



Annual Report 2023

OUR GOALS



Young Americans is dedicated to delivering on the belief that all kids should grow up knowing how to earn, make and manage their money wisely. We provide programs to further our mission of developing the financial literacy of young people through real life experiences.



Dear Friends, Partners, and Supporters,

As we reflect on another year of growth and impact at Young Americans, we are both proud and inspired by the progress we've made in advancing our mission. Our goal has always been clear: to ensure that all young people grow up with the knowledge and confidence to earn, make, and manage their money wisely. The future is shaped by the financial decisions we make today, and we believe that every child deserves the opportunity to develop strong financial literacy skills to thrive in tomorrow's world.

In 2023, Young Americans has continued to expand its reach and deepen its impact, providing valuable programs designed to equip young people with the essential skills they need for a lifetime of financial well-being. Through real-life experiences, we've helped students of all ages build a foundational understanding of personal finance—skills they can immediately apply to their daily lives, future careers, and long-term financial goals.

Our programs are not just about teaching numbers or budgets—they're about empowering young people to take charge of their financial futures. Whether it's through interactive workshops, in-school programs, or hands-on experiences that mirror real-world financial situations, Young Americans is creating the next generation of financial leaders.

As we look to the future, we remain focused on our core mission—building financial literacy through real-world experience—and we invite you to join us in this vital work. Whether through your support, your involvement, or simply your belief in the power of financial education, you are a critical part of the Young Americans movement.

Thank you for your continued commitment to our mission and for your dedication to making a positive difference in the lives of young people across our community. Together, we are shaping a brighter future, one young mind at a time.

With gratitude,

Executive Team
Young Americans





99,508

accounts opened since 1987

1,558

accounts opened in 2023

16,615

accounts in 45 states and
4 foreign countries

YOUNG AMERITOWNE & AMERITOWNE ON THE ROAD

During its 33rd year, Young AmeriTowne served
29,374 students from **359 schools**

AmeriTowne 10 welcomed it's first school from
outside of Colorado

Young AmeriTowne On the Road **returned**
to Durango in 2023

577,113 students have participated in Young
AmeriTowne since it's opening





INTERNATIONAL TOWNE

International Towne enjoyed its
20th year of operation

106 sessions with **8,092** participants
in 2023

Since 2002, **173,185 students**
have participated in the school-based
program



YOUTHBIZ

YouthBiz served **3,533 students** in 2023 over **125 sessions**

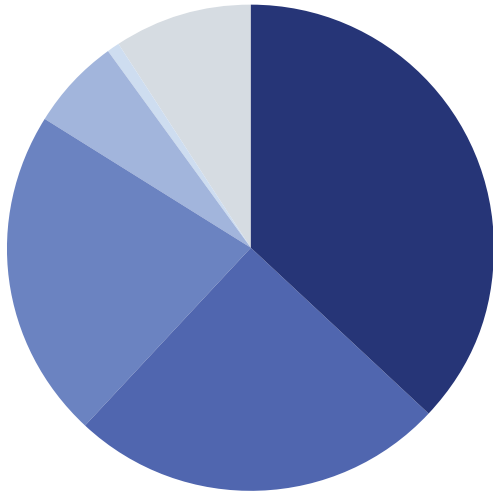
Spotlight on YouthBiz Stars, our youth business competition and annual fundraiser, achieved a record-breaking milestone this year, with **54 business applications submitted** by 76 young entrepreneurs—the highest number in the past decade!

YouthBiz Holiday Marketplace: 70 businesses, 91 youth participated with approximately 500 shoppers, grossing **\$15,304.06 in total sales**

YouthBiz secured a significant grant spanning two years to support the expansion of its programs into rural Southeast Colorado, specifically targeting the communities from **La Junta to Lamar.**



Revenue



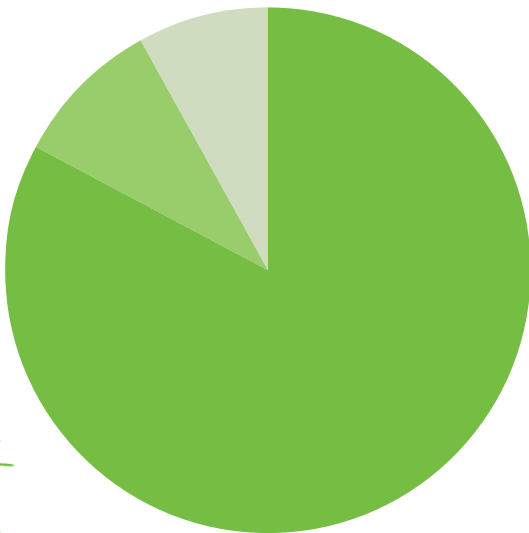
- **In-Kind \$1,615,075 (37%)**
- **Contributions \$1,033,805 (25%)**
- **Program Fees \$971,433 (22%)**
- **Special Events \$251,443 (6%)***
- **Licensing/ Services Fees \$47,500 (1%)**
- **Others \$400,498 (9%)**

Total \$4,319,754

*Special Event Net Revenue \$126,300



Expenses



- **Programs \$3,598,198 (83%)**
- **Development \$376,981 (9%)**
- **Management & General Fees \$376,981 (8%)**

Total \$4,352,160



Total number of students served in 2023: **54,081**

