



First Florida hosted our second annual Camp C.E.O. at our County Road 210 branch the week of June 4th-8th. Camp C.E.O. is a financial literacy day camp geared towards teens, ages 13-16. We had 22 local teens join us for our second installment of this program.

During the week, our campers participated in daily lessons and activities that reviewed core financial concepts like banking basics, credit and credit cards, loans, and more. In the afternoons, teens worked in groups to create a small business that they presented at the conclusion of the week to a panel of First Florida's senior staff in a Shark Tank style format.

We saw immense creativity and teamwork from each group as they presented business ideas ranging from custom phone cases to used sports equipment rental companies. To celebrate the success of our future credit union members and business leaders, we loaded up a 30-passenger limo bus and headed to an executive lunch at Blackstone Grille on the last day of camp.

To measure the success of our program, we surveyed our campers on their understanding of 17 key curriculum areas and compared the results to their answers from the first day of camp. We found that our campers improved in their knowledge of 12/17 areas on average! Beyond these great numbers, we also heard overwhelmingly positive feedback from our campers and their parents. We are proud to offer such a needed program to local teens and look forward to expanding it further in future years.

