



Literacy Project Team

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Fifth Grade Financial Literacy Project

- Customized 11-week curriculum
- Volunteer/Mentor and Student curriculum is user-friendly
- Curriculum meets local and state educational standards is aligned with Academic Standards for mathematics and social studies
- Program introduced with 28 Fifth Third volunteers to 2 Columbus Public Schools in September 2004
- Partnered directly with the school district to develop the curriculum
- Group mentoring component
- Sessions take place during school day
- Program introduces banking basics and financial literacy
- Each session lasts approximately one hour
- Volunteer reference guide includes lesson plans and activities for the program
- Field trip to local college or university

Employee Involvement

- Volunteers attend a one and a half hour training session
- To date, 44 employees of Fifth Third Bank and 2 employees from The Ohio State University have served as mentors for the program.



Session Breakdown

- Introduction - 5-10 minutes
- Interactive activity - 20 minutes
- Lesson discussion - 20 minutes
- Review lesson - 5 minutes
- Preview next lesson - 5 minutes

Graduation Celebration

- To date, 270 students have completed the program in Columbus, Ohio
- Each student receives a certificate of completion
- Fifth Third employees, volunteers, partners and program supporters are recognized at the event

National Partners

- *USA Today*
- Freddie Mac

Local Partners

- Columbus Public Schools
- The Ohio State University

YBC Schools

- Dana Elementary
- Moler Elementary
- Duxberry Arts Impact Elementary
- North Linden Elementary

Future Plans

- Program will pilot in additional Columbus Public Schools in Fall 2007 & Spring 2008



Program Overview

Recognizing the importance of teaching children at an early age about finances and personal responsibility, Fifth Third Bancorp in Cincinnati Ohio developed a unique hands-on financial literacy program geared towards fifth-grade students. Fifth Third Young Bankers Club provides students an opportunity to learn first-hand the importance of saving and becoming an educated consumer, while being mentored by banking professionals.

Using a customized 11-week curriculum that will be taught weekly, students will receive re-enforcement on the basics of reading, mathematics and social studies. Central Ohio associates serve as volunteer mentors responsible for teaching the curriculum and providing leadership, guidance and friendship throughout the 11-week period. A field trip to a local college or university and a graduation celebration are included as part of the program.

Commitment

- Total individual commitment is approximately 1 hour per week, normally which is the employee's lunch hour. (Drive time to and from school site is not included in the hour).
- Serve on a team with other Fifth Third associates, includes classroom teaching rotation and mentoring 4-5 students.
- Full program participation, including training, field trip and graduation ceremony.

Affiliate Commitment

- Curriculum and resource manual, including all supplies necessary to implement the program.
- Management's support/appreciation of volunteer effort.