

Let's get real about finances. It's the business of life.



96% of Americans are concerned about the current state of the economy.¹

61%

61% of Americans live paycheck-to-paycheck.²



Around **56%** of American workers say they're not on track to retire.³

Over **1 trillion** in credit card debt is carried by Americans.⁴

1
trillion



While **74%** of Americans have a budget, **84%** of them say they exceed it.⁵

30% of Americans have subprime credit scores of 669 or below.⁶

FICO SCORE

669

The average American high school graduate lacks the basic skills to manage personal finances.



San Diego County Credit Union® is stepping up to bridge the educational gap so kids can gain the skills they need for a successful financial future. SDCCU is excited to introduce BizKid\$, a comprehensive financial literacy program.



From the producers of Bill Nye the Science Guy, comes BizKid\$, a national financial literacy initiative that teaches kids about money and business. This program is available to teachers, students and parents.



BizKid\$ features an Emmy award-winning television series.



Contains lesson plans and supporting resources.



BizKid\$ is approved by the California State Board of Education and maps to Common Core Standards.



SDCOE supports more than 750 schools and over half a million students.



A countywide initiative focused on promoting healthy lifestyles and safe, thriving communities.

¹Credit Karma, 2023

²Fortune, 2023

³CNBC, 2023

⁴Fortune, 2023

⁵Nerd Wallet, 2023

⁶Experian, 2021

Visit sdccu.com/bizkids for more information.

It's not big bank banking. It's better.®



Federally insured by NCUA