



# Financial Literacy Month

Wanting to learn about financial literacy and education, but are unsure where to begin? ICUF has curated a list of resources and tools from trustworthy organizations to give you a jumpstart.

In 2004, the U.S. Congress designated April as National Financial Literacy Month, to raise awareness about the importance of financial literacy education in the United States and the consequences that may be associated with a lack of understanding about personal finances.

## Why Financial Literacy is Important



Americans estimated their own financial illiteracy cost them \$1,506 per person in 2023.



According to recent CivicScience data, 1-in-10 U.S. adults say they are 'not at all financially literate,' while the majority claim they are 'somewhat financially literate.'



In 2022, the average student loan debt for graduating collegiates was \$37,5746.

## Financial Education Resources

### Online Resources

Iowa Department of Education  
[Financial Literacy Instruction and Resources](#)

State Treasurer of Iowa  
[Financial Education and Empowerment Resources](#)

Consumer Financial Protection Bureau  
[Plan for Future Goals: House, College, Car](#)

MyCreditUnion.gov  
[Financial Resources: Apps, Personal Finance Worksheets, Graphics, Lesson Plans and Resources](#)

### Youth Resources

#### Money as You Grow

Parents and caregivers can use these tips, conversation starters, and activities to educate their children on financial best practices.

#### Meet the Money Monsters!

The Money Monsters are a group of creatures who are new to our universe who need to learn about many important things like school, friendship, and financial literacy. Parents and caregivers can use the free publications and reading guides to help their children understand money skills, habits, and attitudes in adulthood.

#### Books to Read During Financial Literacy Month

#### Hit the Road — A Financial Adventure

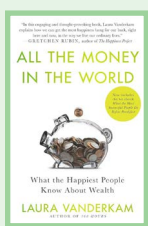
Hit the Road takes users on an interactive, virtual road trip across the country, but the journey is not easy. They must save and spend money wisely to complete challenges along the way.

#### What's in Your Piggy Bank? Motivating Young First-Time Workers to Save

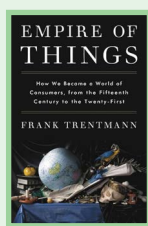
This recorded webinar highlights the First-Time Workers program, a pilot project from Young America Saves, which promotes saving at work for young adults, ages 16–24, as one effort to increase overall workplace saving.



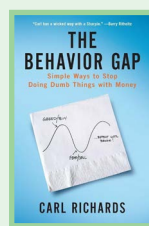
## Recommended Reads



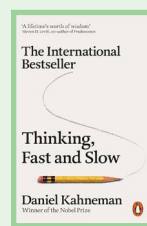
**All the Money in the World**  
by Laura Vanderkam  
This book explores better ways to use what we have to build the lives we want - offering an approach that involves examining beliefs, goals and values.



**Empire of Things**  
by Frank Trentmann  
Recounts the history of consumerism over the past 600 years, including the development of consumer activism, consumer protection, and consumer rights.



**The Behavior Gap**  
by Carl Richards  
Explains bad decision-making based on emotions and shows readers how best to think about investment decisions.



**Thinking, Fast and Slow**  
by Daniel Kahneman  
Explore where we can and cannot trust our intuitions and how we can use different techniques to guard against the mental glitches that often get us into trouble.

## Getting Started in Your Credit Union

Here are some ways you can lead, promote and celebrate Financial Literacy Month in your credit union:

- Let your peers know about the campaign, especially frontline staff who work directly with members.
- Involve any financial coaches you have in your credit union.
- Organize educational sessions with staff, members, and community organizations.
- Organize an "Open Door Day" event for financial planning and budgeting.
- Offer financial literacy classes on specific topics like: homeownership, saving or collegiate financial planning.
- Connect with local community organizations to promote financial literacy offerings and resources.
- Create a special youth corner in your branches with educational coloring pages or books.

