

Who We Are



Mission

Welcome to the forefront of financial education. At the SIFMA Foundation, we're on a mission to cultivate a generation of financially savvy youth who are equipped with the knowledge and skills to navigate the complexities and opportunities of today's economic landscape.

With a steadfast commitment to empowering young minds, we offer a comprehensive range of dynamic educational resources and programs tailored to students in grades 4-12. We provide the tools, resources and support needed to foster financial education and promote economic empowerment.

Our engaging virtual trading simulations offer students a hands-on opportunity to experience the excitement of the stock market in a risk-free environment, while our interactive curriculum materials empower educators to integrate real-world financial concepts into their classrooms seamlessly.

At the SIFMA Foundation, we believe that every student deserves access to quality financial education. Through partnerships with schools, community organizations, and industry leaders, we're working tirelessly to bridge the financial education gap and ensure that all students have the opportunity to build a strong foundation for financial success.

Join us in our mission to shape a brighter financial future for generations to come. Together, we can inspire, educate and empower the next generation of financial leaders. **Explore our resources, get involved, and discover how the SIFMA Foundation is making a difference—one student, one classroom, and one community at a time.**

Programs



SIFMA Foundation's flagship initiative, The Stock Market Game, is a beloved project-based financial education program used in classrooms and educational settings. Starting with a virtual cash account of \$100,000, student teams strive to create the best performing portfolio of bonds, stocks, mutual funds, ETFs and ESG investments during the 3–8-month competition. SMG engages youth in learning that leads to higher test scores in economics, math and personal finance, and life skills learning. A nationally randomized, double-blind study funded by the FINRA Foundation found that The Stock Market Game program substantially improved student performance on standardized math tests and improved student investor knowledge, while also increasing teachers' likelihood of researching and planning for their own retirement.



A fully digital experience, SMG IQ, is a 30-minute online investing simulation that emphasizes asset allocation, diversification, and long-term investing. SMG IQ incorporates fundamental definitions and concepts related to investing, while presenting unique investment choices, helpful tips, and industry news to consider through a five-year span of real market activity. In its first year, 125,000 SMG IQ games were completed.



SIFMA Foundation's national essay competition, InvestWrite, extends what students learn in SMG by challenging them to review a long-term investment scenario and make analyst-style recommendations. Participants work individually and explore concepts of saving and investing, asset allocation, and corporate governance, while reinforcing their ELA skills. Each year, thousands of industry professionals volunteer as InvestWrite judges to select and acknowledge the best essays.

Programs



An industry-wide, skills-based volunteer program, Invest It Forward (IIF) fosters career exploration, mentorship and industry partnerships for youth and educators. Volunteers from the private sector partner with schools to expose students to new career pathways and deepen their understanding of the financial industry and opportunities. IIF provides interactive content to facilitate volunteers' virtual or in-person presentations, complement the SMG, inspire real-world discussions, and build teachers' insights and confidence. Materials and support are provided to volunteers to maximize the impact of their involvement.



The Capitol Hill Challenge (CHC) is a special edition of the SMG that matches US Members of Congress with student teams in their district's public and underserved schools. CHC enhances participants' financial and civics education and gives Members of Congress an opportunity to engage with local schools, education leaders, and financial institutions supporting youth financial education in their communities. Since 2014, 100% Congress has participated in CHC.