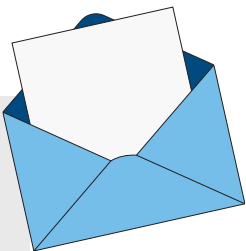




REAL SKILLS.
REAL LIVES.
REAL IMPACT.

2024-2025
ANNUAL
IMPACT REPORT

A WELCOME LETTER



From David St. Clair

Economics Teacher at Troy High School in Fullerton, CA

Dear CCEE Community,

My name is David St Clair, and I have taught Economics for over 30 years at Troy High School in Fullerton, CA. I am passionate about preparing students with the knowledge and skills they need to make sound financial decisions. Over the years, my students have competed in CCEE contests such as the Capital Markets Contest, the Financial Advisers Contest, and the Personal Finance Challenge. These opportunities have been some of the highlights of my teaching career.

One story that has always stayed with me came from our very first contest in 2007. My students won first place and received a \$500 award, along with a trip to New York to visit the Federal Reserve Bank and the New York Stock Exchange. For many, it was their first time on a plane. One of my students, Sujan, used his prize money to take a girl to his Senior Prom. Today, he is a doctor. That experience—made possible by CCEE—helped shape his future.



Personal finance is becoming more important than ever, and starting with the class of 2031, it will be a high school requirement in California. Hundreds of teachers will need training and resources to deliver this critical subject, and thousands of students will gain life-changing skills as a result.

I am proud to partner with CCEE in this mission and grateful for the difference they continue to make for teachers and students across California.

Sincerely,

David St Clair

Economics Teacher
Troy High School



These opportunities have been some of the highlights of my teaching career.



ABOUT CCEE

The California Council on Economic Education (CCEE) is the state's leading nonprofit organization dedicated to advancing K–12 economics and personal finance education. Since 1959, CCEE has worked to ensure that every student in California, regardless of background or zip code, has access to the tools and knowledge needed to make informed economic decisions and build a secure financial future.

In a state where access to high-quality economic and personal finance education remains unequal, CCEE is committed to filling the gap. We provide educators with free and low-cost professional development, California standards curriculum, and classroom resources. We also offer engaging, real-world student programs and competitions that extend learning beyond the classroom.

Rooted in equity and driven by impact, CCEE partners with schools, districts, and community organizations across California to empower the next generation of informed, confident, and capable decision-makers.



The CCEE work has shown the vital role economic education plays in shaping informed, empowered communities, and I am proud to see the ongoing commitment to this mission.



– Tony Thurmond
California State Superintendent of Public Instruction



STUDENT PROGRAMS



CCEE is California's only nonprofit exclusively focused on delivering hands-on, standards-aligned economic and personal finance education to K–12 students. Through engaging programs such as the National Economics Challenge, National Personal Finance Challenge, The Financial Advisor's Contest, and The Stock Market Game, students build real-world knowledge, critical thinking skills, and financial confidence that will serve them for life.

OUR PROGRAMS

Thanks to our generous supporters, all of CCEE's programs are provided for free or at a low cost to the participants.

TEACHER PROGRAMS



At the heart of CCEE's impact is our investment in educators. We equip teachers with the training, tools, and confidence to bring economics and personal finance into the classroom. Every teacher we train reaches approximately 100 students per year, creating a powerful multiplier effect that drives lasting educational change.



COMMUNITY PROGRAMS



By teaming up with various local and national partners, such as Los Angeles and San Diego Unified School Districts, school districts throughout California, CEE and NAEE, CCEE is able to deliver impactful economic and personal finance programming to students, teachers, and their families.



Our Mission

To equip California teachers, and especially their students, with the tools and knowledge of personal finance and economics to empower them to make more impactful decisions for themselves, their families, and their communities.

Our Vision

Our vision is a future where all Californians thrive and prosper in the global economy.



Goals + Decisions + Resources = Economics


Economics is the study of how to use your available resources (including your talents and skills) and make decisions to reach your goals!

