



Young Americans
CENTER FOR FINANCIAL EDUCATION®

2021 annual report

Resilience





FROM THE *PRESIDENT*

Young Americans remains committed to our mission of ensuring youth receive the knowledge to become financially self-sufficient, more productive citizens, and active participants in our free enterprise system.

The year began with continued uncertainty from the pandemic, however relaxed restrictions beginning in mid-January and increased vaccination distribution bolstered a renewed sense of optimism. School groups returned to Townes in February through May albeit with reduced session sizes. The Bank continued its return to normal transaction volumes from our youth customers. Financially, low rates continued to hamper bank earnings.

Summer marked a momentum shift as participants returned to in-person programming. Summer programming levels were a significant 70% of pre-pandemic levels. Additionally, school participation rebounded to 80% of pre-pandemic levels.

While the recovery is well underway, challenges continue including Young Americans staffing, rolling quarantines and staff shortages at schools, and ever-changing pandemic protocols. The team has shown their resilience in responding to the challenges and continues to fulfill our mission that's as relevant today as it was 35 years ago.

Sincerely,

Richard E. Martinez, Jr.

3 BOARDS

56 MEMBERS

600+

CUMULATIVE YEARS
OF EXPERIENCE

BOARDS OF *DIRECTORS*

Young Americans Bank Board

Debbie Meyers, Bank Strategies, LLC (Chair)
Shawn Cole, Bank of the West
Norm Franke, Alpine Bank
Chris Hill, Banker's Bank of the West
Bud Hollenkamp, BKD CPAs & Advisors
Richard Martinez, Jr., Young Americans Center for Financial Education
David Pass, UMB Bank
Angela Petrucci, NBH Bank
Craig Richardson, Union Pacific
Jonathan Rogers, Bank of Colorado
Scott Simon, Fire and Police Pension Association of Colorado
Jonathan Vickery, Brown Brothers Harriman & Co.

Youth Advisory Board



Ashley Dunn, Co-Chair,
Prospect Ridge Academy
12th Grade

Andrew Rusin, Co-Chair
Denver South High School
12th Grade

Angelina Akdis
Kent Denver School
12th Grade

Neil Bhavikatti
Cherry Creek High School
10th Grade

Nolan Cooper
J.K. Mullen High School
12th Grade

Alex Geldzahler
Denver East High School
10th Grade

Robert Grawemeyer
Denver East High School
11th Grade

William Johnson
Prospect Ridge Academy
12th Grade

Ben Katanic
Valor Christian High School
10th Grade

Joe Miller
Cherry Creek High School
11th Grade

Madeline Penning
J.K. Mullen High School
10th Grade

Hannah Reyes
St. Mary's Academy
10th Grade

Natalie Rusin
Denver South High School
11th Grade

Sophie Salazar
George Washington High School
10th Grade

Emma Seneshen
St. Mary's Academy
12th Grade

Jesus Soto
Boulder High School
12th Grade

Evan Stubbs
Kent Denver High School
12th Grade

Young Americans Center for Financial Education Board

David Wolf, Chair
Wolf Asset Management Corp.

Chris Andrea
Riveron

Chris Becze
Armanino, LLP

Stephanie Bendrick
Empower Retirement

Dave Burlage
CoBank

Mbiyu Chisholm
JPMorgan Chase & Co.

Michael Gersack
Xcel Energy

Tuhin Halder
Comcast

John Le
Cambiar Investors

Shannon Lemmon
Eide Bailly LLP

Avi Loewenstein
Brownstein Hyatt Farber Schreck, LLP

Charlie Maguire
Bryan Cave Leighton Paisner LLP

Richard Martinez, Jr.
Young Americans Center
for Financial Education

Jacob Payne
U.S. Bank

Bo Peretto
Daniels Fund

Chris Picardi
KeyBank

Michelle Rosenberg
Janus Henderson Investors

Erin Simmons
Davis Graham & Stubbs LLP

Bo Sutton
Bow River Capital

Aubrey Thacker
Charles Schwab

Heather White
VectraBank

During 2021, **Young AmeriTowne** provided a hands-on lesson in free enterprise from January to May of 2021 at a reduced capacity.

