



WISE

WEBBUSH

WEBBUSH INVESTMENT
IN STUDENT EDUCATION

Teaching Kids About Money

A Guide for Teachers





Wedbush Investment in Student Education (“WISE”) is designed to **educate** and inform students of all ages about **financial fundamentals**.

► WISE RESOURCES

WISE has several resources available for children, parents, and educators:

- **WISE Elementary Student Brochure (Grades 3-6)**

With this brochure, children can learn key financial basics and enjoy engaging activities. Teachers can have students complete the exercises in class or assign them as homework with their parents.

- **WISE High School & College Student Brochure**

As a reference guide, this brochure will help prepare high school and college students for their financial independence. Through engaging exercises and practical information, teens will learn the necessary skills needed to successfully manage money in the real world.

- **WISE Parent Informational Brochure**

Although money can be a difficult topic to discuss with your children, as a parent, you are their primary influence and role model in learning about financial responsibility. This brochure provides a condensed, yet comprehensive summary of the main topics every parent should discuss with their children.

Additional Resources:

- SIFMA Foundation for Investor Education (www.sifma.org/foundation)
- Junior Achievement Worldwide (www.ja.org)
- Jump\$tar Coalition and Clearinghouse (www.jumpstart.org)
- My Money (www.mymoney.gov)
- The President's Advisory Council for Financial Capability (www.moneyasyougrow.org)
- Kids.gov (www.kids.gov)

TEACHING KIDS ABOUT MONEY

The need to understand and exercise good financial responsibility early on has become increasingly important in today's complicated financial market. Through educational activities and corporate partnerships with relevant non-profit organizations, the primary focus of WISE is to teach students the financial basics of how to budget, save, and invest their resources. With these valuable money management skills, students will have the financial knowledge needed for a successful future.



▶ WHY IT'S IMPORTANT

Children look to parents and educators as their initial financial mentors. With your guidance, the next generation can develop and make intelligent financial choices. Here are some statistics that illustrate our students' need for financial wisdom:



90%

of respondents in a nationwide survey stated that they believe financial education should be taught in schools.



84%

of teens report looking to their parents for information on how to manage money.



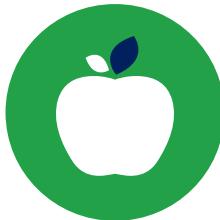
34%

of parents say that their approach to financial matters is to not discuss finance with their children and "let kids be kids."



32%

of teens think that their parents don't spend enough time talking to them about managing money, an increase from 21% in 2014.



► **ABOUT WEDBUSH SECURITIES**

Founded in 1955, Wedbush Securities is a leading investment firm that provides brokerage, clearing, investment banking, equity research, public finance, fixed income, sales and trading, and asset management to individual, institutional, and issuing clients. Headquartered in Los Angeles, with nearly 100 offices, the firm focuses on dedicated service, client financial safety, continuity, and advanced technology. Wedbush Securities is the largest subsidiary of holding company WEDBUSH, Inc., which also includes affiliated firms Wedbush Asset Management, Wedbush Capital Partners, Wedbush Opportunity Partners, and Lime Brokerage LLC.

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WEDBUSH SECURITIES INC.
1000 WILSHIRE BLVD
LOS ANGELES, CALIFORNIA 90017
WWW.WEDBUSH.COM

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