochure includes: a checklist of recommended actions to take before, during and after visiting a dealership; a worksheet for comparing terms from up to three creditors; and a list of federal laws regulating dealership financing and leasing. *(Spanish version available)*

### Understanding Credit Cards

An e-brochure to help consumers understand how credit cards work, become familiar with common terms offered with a credit card and avoid the dangers of using credit unwisely. Sections include: worksheets to help consumers evaluate their financial situation and comparison shop for a new credit card; tips for managing credit cards; how to calculate the finance charge; and federal laws.

### The Consumer's Almanac

Many people have used The Consumer's Almanac to help organize their daily lives and manage their money. This publication helps consumers gain control of their financial situations by: organizing their income, saving, living expenses and credit obligations so that they are in a win-win situation; meeting their future needs through saving and investing; incorporating their long-range goals into the budgeting process; and managing credit wisely.

### When Natural Disaster Strikes

This guide to managing financial obligations during and after a natural disaster includes a section on working with creditors, developing a financial plan before a disaster occurs, and protecting finances against further mishap. The brochure also includes a financial obligations worksheet.

### Manage Your Holiday Spending

Holiday shoppers interested in common sense guidelines use this brochure to help manage their expenses when holiday shopping. This brochure provides a worksheet to create a holiday budget and suggestions on how to avoid the stress and strain of seasonal expenses.

### Mortgage Loans: Understand the Terms of Your Loans Before You Sign....

Produced by AFSAEF in partnership with the American Association of Residential Mortgage Regulators and the National Association of Consumer Credit Administrators, this brochure is designed to assist in identifying the terms of a mortgage loan, determining what terms are best and identifying issues to be aware of before entering into a mortgage loan transaction. *(Spanish version available)*

### Personal Loans

This brochure explains the terms of financing and issues to consider before entering into a personal loan. Sections include: what happens during the loan application process; co-signing for a loan; understanding credit insurance, terms of financing, and federal laws. *(Spanish version available)*

## '06 AFSA Management Development Programs Provide Valuable Training for Member Company Executives

**T**his year's AFSA Management Development Programs—at both the University of North Carolina and Marquette University—provided a significant milestone in the career development of managers in many AFSA member companies.

Eighteen participants from AFSA member companies attended a two-day session held at the University of North Carolina, Chapel Hill that helped develop the skills and strategies necessary for developing an “executive presence.” The amount of time dedicated to honing presentation skills received favorable remarks along with high praise for the

global economic forecaster.

The 29 participants of the AFSA/University of North Carolina Management Development Program, now in its 22nd year, received an intense two-week educational experience that focused on broadening their management competencies and ended with a gala award ceremony on July 20th.

A highlight of the UNC course proved to be a one-day outdoor adventure. Here the participants gained new perspectives on team building, communication and collaboration. The National Institute on Consumer Credit Management

(NICCM) sessions at Marquette meant strides forward for more than 78 participants in both Management I and II. Classes are taught by instructors from a variety of backgrounds, including industry executives, university faculty and consumer finance consultants. NICCM provides high quality training of current branch managers and team leaders, who are on a fast track in their career development.

The class presidents, selected by their peers, provide the board with insights into the program and assist in making the program even better in the future.

## Class Presidents' Management Development Programs

**Charles “Luke” McClanahan**  
Brundage Management Company  
University of North Carolina



When I first started preparing for the trip to Chapel Hill (University of North Carolina), I was very uneasy about being gone for two weeks. After the first day of class, though, all my uneasiness was gone. The other industry people who came to the class had so many good ideas and experiences to share that I literally was on the edge of my seat. Next thing I knew it was time to go home.

The first thing you notice when you arrive on Sunday are the excellent facilities. Every thing is quite impressive—the rooms, food and staff are all first class. In fact, the entire campus is conducive to learning. There is plenty to do after class, too, so you can unwind and spend some time networking with your new-found friends.

The faculty was also very impressive. All of the instructors link the curriculum to the financial services industry and have real-world examples. Not only was it an honor to be chosen to go, it was fun to hang out with the future leaders of the financial services industry. I feel I have started relationships that will last and help me throughout my career.

**Scott Wells**  
Personal Finance Company  
NICCM—Management II



I am happy to have been selected to be part of the NICCM program, and I have been

impressed with the knowledge base that has been made available to my class during both parts of the curriculum. It isn't often that one is afforded the opportunity to speak directly with the leader in his own company, let alone the leaders of the entire industry! And as such, it is impossible to leave the NICCM program without a better understanding of how the industry continues to thrive and without an abundance of ideas to make one's company more profitable.

**Chris Burks**  
World Acceptance Corporation  
NICCM—Management I



It was truly an honor to be selected by World Acceptance Corporation to attend the NICCM course held recently on the beautiful campus of Marquette University. From the

“Welcome” dinner to the very last leadership presentation, it was an exhilarating experience. My class trained with some of the brightest and most talented people in our industry. From an overall perspective, the one-on-one training with other corporate leaders was fantastic. It was obvious to see why they were chosen to attend. The future of our evolving and ever-changing industry is very bright.