Young AmeriTowne offerings included two variations of curriculum: *Core Curriculum* included 4 chapters, totaling 9 lessons and 11 activities.

An additional two chapters were offered to schools that were able to attend Towne in-person in the Fall.

A small Towne model was built to accomodate groups between 10-35 students. This model included more preparation activities during the actual day in Towne, and all wrap-up pieces were concluded before the end of the day.

Starting in the Fall, **Young AmeriTowne** returned to regular programming.



The new **10-shop Young AmeriTowne** was completed in the Spring to accomodate student group sizes of 25-65. Two new shops were introduced in this model: a **Digital Media Agency** and **Software Studio**. Riverdale Elementary was the first school to participate in the program.

Additionally, **Young AmeriTowne** is now an official unit of study for **Adams12**; every student in the district will participate in the program.

YOUNG AMERITOWNE

9,819 STUDENTS in 2021

37% LOW-INCOME

1,486 TOWNE VOLUNTEERS

523,558 STUDENTS SINCE INCEPTION



ON THE ROAD

On the Road brings our flagship educational program, **Young AmeriTowne**, to small schools and rural communities outside the Denver metro area.

The program uses the same curriculum and culminating experience as our “classic” locations in Denver and Belmar. **AmeriTowne On the Road** is perfect for school groups with 25-60 students.

We look forward to returning to the communities of Durango, Grand Junction, and Colorado Springs in 2022.



INTERNATIONAL TOWNE

Serving more than **157,468** middle school students since its opening in 2002, **International Towne** provides a hands-on learning experience in global economics by:

Curriculum themes include:

- Interdependence in the Global Marketplace
- Supply and Demand
- Navigating Different Cultures

In 2021, regular **International Towne** curriculum was offered to schools able to attend Towne in a small capacity. Program models were adjusted to accommodate group sizes of 10-25 students.

International Towne in the Classroom continued to be offered with 6,508 students participating.

Normal **International Towne** programming resumed on September 14th.



157,468 STUDENTS SINCE INCEPTION

2,802 STUDENTS SERVED IN 2021

40 SESSIONS WERE OFFERED IN 2021

221 TOWNE VOLUNTEERS





Serving more than **19,258** young people since 1987



797 YOUTHBIZ STARTUP STUDENTS IN 2021

67% LOW-INCOME

164 YOUTHBIZ OUT OF THE BOX STUDENTS IN 2021

66% LOW-INCOME

1,408 TOTAL STUDENTS SERVED IN 2021



44 APPLICANTS FOR SPOTLIGHT ON YOUTHBIZ STARS IN 2021

2021 Winners:

6-11 Age Category

Tuff's Ranch, Tuff Glasmann

12-15 Age Category

Simply Denver Soap Co., Hannah Doolittle

16-21 Age Category

A Designs, Andrew Kurtz

Rising Star

Tray Chic, Sofia Cooper





YouthBiz[®] MARKETPLACE[™]

34

BUSINESSES PARTICIPATED IN
THE **YOUTHBIZ ONLINE MARKETPLACE**
IN THE SPRING

49

BUSINESSES PARTICIPATED IN
THE **YOUTHBIZ HOLIDAY MARKETPLACE**
IN DECEMBER (IN-PERSON).
TOTAL SALES: \$9,600



From January through May, all **YouthBiz** programs were conducted virtually, including all school classes, workshops, and the YouthBiz Marketplace.

Summer marked the first in-person programming in 2021, including partnerships with the *Colorado I Have a Dream Foundation*, *Girls, Inc. of Metro Denver*, *Porter Billups Leadership Academy*, *Breakthrough Kent Denver*, and *STRIVE Prep* in addition to 4 on-site day camps.

All **YouthBiz** programming from August through December were conducted in person, including classes in schools, workshops, and the **YouthBiz Holiday Marketplace**.



YouthBiz staff mentored four youth-owned businesses in preparation for the *Youth Pass* pitch competition as part of *Denver Startup Week*.

The winner of this event was automatically entered in the *Denver Startup Week Pitch Challenge* finals. **YouthBiz** entrepreneur, *Gabriel Nagel* of *Light CO2*, finished with a \$5,000 award package from Amazon Web Services.

