MARLO M. OAKS
STATE TREASURER OF UTAH

# Utah Celebrates National Financial Literacy Month this April

April is Financial Literacy Month—a nationwide initiative to promote informed financial decision-making. Utah is proud to join in this effort. As a recognized leader in financial education, Utah continues to expand its programs to provide individuals and families with the tools and support they need to achieve financial success.

## What is Utah doing to promote financial literacy?

Utah is taking proactive steps to promote financial literacy across the state through a variety of initiatives. The Utah Office of State Treasurer supports several key initiatives:

- **Utah Council on Financial and Economic Education (UCFEE):** The Utah Council on Financial and Economic Education, chaired by Treasurer Oaks, was created by legislative resolution in 2009 to support improved financial and economic education in Utah through the collaboration of private and public entities that engage in teaching financial principles and share a commitment to empowering Utahns to achieve economic stability, opportunity, and upward mobility. Learn more at: treasurer.utah.gov/utahfe/

- **Utah Treasurer's Investment Challenge:** The Utah Treasurer's Investment Challenge is a free investing simulation program for Utah students, administered by the Utah Office of State Treasurer and the Utah Financial Empowerment Coalition. It provides a framework for teaching students about the U.S. economy and financial markets. The challenge is designed for classroom use to help students understand the stock market, the costs and benefits involved in economic decision making, the sources and uses of capital, and other related economic concepts in an integrated manner with other curricula. Learn more at: treasurer.utah.gov/investment-challenge

- **Utah Women in the Money Conference:** The Women in the Money Conference is a hybrid financial empowerment conference that provides Utah women of all ages and backgrounds with tools, workshops, resources, and networking opportunities to succeed financially. The 2025 conference will be held on September 11-12, 2025 in Downtown Salt Lake City and online. Scholarships are available. Learn more at: womeninthemoney.org

- **Finance in the Classroom:**
  Utah's Finance in the Classroom website supports K-12 teachers by providing vetted, easy-to-use online tools to help teach personal finance in the classroom. The program also raises awareness about the importance of financial literacy among students. Resources for teachers, parents, and community members are available at: financeintheclassroom.org.

- **Financial Education Toolkits:** the Utah Treasurer's Office offers financial literacy toolkits, tailored for teachers and a separate section tailored for community members, with helpful content, resources, and financial literacy modules. It can be found at treasurer.utah.gov/toolkit.

## How can you get involved?

- **Spread the Word** – Share financial literacy resources with your community.
- **Engage in Events** – Attend or promote webinars and financial literacy programs.
- **Leverage Available Tools** – Utilize the toolkits, newsletters, and online resources to enhance financial education in your school or workplace.