The Evidence: Why This Works

Financial Literacy Partners — mainandwall-hackensack.com

Athletes Team Up for Financial Literacy isn't just a good idea. It's backed by real research.

Veronica Frisancho, Chief Economist at CAF (Development Bank of Latin America), studied what happens when financial education is taught directly in schools — and the results go well beyond the classroom. Financial systems everywhere are growing more complex, and most adults simply don't have the time or resources to catch up through adult education programs. Teaching students turns out to be one of the most efficient ways around that problem, because the knowledge doesn't stay with the student.

In households where a student went through the program, parents saw real, measurable benefits. In lower-income families in particular, a parent's likelihood of defaulting on a loan dropped by 26%, and their credit scores improved. In households with a daughter in the program, past-due credit dropped by 28%. Even teachers running the program benefited — seeing an 8.7 percentage point increase in their likelihood of saving, with average savings gains of over $500.

The takeaway is simple: teach a student, and the lesson doesn't stop there. It travels home.

That's the exact model behind Athletes Team Up for Financial Literacy — HHS student-athletes and Hall of Fame alumni working together to bring financial literacy into the Hackensack community, at the age where it does the most good and reaches the furthest.

Read the full research: [To boost global financial resilience, why not start in the classroom? — World Economic Forum]

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