Why This Program?
Economic literacy—the ability to use basic economic concepts to make decisions about earning, saving, spending, and sharing money—is a skill. As with reading and writing, a working knowledge of basic economic concepts is essential for future success. Whether a girl is from a low-income or wealthy home, whether she lives in a rural or urban community, she is likely to work for pay for much of her adult life, and at some point in her life she is likely to be responsible for her own financial well-being.

Girls tend to feel less confident than boys about managing money. Socially, girls tend to be taught that their role is to be the caregiver and nurturer while boys tend to be taught that they are to be providers which includes managing finances. In turn, when girls grow up and earn wages, they are less likely than their male counterparts to know how to manage their finances.

It is critical that girls have the support and skills to enhance their financial competence and confidence and to help them exercise control over their financial future. Additionally, given long-standing gender disparity in pay and income, it is also critical that girls gain a sense of economic justice so that they can better understand and assert rights relevant not only to their own economic well-being, but also the economic well-being of all girls and women, their families, their communities, their country, and their world.

About the Program: Girls Inc. Economic Literacy®
Through Girls Inc. Economic Literacy, girls learn about money and the economy, including how to manage, invest, and save money and how to help others through philanthropy. As girls explore the economy, including how to manage, invest, and save money; navigate media messages; and discover economic futures. Through a program of hands-on activities, girls participate in a series of educational activities, gain experience building a diversified investment portfolio, and apply their knowledge and skills using an online virtual stock exchange program to invest and track their investments.

About Girls Inc.
Girls Inc. delivers life-changing programs that inspire girls to be strong, smart, and bold. Research-based curricula, delivered by trained professionals, equip girls to achieve academically; lead healthy and physically active lives; manage money; navigate media messages; and discover an interest in science, technology, engineering, and math. The network of local Girls Inc. nonprofit organizations serves 136,000 girls annually at over 1,250 sites in 325 cities across the United States and Canada. Learn more about our programs and advocacy at: www.girlsinc.org.