Throughout the year, **YouthBiz** hosted 21 different in-person and virtual workshops and events.

2021 *SUPPORTERS*

Thank you! Our generous supporters make hands-on learning possible for thousands of youth each year.

\$50,000 and ABOVE



ANONYMOUS

\$20,000 - \$49,999

Adolph Coors Foundation
Alpine Bank
Amica Companies Foundation
Cambiar Investors, LLC
Colorado First Construction
Comcast NBCUniversal Foundation
FirstBank
Janus Henderson Investors
JPMorgan Chase & Co.
Kroenke Sports Charities

OtterCares Foundation
Rollie R. Kelley Family Foundation
Schlessman Family Foundation
State Farm
The Andrea-Mennen Family Foundation
The Anschutz Foundation
The Beacon Fund
The Carter Chapman Shreve Family Foundation
The Aegon Transamerica Foundation
Xcel Energy/Xcel Energy Foundation

\$10,000 - \$19,999

AAA Colorado
Alameda Corridor Business Improvement District
Bank of Colorado
Bank of the West
Bow River Capital Partners
Capital One
Children's Hospital Colorado
City of Lakewood
Community First Foundation
Cornell Douglas Foundation
Craig Hospital
Eide Bailly LLP

Empower Retirement
Fidelity Investments
KeyBank
Kinder Morgan Foundation
King Soopers/City Market
Lutheran Medical Center
Pottle Family Foundation
Richard and Lesley Jennings
Robert and Judi Newman Family Foundation
Safeway Foundation
University of Denver
U.S. Bank Foundation

\$5,000 - \$9,999

National Bank Holding Corporation
Charitable Foundation
Demuth Family Foundation
Oma and Scott Lewis
Bankers' Bank of the West
IMA Foundation
The Reel Family Foundation, Inc.
Chris Becze
Stephanie and Steve Bendrick
Bandimere Family Foundation

Jeff and Ruth Bennis
BOK Financial
Linda and Don Childears
Deloitte
John Dozier
Bo Sutton
The Rifkin Foundation
David and Pam Wolf

\$1,000 - \$4,999

Michael, Elean and Gini Gersack
Armanino LLP
George W. Hopper Family Foundation
David and Shawna Pass
Shannon and David Lemmon
B:Side
Bank of America Merrill Lynch
BKD CPAs & Advisors
Brownstein Hyatt Farber Schreck, LLP
David and Karen Burlage
Carter Family Foundation
Collegiate Peaks Bank
Davis Graham & Stubbs LLP
El Pomar Foundation
Essential Investment Partners, LLC
First Western Trust
Haynes Mechanical Systems
MidWestOne Bank
Christopher and Alexandra Picardi
Robert Rhue Enterprises Inc.
The Besk Charitable Fund
Jonathan and Meghan Vickery
Jon Zeschlin
Chris & Joy Dinsdale Family Foundation
Michael Cusick, PhD and Tricia Cusick
Louisa, Brett, and Raquel Schaffer
Scott and Christine Simon
David Whitcomm
Nancy Livingston
Nancy and Richard Wigton
Harold and Sally Roberts

Madison Carter
Michelle and Dave Rosenberg
Angela Petrucci
Debbie and Marty Meyers
Norm and Lisa Franke
Bud and Lori Hollenkamp
Jandel Allen-Davis and Anthony Davis
Tom Cullen
Colin and Stephanie Dunn
Andrew and Anne Jacob
Charlie and Susan Maguire
Jacob and Jennifer Payne
Erin Simmons
Aubrey and Mary Beth Thacker
Heather and Brian White
Kenneth Cameron and Jenna Dawkins
Darrel and Pam Lathrop
Richard Martinez, Jr. and Staci Martinez
Jim and Constance Steeples
Thomas Bagley
Brent and Marion Neiser Philanthropic Trust
Gregory Gersack
Andrew Grider
Taylor Kirkpatrick
Simone Montoya and Jess Redman
Brent and Marion Neiser
Robert and Judi Newman
Norgren Family Fund
Craig Richardson
Jeff and Monique Stemper

Here in Colorado, 19 percent of households are underbanked and 27 percent have no savings at all. Fortunately, research shows that financial literacy makes a difference.