FAMILY FINANCIAL LITERACY EVENT

IN PARTNERSHIP WITH LAUSD & SDUSD

KEY IMPACT METRICS

863 
TOTAL ATTENDEES
(in-person + virtual)

73 
VOLUNTEERS ENGAGED

Our Family Financial Literacy Events bring students and their families together both in person and virtually to engage in hands-on activities, interactive workshops, and meaningful conversations around essential personal finance topics.

These events are designed to build knowledge across generations, helping families explore budgeting, saving, earning, and decision-making in a supportive, community-based environment.



2025 FFLE South Region - Wisdom Elementary

We reach hundreds of LAUSD students with our family financial literacy events.

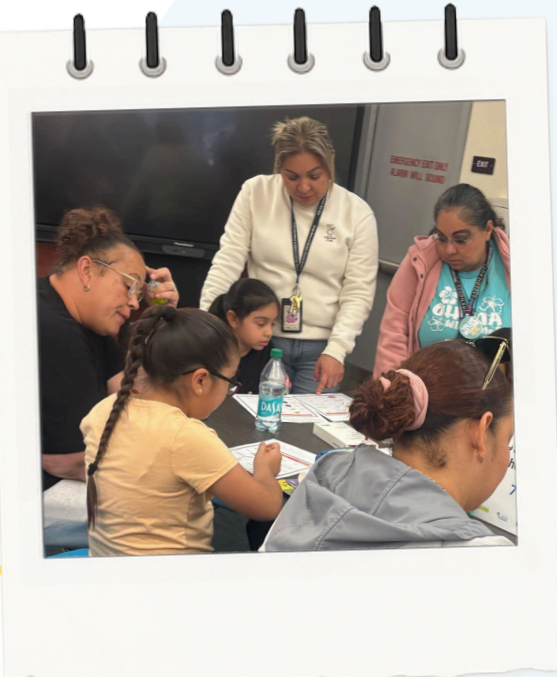
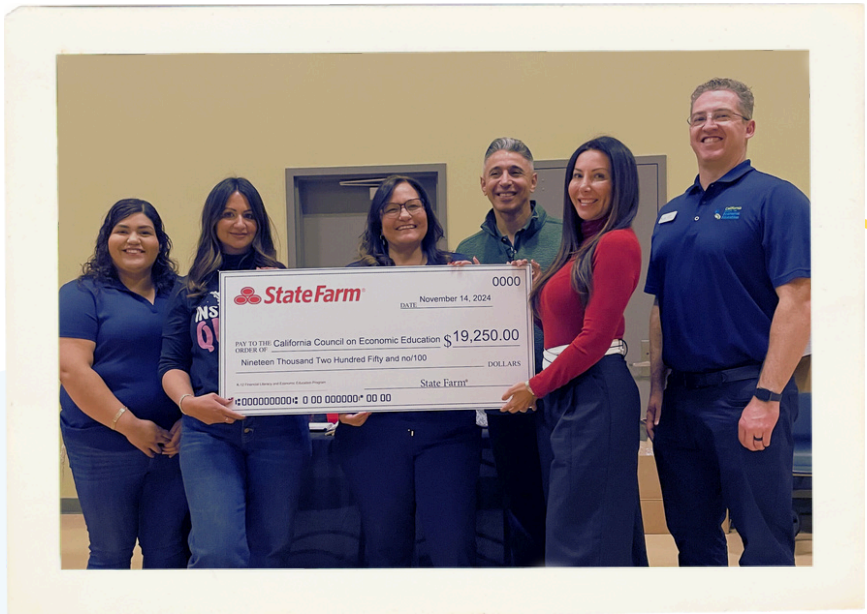


10

SCHOOLS SERVED
Los Angeles & San Diego
Unified School Districts

“

We can work together to save money and hold ourselves accountable, focusing on money saving goals



100%
LMI COMMUNITIES

STUDENT CONTESTS



5 In-Person Events Total:

- 3 at the Federal Reserve Branch of San Francisco
- 2 at the Cal State East Bay Oakland Center



And I participated in the Personal Finance Challenge as well as the Financial Advisor's Contest this year, which motivates me to join these challenges that they hand me real-world cases that helped me put my knowledge into practical use, and it really connects with the world as well, inspiring me to take on this career in the future.

