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The Congressional Award and Intuit Launch Personal Finance Program to Help Teens From All Backgrounds ‘Own their Financial Futures’

Washington, DC (October 22, 2020) —Intuit, maker of TurboTax, QuickBooks, and Mint, and the Congressional Award Foundation (CAF) strengthened their commitment to student leaders of diverse economic and social backgrounds, in coordination with CAF’s Diversity & Inclusion Initiative, by launching a new program to help youth take ownership of their financial futures.

The two organizations announced their collaboration, which will address the knowledge-gap in personal finance and prepare tomorrow’s increasingly diverse workforce with the tangible skills and attributes necessary to excel in their professional and personal futures. This collaboration with Intuit will be the founding corporate partnership of CAF’s Diversity & Inclusion Initiative. The program aims to provide benefits that are inclusive of those in under-served communities across the nation.

“Financial literacy is a critical skill needed to be successful in today’s job market and in the future. Many young people, including those in economically challenged communities, would benefit from increasing their financial literacy to better prepare them for future jobs. We’re proud to partner with the Congressional Award Foundation to empower the next generation to build strong skills that prepare them for future success,” said Chris Leahy, Vice President, Global Corporate Affairs, and Chief Public Policy Officer at Intuit.

In the spirit of CAF’s Diversity & Inclusion Initiative, the program is open to all youth regardless of ability, circumstance, and socioeconomic status. The [personal finance program](#) will help students build critical financial knowledge, develop and apply their skills using project based learning activities using real world tools, and enforcing their learnings by volunteering their time to give back to their community” As part of the program, students will also be encouraged to volunteer their time to give back to their communities.

Participants of the Congressional Award program, current and previous, are encouraged to utilize these resources to hone their money management skills, regardless of where they are starting off. Whether a student is complete beginner or has experience managing personal finances, the Congressional Award and Intuit have created a program to help those of any background gain expertise for a more secure financial future.

The online [Financial Literacy Center](#) consists of four main playlists – Financial Foundations, Investing in your Future, Building Financial Capability, and Adulting. Each playlist hosts interactive modules and lessons for youth to make their way through as they review topics from how a credit card works, to budgeting, to homeownership, retirement, and more.

The new partners are optimistic that exposure to different simulations, lessons, and curriculum resources will ignite students' passions and interests in money management. The program will also create a path for upward mobility for students who may not have access to these resources on their own.

"We are so pleased to offer our medalists and aspiring medalists the opportunity to take control of their future in this way," said **Erica Heyse**, National Director of the Congressional Award Foundation. "The program aims to help students implement financial management strategies through a seamless, simple, and fun process. Our participants can take what they learn from these lessons and apply it to their real lives at a young age. The impact this can have is immeasurable."

Partnership Launch

The Congressional Award and Intuit announced their partnership during the [2020 Virtual Gold Medal Ceremony](#). The announcement directed the class of 478 Gold Medalists to complete the modules as they prepare to graduate high school and college and head off into the workforce.

During the event, medalists also heard from **Congressman Jim Himes** of Connecticut's 4th congressional district. Congressman Himes, a member of the Financial Services Committee, has made it a priority throughout his political career to help American consumers, support small businesses, and assist middle-class families through policy. "These modules that have been crafted by Intuit and the Congressional Award Foundation will provide immense opportunity for upward mobility in our country's youth," says Himes. "All Americans should have the chance to feel secure with their finances, become homeowners, or start small businesses to help grow our economy. Learning about these principles at a young age is extremely advantageous to individual financial success and to our economy as a whole."

About The Congressional Award

The Congressional Award is the United States Congress' only charity and the highest honor bestowed upon a youth civilian through the U.S. Senate and House of Representatives. Established by Congress as a public-private partnership in 1979 under Public Law 96-114, the program recognizes initiative, service, and achievement in youth ages 13 ½ - 23.

About Intuit

Intuit's mission is to power prosperity around the world. We are a mission-driven, global financial platform company with products including [TurboTax](#), [QuickBooks](#), [Mint](#) and [Turbo](#), designed to empower consumers, self-employed and small businesses to improve their financial lives. Our platform and products help customers get more money with the least amount of work, while giving them complete confidence in their actions and decisions. Our innovative ecosystem of financial management solutions serves more than 50 million customers worldwide. Please visit us for the latest news and in-depth information [about Intuit](#) and its brands and find us on [social](#). Learn more about our education programs at: www.intuit.com/partners/education-program/.

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