



## *PwC's Earn Your Future*

Empowering future leaders  
with financial literacy



“This isn’t just about arming students with the knowledge they’ll need to make sound financial decisions. It’s about building the skills of future business leaders for the benefit of our communities and economy.”

– Shannon Schuyler, US Corporate Responsibility Leader

Through our five year *Earn Your Future* commitment, we are investing \$160 million — \$60 million in cash donations and one million PwC volunteer service hours — to address youth education with a focus on financial literacy. PwC is leveraging the time, skills, and talents of our 39,000 people to impact more than 2.5 million students and educators across the United States.

As a firm, we are uniquely positioned to help address this challenge. Young people are entering college and the workforce without the basic financial life skills needed to make a good start, potentially handicapping them for years. As an organization with a vested interest in the financial knowledge and skills of youth, we believe we can play an important role in developing the next generation of responsible leaders.

We developed a set of 35 ready-to-use financial literacy and sustainability modules, with topics ranging from credit and debt to money management to recycling. We have also established strategic partnerships to help us roll out a series of training seminars so educators can transfer such knowledge to their students. PwC active and retired partners and principals, along with staff and interns, are directly offering their skills by volunteering in classrooms and working behind the scenes with teachers.

## Why it matters

# 86%

## of teens

indicate they'd rather learn about money management in a class before making mistakes in the real world.

*Source: Charles Schwab, 2011 Teens and Money Survey*

# 20%

## of teachers

feel competent to teach personal finance topics, such as credit and debt and saving and investing.

*Source: Survey of the States 2011: The State of Economics and Personal Finance Education in our Nation's Schools)*

# \$1 trillion

in outstanding debt was topped in 2012, an increase of four times its amount since 2003.

*Source: International Institute of Finance*

---

## Earn Your Future year one impact

# 500,000

## students

were impacted by PwC's *Earn Your Future* commitment

Our people worked with schools in seven states over the course of nine months for a case competition teaching business concepts like entrepreneurship and marketing. Seventy-nine percent of students surveyed about their experience indicated that the activities and projects contributed to their understanding of business concepts and finance. The winning team earned a \$40,000 grant for their school from the PwC Charitable Foundation, Inc.

# 18,000

## educators

received educational, financial and/or developmental resources

Together with Knowledge@Wharton High School, PwC hosted 360 high school educators from public and private schools across the country to participate in seminars focused on business and financial responsibility.

Ninety percent of attendees at the 2012 PwC-KWHS Seminar for High School Educators on Business and Financial Responsibility reported that they significantly or moderately increased their comfort level teaching financial literacy as a result of attending the event.

# \$16

## million

donated to support youth education

# 150,000

## hours

were contributed to youth education and development

Our retired partner and principal community reported more than 11,000 hours of volunteering related to youth education.

## ***Earn Your Future programs***

### **PwC's Earn Your Future Curricula**

Thirty-five financial literacy and sustainability modules targeted towards K-12 youth, available online free of charge.

### **Knowledge@Wharton High School Seminars**

Sponsored hundreds of educators from across the US for an intensive learning experience, co-taught by Wharton professors and PwC leaders.

### **PwC's Financial Literacy Award**

Recognized educators' achievements in using financial literacy curricula in classrooms.

### **Project Belize**

Hundreds of U.S. active and retired partners and principals, staff, and interns traveled to Belize City as part of a unique opportunity to teach financial literacy and entrepreneurship to students and educators.

### **Financial Literacy Month**

Sponsored Financial Literacy Month on CNBC and increased awareness through multiple media outlets while several of our markets held financial literacy events for local students.

### **JA Build Your Future**

Launched a tablet and smartphone app with Junior Achievement USA designed to assist teens in making more informed financial decisions when evaluating potential career paths and related educational opportunities.

## ***Contact us***

[crfeedback@us.pwc.com](mailto:crfeedback@us.pwc.com)

[www.pwc.com/us/cr](http://www.pwc.com/us/cr)