In my view, the faculty of NICCM was spectacular. Their enthusiasm and positive leadership style were great, and the interaction with the instructors and fellow attendees gives you a wonderful insight from all the different aspects of our industry. I look forward to Management 2 to further enhance my knowledge, skills and—most importantly—to continue to build the friendships and business contacts that will last forever.

## Statements of Financial Position

<i>December 31,</i>	2005	2004
<b>Assets</b>		
<b>Current Assets</b>		
Cash and cash equivalents	\$ 245,893	\$ 47,470
Accounts receivable	70	-
Grant receivable	79,350	-
Note receivable – Jumpstart	-	200,000
Prepaid expenses	-	2,524
<b>Total Current Assets</b>	<b>325,313</b>	<b>249,994</b>
<b>Property, Equipment, and Intangibles</b>		
Furniture and equipment	40,012	40,012
Moneyskill software and website	363,347	363,347
	<b>403,359</b>	<b>403,359</b>
Less accumulated depreciation and amortization	(326,052)	(200,945)
<b>Net Book Value</b>	<b>77,307</b>	<b>202,414</b>
<b>Total Assets</b>	<b>\$ 402,620</b>	<b>\$ 452,408</b>
<b>Liabilities and Net Assets (Deficit)</b>		
<b>Current Liabilities</b>		
Accounts payable	\$ 149	\$ 20,219
Due to related parties	451	20,327
<b>Total Current Liabilities</b>	<b>600</b>	<b>40,546</b>
<b>Net Assets (Deficit)</b>		
Unrestricted	149,401	(213,332)
Permanently restricted	252,619	625,194
<b>Total Net Assets (Deficit)</b>	<b>402,020</b>	<b>411,862</b>
<b>Total Liabilities and Net Assets (Deficit)</b>	<b>\$ 402,620</b>	<b>\$ 452,408</b>

Statements of Activities

	Year ended December 31, 2005			Total
	Unrestricted	Temporarily Restricted	Permanently Restricted	
<b>Revenue</b>				
Contributions and grants:				
Money\$kill curriculum	\$ —	\$ 210,000	\$ —	\$ 210,000
Grant form government agency	198,375	—	—	198,375
Operational	182,178	—	—	182,178
<b>Total contributions and grants</b>	<b>380,553</b>	<b>210,000</b>	<b>—</b>	<b>590,553</b>
Professional development	215,973	—	—	215,973
Publications	36,771	—	—	36,771
Alumni Management Development Program	—	—	—	—
Investment return	465	—	—	465
<b>Revenue before net assets released from restrictions</b>	<b>633,762</b>	<b>210,000</b>	<b>—</b>	<b>843,762</b>
<b>Net Assets Released from Restrictions</b>	<b>582,575</b>	<b>(210,000)</b>	<b>(372,575)</b>	<b>—</b>
<b>Total Revenue</b>	<b>1,216,337</b>	<b>—</b>	<b>(372,575)</b>	<b>843,762</b>
<b>Expenses</b>				
Programs:				
Money\$kill Curriculum	463,007	—	—	463,007
Professional development	295,033	—	—	295,033
Vehicle Financing Brochure	—	—	—	—
Conferences and Workshops	22,056	—	—	22,056
Publications	23,183	—	—	23,183
Jump\$tart	—	—	—	—
<b>Total program expenses</b>	<b>803,279</b>	<b>—</b>	<b>—</b>	<b>803,279</b>
Supporting activities:				
Management and administration	44,036	—	—	44,036
Fundraising	6,289	—	—	6,289
<b>Total supporting activities expenses</b>	<b>50,325</b>	<b>—</b>	<b>—</b>	<b>50,325</b>
<b>Total Expenses</b>	<b>853,604</b>	<b>—</b>	<b>—</b>	<b>853,604</b>
<b>Change in Net Assets (Deficit)</b>	<b>362,733</b>	<b>—</b>	<b>(372,575)</b>	<b>(9,842)</b>
<b>Net Assets (Deficit), beginning of year</b>	<b>(213,332)</b>	<b>—</b>	<b>625,194</b>	<b>411,862</b>
<b>Net Assets (Deficit), end of year</b>	<b>\$ 149,401</b>	<b>\$ —</b>	<b>\$ 252,619</b>	<b>\$ 402,020</b>

# AFSA Education Foundation – Annual Report 2005-2006



**Management Development Program**  
July 9-20, 2006  
UNC Kenan-Flagler Business School



**National Institute on Consumer Credit Management  
Management I**  
June 4, 2006  
Marquette University  
Milwaukee, Wisconsin



**National Institute on Consumer Credit Management  
Management II**  
June 4, 2006  
Marquette University  
Milwaukee, Wisconsin

*AFSAEF's mission is to educate high school students on personal finance concepts and to help consumers realize the benefits of responsible money management and understand the credit process.*



**AFSA EDUCATION  
FOUNDATION**  
*Brightening Your Financial Horizon*

**American Financial Services Association Education Foundation**  
919 Eighteenth Street, NW • Suite 300 • Washington, DC 20006-5517  
Tel: (888) 400-7577 • E-mail: [info@afsaef.org](mailto:info@afsaef.org) • [www.moneyskill.org](http://www.moneyskill.org) • [www.afsaef.org](http://www.afsaef.org)