

Reaching the Next Generation: Bridging the Gap in Financial Literacy

By Christine Scruggs

Marketing and Business Development Consultant

September 2016

The great aim of education is not knowledge, but action. –Herbert Spencer

Wouldn't it be nice if charting a course toward future financial independence for our children and grandchildren was as simple as plugging coordinates into our GPS and pressing the "Start"? Of course, it's not that simple... Or is it?

Working with Funding the Future, Wellspring Financial Solutions of Raymond James has created a [Life Goals site](#) aimed at middle and high school students. The interactive site allows users to chart a course on a "road map to financial independence."

Users navigate through an interactive map to create an individual financial plan, with allotments for "give," "invest," "save," and "spend." They'll learn about following their passion, earning, saving, building SMART goals, money myths and the cost of borrowing. It's fun, interactive, quick and engaging.

Some of [Life Goals](#) interactive tools:

- Strengths & weakness quiz
- Careers, majors & potential earnings
- Comparison of in-demand careers with sample budgets
- Goal-setting template
- Hands-on money planner
- Cost of Waiting Savings Calculator
- Celebrity Financial Encounters
- Debt & student loan calculators
- Credit Score Chart
- The True Cost of Borrowing
- Interactive Q & A
- Funding the Future video by the rock band Gooding

[Life Goals](#) makes financial literacy education anything but boring. The site strikes a balance between dynamic content and important substance offering a truly beneficial and unique educational platform geared toward teens. Share it with the kids in your lives and help them chart their very own financial roadmap.

Your goals are the road maps that guide you and show you what is possible for your life. – Les Brown

Raymond James is not affiliated with and does not endorse Funding the Future or Gooding.