– William Zhang PFC and FAC Participant

COMPETITIVE ECONOMIC AND PERSONAL FINANCE LEARNING!

- National Economics Challenge
- Personal Finance Challenge
- The Financial Advisor's Contest
- Stock Market Game



Through CCEE's student contests, participants build real-world skills in professional communication, teamwork under pressure, and investment fundamentals. They gain experience in personal financial planning, market and economic analysis, and in effectively communicating economic concepts.

Students also explore client advising and deepen their understanding of fiscal and monetary policy, preparing them to make confident, informed financial decisions.

- » National Economics Challenge: 932 online / 144 in-person
- » Personal Finance Challenge: 809 online / 61 in-person
- » Stock Market Game: Grades 4th - 12th, 1,777 students
- » Financial Advisor's Contest: Grades: 9th-12th, 73 in-person

2024 CONTEST WINNERS

NATIONAL ECONOMICS CHALLENGE

NORTHERN CALIFORNIA

Adam Smith Division

Harker Team 5

The Harker School, San Jose
Students: Anderson Chung, Mihir Kotbagi, Leana Zhou, Cyrus Ghane
Teacher: Dean Lizardo



BCP Team 1

Bellarmine College Preparatory, San Jose
Students: Johnson Che, Daniel Chu, Ryan Kim, Samuel Ma
Teacher: John Sager



Team Superham 1234

Carlmont High School, Belmont
Students: Arthur Bernadi, Aidan Pazdera, Benjamin Taylor, Alex Kim
Teacher: John Rowe



David Ricardo Division

Harker Team 2

The Harker School, San Jose
Students: Augusta Chen, Jacob Chung, Janvi Trivedi, Marc Gouriou
Teacher: Dean Lizardo

BCP Team 1

Bellarmine College Preparatory, San Jose
Students: Akin Broadwater, Patrick Pasaribu, Yash Bhavani, Jeffrey Bao
Teacher: John Sager

Team Money Making Monarchs

Archbishop Mitty High School, San Jose
Students: Richard Peng, Jingjing Lei, Jonathan Nguyen, Hannah Ying
Teacher: Jordan Sission

SOUTHERN CALIFORNIA

Adam Smith Division

Team Bishops Bear Market

The Bishop's School, San Diego
Students: Jeremy Feng, Ryan Qin, Charles Ahn, Jack Jin
Teacher: Damon Halback



Uni Team 2

University High School, Irvine
Students: Brian Lantz, Ian Sun, David Zhang
Teacher: Genee Hansen



Team Econ Eagles

Santa Margarita Catholic High, Rancho Santa Margarita
Students: Kathy Yu, Alexander Sulzbach, Jingze Dai, Gavin Tinseth



David Ricardo Division

Team Too Big Too Fail

The Bishop's School, San Diego
Students: Brian Kim, Andrew Wang, Sebastian Nudleman, Alex Yang
Teacher: Damon Halback

Team Olive Scones

Woodbridge High School, Irvine
Students: Katie Nagai, Olivia Guo, Yun Jen Yeh
Teacher: Frank Harrington

DR Team

La Cañada High School, La Cañada
Students: Leo Wang, Dohoon Lee, Khunhoon Lee, Kenneth Lee
Teacher: Ruby Gallegos

FINANCIAL ADVISOR'S CONTEST

Team New Money

Adrian Wilcox High School, Santa Clara
Students: Michelle Wu, Tanya Sharma, Jiean Liao, Vedant Garg
Teacher: Anthony Raffetto



Team: (Undeclared)

School: University High School, Fresno
Students: Vinson Xia, Leo Jimesanagnos, Jack Garvin, Matt Jones
Teacher: Rocio Fernandez



Team Troy 3

Troy High School, Fullerton
Students: Ruiyi Zhang, Ryan Qi, Daniel Kim, Seungwoo Lee
Teacher: David StClair



