Travel back in time with us to 1977...
S&P 500 Index, 1977-2017

Is this really a 'low risk' investment?

Source: Bloomberg / RWC Partners
<table>
<thead>
<tr>
<th>Year</th>
<th>October 18, 2018</th>
<th>% Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>1977</td>
<td>831.17</td>
<td>2,953.46%</td>
</tr>
<tr>
<td>103.80</td>
<td>2768.78</td>
<td>2,567.41%</td>
</tr>
<tr>
<td>105.05</td>
<td>7485.14</td>
<td>7,025.31%</td>
</tr>
<tr>
<td>1977 stock price</td>
<td>October 18, 2018 closing stock price</td>
<td>% Gain</td>
</tr>
<tr>
<td>------------------</td>
<td>-------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>$1.15</td>
<td>$12.38</td>
<td>976.52%</td>
</tr>
<tr>
<td>$2.93</td>
<td>$80.24</td>
<td>2,638.56%</td>
</tr>
<tr>
<td>$17.28</td>
<td>$130.55</td>
<td>655.49%</td>
</tr>
<tr>
<td>$3.34</td>
<td>$81.85</td>
<td>2,350.59%</td>
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</table>
All American children must be equipped with the knowledge and skills necessary to make smart decisions about their finances. This is a basic right that must be integrated throughout children’s Pre-K-12 learning experience to assure that all youth in America have the tools necessary to make sound financial decisions that will allow them to pursue their dreams. Whatever their life’s aspirations, whether college bound, career ready or thinking entrepreneurially, this knowledge will enable our young people to compete in a global economy.
40 YEARS OF FINANCIAL CAPABILITY

The SIFMA Foundation provides financial education programs and tools that strengthen economic opportunity across communities and increase individuals’ awareness of and access to the benefits of the global marketplace, with a focus on youth grades 4-12.

High demand inspires us to make SMG a national program.

1977

Bill Bennett & S Buford Scott create the Stock Market Game (SMG) program.

1987

We celebrate our 20th birthday with the successful launch of our new website.

1996

The inaugural year of InvestWrite, a national essay competition, & the Capitol Hill Challenge program, a special edition of SMG that matches Members of Congress with schools in their respective districts.

2004

We add Invest It Forward, connecting classrooms with financial industry professionals to support financial education.

2014

We celebrate 40 years of financial capability! SMG has reached all 50 states (and beyond internationally) with more than 17 million students to date.
APPLICATION FORM

I wish to participate in the STOCK MARKET GAME:
PLEASE SEND ______ STUDENT KITS at $3.00 each
and ______ TEACHERS MANUALS ($3.00 if applicable).

NOTE: NO CHARGE FOR TEACHERS KIT with minimum order of 5 student kits.
Application must be received by July 15, 1977 to participate.
Payment due by 9/22/77 in order to register for game No. 1.

NAME: ____________________________

SCHOOL: __________________________

STREET: __________________________

TOWN: __________ STATE: ______ ZIP: ______

FOR USE IN: ______________________ Subject and grade level

MAIL YOUR APPLICATION TO
ARRIVE NO LATER THAN
July 15, 1977 to:

"THE STOCK MARKET GAME"
c/o Dr. William B. Bennett,
Director
Center for Economic Education
State University College
1300 Elmwood Avenue
Buffalo, New York 14222
The Stock Market Game™

Teams of 3 to 5 + Virtual $100,000 Stocks, Bonds, & Mutual Funds
Account Info

Connecticut Stock Market Game
2018-06-18 / 2018-08-10
Advisor: Liz Radel
School: Bugbee School
Team ID: CT_1_ZZ21
Region: Temp

Account Summary

As of Date: 2018-07-17

Account Summary for Team ID: CT_1_ZZ21 As of Date: 2018-07-17
Cash Balance
Includes ($0.00) in Shorts
$100,208.53

Value of Long Stocks: $0.00
Value of Mutual Funds: $0.00
Value of Treasury Bonds: $0.00
Value of Municipal Bonds: $0.00
Value of Corporate Bonds: $0.00

TOTAL Value of Longs: $0.00
TOTAL EQUITY: $100,208.53

Team Rankings
Region: NOT RANKED YET

News Feed

Boeing lifts industry demand forecast as air show deals roll on:
Boeing raised its rolling 20-year industry forecast for passenger and cargo aircraft on Tuesday. ...

Tue, 17 Jul 2018 12:49:35 PM

BAE says international partners to join UK fighter project in 2019
BAE Systems CEO said international partners would be brought in to help to develop ...

Tue, 17 Jul 2018 12:49:35 PM
These 3 Pictures Tell the Whole Starbucks Stock Story

To that end, three pictures below tell a lot about the recent chapters of Starbucks (NASDAQ:SBUX).

Spoiler alert: Fans and
Newday Sustainable Investing

Newday Sustainable Stocks

The following companies have been identified as being "sustainable companies" by Newday, an investment management company that researches how well companies have adopted responsible environmental, social, and governance policies.