Each year, donors of the **Send-a-School** Initiative afford low-income schools the opportunity to participate in the **Young AmeriTowne** and **International Towne** educational programs.



These programs provide youth with real world skills and career development opportunities that lead to financial independence for individuals and families, and ultimately provide strong economic development opportunities for communities.

3,065

STUDENTS SERVED IN 2021

72%

LOW INCOME

\$225,778

FINANCIAL SUPPORT PROVIDED

A NOTE OF GRATITUDE

Dear Generous Donor(s),

On behalf of Holly Hills Elementary, we thank you for the generous donation you made towards our Young AmeriTowne field trip.

This educational program for our students was a once in a lifetime opportunity. The program enabled our teachers to educate our fifth graders about business, economics and free enterprise.

The field trip itself was a culmination of all they had learned in the classroom, and it was an engaging, fun experience. It was a day they will never forget.

Thank you again for making this possible!

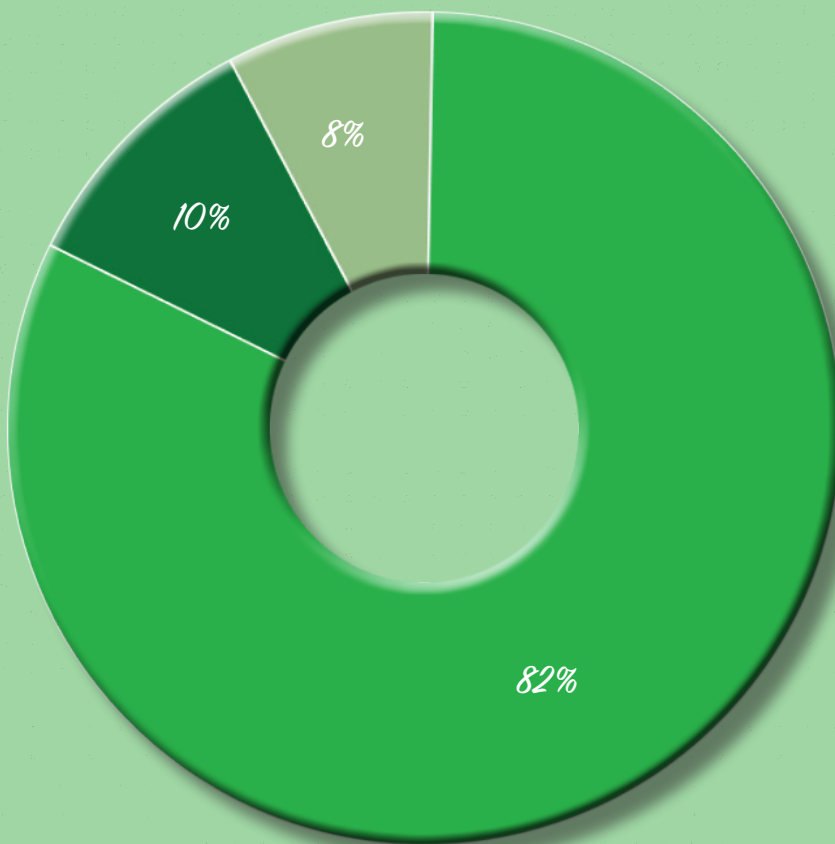
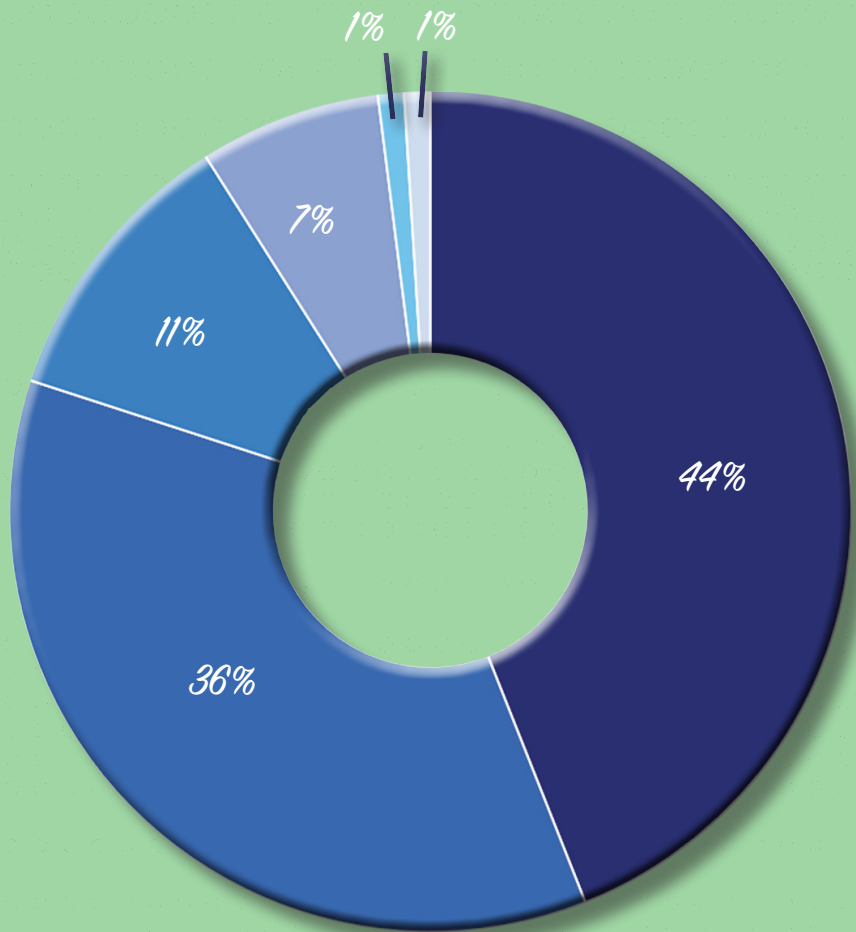
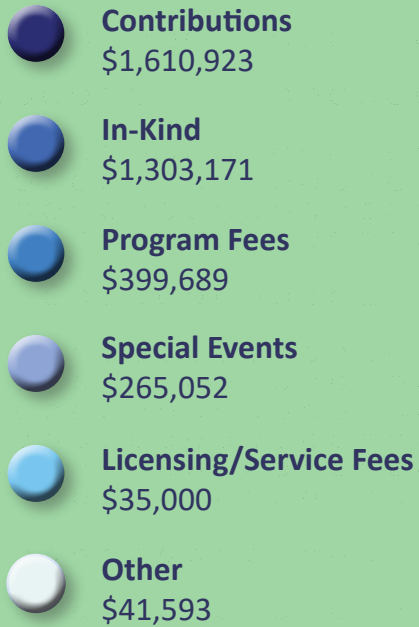
Sincerely,