PERSONAL FINANCE CHALLENGE

NORTHERN CALIFORNIA

Team New Money

Adrian Wilcox High School, Santa Clara
Students: Michelle Wu, Vedant Garg, Tanya Sharma, Jiean Liao
Teacher: Anthony Raffetto



Team Bellarmine Financial Solutions

Bellarmine College Preparatory, San Jose
Students: Nate Roshan, Neil Alappatt, Samuel Ma
Teacher: Xavier Liu



Rocklin High School Team 1

Rocklin High School, Rocklin
Students: Jackson Lustig, Kennedy Hall, Isabella Zhang, Arathana Nagarajah
Teacher: Mark Hardy



SOUTHERN CALIFORNIA

Team Scripps Ranch Entrepreneur Club

Scripps Ranch High School, San Diego
Students: Ryan Langsam, Ben Wolff, Caleb Lee, Robert Schumann
Teacher: Ian Rasmuson



Team Troy 1

Troy High School, Fullerton
Students: Ruiyi Zhang, Ryan Qi, Daniel Kim, Seungwoo Lee
Teacher: David StClair



Team Wildcat Wizards of Wealth (MCS B)

Milken Community School, Los Angeles
Students: Harrison Reisner, Leo Marzwell, Elijah Shokrian, Talya Stanislavsky
Teacher: Khushnaz Katrak



STOCK MARKET GAME

Karen Clark-Yamamoto

Western High School
Anaheim Unified School District



SUPPORTING CALIFORNIA'S PERSONAL FINANCE REQUIREMENT



CALIFORNIA ASSEMBLY BILL AB 2927

With the passage of Assembly Bill 2927 (AB 2927) in 2025, California now requires all high school students, beginning with the graduating class of 2030-2031, to complete a one-semester personal finance course. This landmark legislation ensures that every student graduates with essential knowledge in budgeting, saving, credit management, investing, and informed decision-making.



Our Commitment

CCEE is committed to supporting this historic shift by equipping educators with the training, resources, and real-world tools they need to deliver high-quality personal finance instruction. Through professional development programs, partnerships, and curriculum support, we are working to ensure that every student in California has the skills and confidence to make sound financial choices for life.



A Message from Our Chief Program Officer

All of us want a better future for our students and kids, and the passage of AB 2927 is a step forward in acknowledging one of the biggest challenges all people—young and old face—how to effectively manage one’s finances to achieve one’s goals. We have the opportunity to build on past requirements to support teachers more effectively, ensuring that this new personal finance course instills essential skills of goal setting, careful analysis and decision making, in a directly relevant way for students as they prepare to enter their adult futures. I’m optimistic that in this moment in education in our state, we can set the stage to transform future generations and help them navigate the complex economic and financial world they are entering more effectively.



Joshua Mitton
Chief Program Officer





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Denise Gutierrez

Event Co-Chair
Candice Nakagawa

Event Co-Chair
Dr. Anita Gupta



M.C. - Megan Telles
KTLA 5 News



\$600,000

RAISED FOR STUDENT &
TEACHER PROGRAMS



CCEE 2024 GALA



CELEBRATING 66 YEARS
OF ECONOMIC EDUCATION
IN CALIFORNIA!

HONOREES



This gala stands as a powerful tribute to the CCEE's remarkable achievements, as well as the dedication of its many supporters, partners, and educational programs.

