



## DOLLARS & SENSE™ BY H&R BLOCK



# 50%

of high school seniors received an "F" when tested on general financial knowledge.\*

## WHAT IS H&R BLOCK DOLLARS & SENSE™?

It is our commitment to increase the financial fitness of high school students.

**WE WILL DONATE MORE THAN \$1 MILLION IN PERSONAL FINANCE CURRICULUM TO HIGH SCHOOLS NATIONWIDE AND REWARD STUDENTS WITH COLLEGE SCHOLARSHIPS.**

The curriculum we're providing is interactive, computer-based learning that will teach students on 18 topics related to personal finance, like how to balance a budget, invest for the future and manage income taxes.

Throughout the program we also will work to help parents talk to their teens about money and sound financial habits.

\*Jumpstart Coalition

## WHY ARE WE LAUNCHING THIS PROGRAM?

H&R Block wants to help ensure the financial fitness of America's youth.

With more than 13,000 locations, we provide services for people from every socioeconomic background and know that regardless of income level, there is stress associated with money management.

In fact, 80% of Americans list money as the number one source of stress.\*\*\*

Networks Financial Institute at Indiana University\*\*  
American Psychological Association\*\*\*



# 53%

of parents agree that their kids think money "grows on trees"\*\*\*



# \$50,000

More than \$50,000 in scholarships will be awarded.

## HOW DO HIGH SCHOOL STUDENTS PARTICIPATE AND WIN SCHOLARSHIPS?

Students utilize the simulation-based curriculum in their classrooms along with instruction on personal finance from their teachers.

Teams of one to three students can register to compete in the H&R Block Dollars & Sense National Challenge. The top 16 scoring teams will advance to the finals to be held at the DECA International Career Development Conference in April 2010.

## WHO ARE OUR PARTNERS?

H&R Block has partnered with DECA and Knowledge Matters, two leaders in the education field.

DECA is an international student organization with more than 185,000 student members. DECA provides leadership activities and educational opportunities to support the development of marketing and management skills. Visit [www.deca.org](http://www.deca.org) for more information.

Knowledge Matters is a leading developer and publisher of educational software for high school classrooms, including the Virtual Business®-Personal Finance software being used in this program. For more information, please visit [www.knowledgematters.com](http://www.knowledgematters.com).