A handwritten signature in black ink, appearing to read 'Molly B. Drvenkar', is written over a white rectangular area that looks like a piece of paper with torn edges. The signature is fluid and cursive.

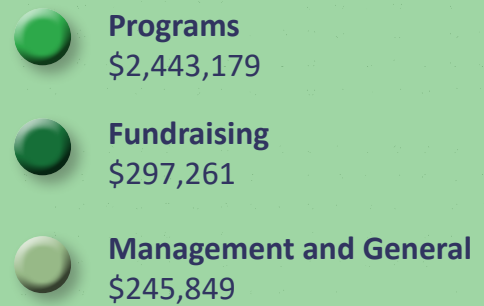
Molly B. Drvenkar Principal

2021 FINANCIALS

REVENUE



EXPENSES



CELEBRATING COLORADO'S TOP YOUTH ENTREPRENEURS!

SPOTLIGHT

— on —

THURSDAY
OCTOBER 13
2022

Seawell
Grand
Ballroom at
DCPA

5:30pm
Cocktails/Expo

6:30pm
Dinner/Gala

Sponsorship Opportunities

Join us to recognize outstanding youth entrepreneurs and to support award-winning youth financial literacy programs.



Young Americans
CENTER FOR FINANCIAL EDUCATION®

Presented by:



COBANK®
COOPERATIVE. CONNECTED. COMMITTED.