Phillip Chen, Ed.D
California 59th District Assemblyman



I commend CCEE for their tireless efforts to ensure that financial literacy education is available to all Californians

Fiona Ma, CPA
California State Treasurer



FIONA MA
Champion for Economics
Education Award



DAWN LEWIS
Excellence in
Leadership Award



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Excellence in Corporate
Leadership Award



DAVID ST CLAIR
Excellence in
Teaching Award



Funds raised enable us to:

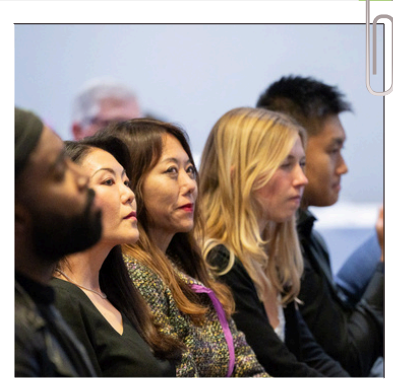
- Expand our impact by reaching counties with the highest concentrations of Title I schools
- Increase student participation in our FREE statewide and national competitions, like the National Personal Finance Challenge and the Financial Advisor's Contest
- Strengthen educator support through expanded professional development opportunities



I extend my best wishes to CCEE as we gather to celebrate the incredible accomplishments that have been made over the past year, and the exemplary leaders who made it all possible. I look forward to continuing this work together as CCEE expands to meet the needs of more communities in our State.

Josh Lowenthal
69th District Assemblymember

For The Full Gallery Scan Here



PROGRAM NUMBERS & STATEWIDE IMPACT



The personal gratification that you can gain from having a small impact on a teenager's life is irreplaceable. You can be the difference between what personal and professional path they choose in life by contributing to their experience.

Daniel Curtis
Vice President
U.S. Bank Private Wealth Management



182,020

STUDENTS IMPACTED



3,934
STUDENTS SERVED
Direct Program Participation

1,754
TEACHERS SERVED

79
PROGRAM EVENTS
Workshops, Webinars, contests, etc.

1,863
OTHER ADULTS SERVED

7,551
DIRECT PROGRAM PARTICIPATION HOURS



A Student's Experience

by Michael Wurth

REAL LIVES



As I reflect on my life—and especially my educational journey—there are a few teachers and experiences that stand out as true inflection points. They're rare, and they should be cherished. In my early years of high school, I was mostly coasting—doing the bare minimum to pass my classes so I could get back to what I thought really mattered: hockey and hanging out with friends. Then, in my senior year, I enrolled in Mr. St. Clair's AP Economics class. I wasn't expecting much—just another requirement to slog through before graduation. I had heard his classes were fun and that he always seemed to be smiling around campus, but I wasn't exactly thrilled about taking an AP test. Still, I signed up.

That class ended up changing everything for me.

Mr. St. Clair taught with a kind of joy that was contagious. Even the most reluctant students—myself included—couldn't help but be drawn into his excitement for learning. For the first time, I found myself looking forward to class, even when it came with a fair amount of homework and preparation. He encouraged me to join the CCEE Capital Markets competition, and that experience lit a fire in me. I worked hard with my teammates, and we won. The prize was an unforgettable trip to New York City, including a visit to the Federal Reserve and a generous cash award that made it even more fun with friends.

When I spoke at the CCEE Gala this year—where Mr. St. Clair received a well-deserved award for excellence in teaching—I shared something personal. Now that I'm a father of three (the fourth coming in November), one of my greatest prayers is that each of my kids will have at least one teacher like Mr. St. Clair. Just one person who helps them fall in love with learning and become passionate about seeking the Truth. Because that's all it takes to change a life.

For me, that person was Mr. St. Clair. And for that, I'll always be grateful.

Michael Wurth

David St Clair's Former Student



REAL IMPACT

A quick look at how one class changed a student's future:

- > Enrolled in AP Economics during senior year — without knowing how impactful it would be.
- > Joined and won the CCEE Capital Markets Competition.
- > Traveled to New York City and visited the Federal Reserve.
- > Discovered a lifelong passion for learning and economics.
- > Now a father of three, inspired by the power of great teaching.

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Together with leading organizations, districts, and associations, we expand access to economic and personal finance education across California.

NATIONAL PARTNERS



Why is Economics so important? It's simple—we make economic choices every day of our lives. So why wouldn't we want our students to get good at something they're expected to do for the rest of their lives? This realization solidified my belief in the significance of the subject and made me even more determined to teach it effectively.

Manny Lopez, M.Ed. Channel Islands High School

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