AA — ALCOA CORPORATION COMMON STOCK
AAPL — APPLE INC
ABBV — ABBVIE INC
ABT — ABBOTT LABORATORIES
ADBE — ADOBE SYSTEMS INC
ADP — AUTOMATIC DATA PROCESSING INC
ADSK — AUTODESK INC
AET — AETNA INC NEW
AKAM — AKAMAI TECHNOLOGIES INC.

Enter a Stock Trade

Newday Sustainable Stocks
Blocked Symbols

Search for Ticker Symbol
Search by Company Name
Validate Ticker/Get Details

Order Type
Market

Number of Shares

Limit Price

THE STOCK MARKET GAME A program of the sifma FOUNDATION
Mobile App
Teacher Support Center
Welcome to The Stock Market Game™.

This short guide provides the essential components for successful program implementation. The SMG program is extremely flexible and can be customized to meet the specific needs of your students.

Teams/IDs & Passwords:

Before introducing your class to the SMG program, organize the students into teams. In most cases, team size is up to you. We usually recommend three to five students per portfolio. Having students work in pairs or individually is an option as well.

Assigning each team member a well-defined role helps them maintain focus and provides them with a clear understanding of what is expected of them. Roles also ensure each team member participates in the learning process, is accountable for group assignments, and supports group decision-making.

More Info on Team Roles
Program Units & Lessons:

There are five overarching units associated with the SMG program that correlate with your students’ involvement with the online portfolio. Included are the recommended lessons to use during the program implementation.

1. **Understanding SMG**: (reviews program fundamentals)
   a) Understanding SMG

2. **Before You Invest**: (concepts students need to know BEFORE they enter their SMG portfolio)
   a) What is a company?
   b) What is a stock?
   c) Identifying Ticker Symbols and Interpreting Stock Quotes

3. **Selecting Your Investments**: (concepts that assist students as they make their investment picks. It is encouraged that students begin entering their first trades at this point in the program)
   a) What is diversification?
   b) Stock Research Guru
   c) What is risk?
<table>
<thead>
<tr>
<th>Class Name</th>
<th># of Teams Requested</th>
<th>Team IDs</th>
<th>Nicknames</th>
<th>Rankings</th>
<th>Total Equity</th>
<th>Password</th>
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<tbody>
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</tr>
</tbody>
</table>
What is *investWrite*?

A National Student Writing Competition

Builds a bridge between classroom learning and potential real-world investment decisions.

Challenges students participating in The Stock Market Game program to demonstrate what they learn in the classroom by asking them to respond in a thoughtful way to a specified “real life” investing situation.
PRE-REGISTRATION

Give Us A Heads Up

PRE-REGISTRATION Deadline
DATE: Wednesday, December 13, 2017
TIME: 11:00 PM - All Time Zones

If you plan to participate, please help us by completing our user-friendly pre-registration form and receive personal customer support!

Pre-Registration is Done Now!

WEBINAR

SMG Writing Project: “How to invest/Write”

NEXT WEBINAR will be held on
DATE: Monday, October 16, 2017
TIME: 9:30 AM - 10:00 AM EST
PLACE: Online - GoToWebinar

Join us for a fantastic online webinar that will surely delight and surprise you with tons of great tips and ideas for making the most of your successful in your classroom!

SIGN UP for WEBINAR Today

SUBMIT ESSAYS

It's Just a Click Away!

SUBMISSION Deadline
DATE: Wednesday, December 13, 2017
TIME: 11:00 PM - All Time Zones

Submitting your essays is easy! Be sure you have your Stock Market Game Username and Password and click below!

SUBMIT ESSAYS
Invest It Forward “Match Me”

Invest It Forward™
SIFMA Foundation’s Invest It Forward™ is an industry-wide financial education and capital markets literacy initiative convening hundreds of financial firms that are committed to giving young Americans a solid understanding of the capital markets system and the invaluable tools to achieve their dreams. Invest It Forward connects educators and classrooms with financial industry professionals and firms to promote youth financial capability across the US.

To begin, please select your role:

- **Educator**
  - in school (elementary, middle or high school)
  - in an after-school program
  - in community-based, home school or church group

- **Volunteer**
  - a financial professional
  - employed by a SIFMA member firm

- **Administrator**
  - State Council staff person
  - State SIFMA coordinator
  - Community-engagement professional with a partner firm

Not sure what your role is? Here are some helpful tips.
Quick Videos from Teachers

Educators

If you are a teacher or after-school provider wanting to bring the real world of finance and capital markets to your students:

REGISTER  LOGIN

Hear from our teachers about Invest It Forward™

“I really enjoyed having you in the classroom - you kept the students engaged and gave them wonderful information to consider as they move forward in life. If you ever want a career change, you certainly have my vote of confidence for teacher.”

– SMO Teacher
Financial Literacy Impact

![Bar chart showing financial literacy impact across elementary, middle school, and high school levels, with SMG and Non-SMG categories.](chart.png)
Math Impact

![Bar chart showing Math Impact for Grades 4-6 and Grades 7-10, comparing SMG and Non-SMG groups.]
Questions? Thank You!

Elizabeth Reidel, National Director, 860.308.2494 and ereidel@sifma.org