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First Florida kicked off our partnership with the Girls Scouts in 2018 with a bang. We unveiled our new, custom Financial Literacy badge for girls who complete our workshop.

Our first event in Jacksonville was held in January at the local Girl Scout Headquarters. We had 14 girls sign up to participate in the event. Parents and Troop leaders also stayed to help facilitate the presentation.

Each girl was given a profile, detailing their future life, complete with career, spouse, child, and bills. After calculating their monthly income, they shopped for all the items they would need to build a life for their families.

As the girls moved from station to station, they were surprised by the cost of items that they have come to see as needs, like nice cars, tvs, and netflix. They were forced to make crucial financial decisions to put their real needs before their wants.

Most of our girl scouts had money left over at the end of the month and agreed that those funds should be put into savings or invested. Each of them learned some great lessons and earned their new First Florida Financial Literacy Badge!

