



Photo caption:  
Students and coaches at the 28th National LifeSmarts Championship in Washington, D.C.

# The LifeSmarts Impact

**125,000** students used LifeSmarts educational resources in classrooms or community organizations

**40,670** students competed at the local, state, and national levels

**2,103** registered coaches

**2,043** registered teams

**3.5 million** consumer literacy questions answered by students

## Our teams

68% public schools

10% afterschool programs

16% other orgs like 4-H, BPA, FCCLA, FBLA, SkillsUSA, TSA, Boys & Girls Clubs, etc.

4% home schools

2% private schools

## Student improvement

Scores increase an average of 15 points from pre- to post-testing

## National Footprint

Active Coaches in all 50 States + DC + Military

Active teams in 45 states

8 Junior Varsity State Champion teams named

40 State Varsity Champion teams qualified for 2022 National Championship

28 State Champion + 10 Wild Card teams represented at 2022 National Championship

## Demographics

52% female

48% male

75% Caucasian

9% Hispanic

8% African American 6% Asian

2% Native American



## Varsity program

30% 12th grade

23% 11th grade

18% 10th grade

18% 9th grade

## Junior Varsity

5% 8th grade

5% 7th grade

1% 6th grade