

STOCKS

IN THE FUTURE

...investing in students

SIF is a 501(c)(3) Non-Profit Organization

September 2009

To: **Parents and Guardians**
From: **Pat Bernstein,**
Chair & Founder



Faces of financial gurus went red in 2001 when the economy went belly up. Unfortunately, stock performances failed to improve dramatically. And the public's lack of financial wisdom also became evident. In the midst of this void are multiple schools in the Baltimore area teaching eleven, twelve and thirteen-year olds how to invest in school and learn financial basics through *Stocks in the Future* classes. In this three-year supplemental program, students learn business fundamentals and have a better chance of minimizing financial troubles in the future.

We salute the principals who recognize this program's short and long-term potential and set aside time once-a-week for SIF classes. These wise leaders grasp the program's potential to improve attendance, generate excitement about schools' relevancy, and offer reinforcement of education fundamentals represented throughout the SIF curriculum.

At their impressionable age, students learn various savings alternatives, considerations when opening a business, how and why companies sell publicly-traded stocks and ways to compare company performances. With money they earn by coming to school and improving grades, they invest in public stocks that become theirs upon high school graduation and turning 18!

These chosen students have unique exposure at an early age to critically important fundamentals and are among the few with this opportunity. As a non-profit organization, this gem is made available by contributions from individuals, foundations and companies. Please look at the "Partners" section on our website that salutes these wonderful benefactors. They are the ones that insure SIF is available to the next generation of investors.

SIF Invades Wall Street



Washington Jesuit Academy students with Goldman Sachs staff on a field trip to New York City.

Eighth grade middle school students experienced the ultimate application of their SIF learning experience. Twenty-five Washington Jesuit Academy students boarded buses this summer, headed for New York City, walked down Wall Street, visited the Federal Reserve, and lunched at Goldman Sachs. Financial executives challenged their business acumen on the process for taking a company public. Headmaster Joe Powers commented, "Kids discussed the process of going public with confidence. Even those who don't usually shine were rock stars. They felt confident in their knowledge and that was obvious".



SIF welcomes the 2009-2010 teachers to the semi-annual teacher training. Most were in attendance.

To: Parents and Guardians
From: Laura Peterson,
Executive Director



Literacy and mathematic skills are keys that unlock the doors to opportunity in this great nation. These pillars of the *Stocks in the Future* program teach ways to learn life fundamentals through the stock market. As we pass through our eighth year of success, it seems that the rest of the country is coming on board. The US Presidential Council on Financial Literacy stated, "In these times of uncertainty, the need to be financially literate has never been more important." And we couldn't agree more.

This year we have reshaped our curriculum and website into a powerful combination of educational tools aimed at teaching middle school students the importance of investing in their own education through the exciting topic of money. As the Executive Director of this innovative program, I am most proud of our efforts to teach your children how to be wise investors and inform their decision making process. This year, your children will experience greater internet access allowing them to learn research fundamentals. The dynamic benefits of the *Stocks in the Future* website, where each student can track their portfolio and stock decisions, is another unique tool only our students can enjoy.

You, too, can follow your student's progress on our website as each child has a personalized portfolio page, access to quizzes, research tools and links to learning games. You can take pride in knowing your child walks away with an investor's mind that grasps an understanding of the media attention on the economy. As a result, students will gain an increased sense of self-worth as they watch their portfolio change and their grades soar.

"...[Stocks in the Future]... aids my students in keeping up with critical thinking and reinforces math skills that we learned earlier. But they don't see it as a math lesson, so they don't fight me on it."

—Barclay Middle School Teacher,
Mr. Renard Lewis

Tracking

Before investing funds earned through steady attendance and improved grades, students conduct research on their potential investments. On the SIF website they use statistics found on the "Stock" tab, and get updates on the latest business news on the "Current News" tab. Check it out!

www.stocksinthefuture.org

The screenshot shows the website interface for 'Stocks in the Future'. At the top, there is a navigation bar with 'Home', 'Student', 'Alumni', 'Teacher', and 'About SIF' buttons. A 'Petsmart (PETM): 21.3901 +0.0401' ticker is visible. Below the navigation, there is a 'Stocks' section with a green upward-trending arrow icon. A list of companies is provided, including 'Coca-Cola Company', 'Sony Corporation', 'Time Warner, Inc.', 'Walt Disney Company', 'Petsmart', and 'NASDAQ-100 Index Tracking Stock'. The 'Coca-Cola Company' entry is expanded, showing details: 'Stock Exchange: NYSE', 'Industry: Beverages (soft drinks)', 'Employees: 55', 'Competitors: PepsiCo, Inc., National Beverage Corporation', 'Management: Neville Isdell, CEO', and 'Address: One Coca-Cola Plaza; Atlanta, GA 30313 Phone: (404) 676-2121 Fax: (404) 676-6792'.

SIF introduces...

Crissy Wheatley, the newest member of the *Stocks in the Future* team who takes on responsibilities as Instructional Facilitator. This seasoned educator taught 5th and 6th grades in Prince George's County, was a Mentor Teacher, wrote School Improvement Plans, led State Educational projects and coordinated Science Fairs and Safety Patrols. Her Bachelors of Education at Salisbury State University was followed by a Masters of Education at the University of Maryland University College. Crissy brings her strong educational expertise into the schools to insure the best of the best is delivered to SIF's students.



SIF proudly announces that one hundred percent of this year's schools continue last year's participation. Six schools boast four or more years of devotion. The remaining schools presented SIF for the first time last year.

- ★ Arlington Elem/Middle School
- ★ Baltimore Civitas School
- ★ The Barclay School
- ★ Cross Country School
- ★ Deep Creek Middle School
- ★ East Middle School
- ★ Fallstaff Middle School
- ★ Francis Scott Key School
- ★ Sisters Academy of Baltimore
- ★ Washington Jesuit Academy
- ★ Winston Middle School

"...if our students are not financially literate, this can impede their ability to have a successful career."

—Dr. Nsancy S. Grasmick, MD State Superintendent of Schools

Investment Tools

When Johns Hopkins University Center for Social Organization of Schools originally brainstormed ways to introduce financial literacy to students, teenagers received forms listing 35 companies. They identified their favorites, and voila! six companies were chosen for study. Over the years, one company withdrew from the stock exchange; NASDAQ 100 was introduced as a new investment tool; and through a mini-course called I-Hunt, students selected additional companies. It was after learning about speculative stocks that they chose Sirius Radio and NetFlix to follow. And this past year after learning about the health food industry, students chose Nutrisystem as a new company to invest.

"My best memory is running to class and looking to see the amount of money my stock made. Me and my classmates would compare our profits. Also the awards at the end that we received was fun."

—Recent SIF graduate

Success!

★ SIF reverses 5th graders' tendency for poor attendance.

★ SIF students demonstrate statistically significant improvement in school attendance.

★ Seventh graders scored 31% higher and sixth graders 18% higher on Johns Hopkins Short Achievement Test.

Students apply their research skills when studying these companies, and with SIF money earned by steady attendance and improved grades, they can buy shares.

Guess the top three selections for the students. (Answer below.)

Coca-Cola

Disney

NASDAQ

NETFLIX

nutrisystem

PETSMART

SIRIUS
SATELLITE RADIO

SONY

TimeWarner

Resounding Applause

... and appreciation go to the supporters who make SIF possible.

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"As a K-8 school we are also always looking for ways to support our middle schoolers and give them programming that recognizes that they are older and can take on more responsibility. Stocks in the Future is something that our middle school students can claim as their own and something our elementary students can look forward to."

*—Principal Lindsay Krey,
Holabird Elementary/
Middle School*

SIF at a Glance

Stocks in the Future is an incentive-based program that improves school attendance of middle school students through the teaching of financial life skills and incentives. The three-year weekly curriculum developed at Johns Hopkins University's Center for Social Organization of Schools teaches strategies for earning, saving, and investing money while simultaneously reinforcing educational fundamentals. While learning, students can earn up to \$80 SIF Dollars each year through their improved school attendance and grade improvement. That money enables them to purchase stock in publicly-traded companies. When graduating from high school and turning 18 years old, stock ownership can transfer into their names.

Weekly lessons include various savings tools, strategies for opening a business, taking a company public, and ways to compare performances. Students examine annual reports, income statements, balance sheets, and cash flow statements. The program results in improved school attendance, raised aptitude scores, enhanced self-esteem and learning the value of investing in school!

Stocks in the Future students set short and long-term goals, build their self-esteem and learn the value of investing in themselves and in school.



Invest in Students

Stocks in the Future depends on contributions to enable students to learn the value of investing in school and in themselves. Your \$10 contribution purchases a textbook; \$80 contribution underwrites a student's potential earnings for one year; \$400 covers all expenses for one student for one year. We are a 501(c)(3) non-profit organization. Your contribution is tax-deductible.

Please help!

Name.....

Address.....

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Donation: \$.....

Donation of stock: Call 410-516-6882 for specific information.

Please return completed form and check, made payable to *Stocks in the Future*, to: 3003 N. Charles St., Suite 200, Baltimore, MD 21218.

★ Thank you for your support! ★