YOURCHANCE · 2026–2030

Financial Literacy in Schools

Leading children to personal prosperity – and schools to systemic change

Jana Merunková · Founder and Director, yourchance



WHY IT MATTERS

Children should understand money before they make costly mistakes

Personal prosperity

Responsible money management, long-term planning and enterprise as skills for life.

Social mobility

School gives a chance to children who have no one at home to pass on healthy money habits.

A responsible society

Change spreads from school into families, connects generations and shapes how the whole society handles money.

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OUR JOURNEY 2011–2035

From awareness to systemic change

2011–2012

Laying the foundations

Naming the problem, raising awareness and, in 2012, launching Financial Literacy in Schools. The goal from day one: systemic change.

2013–2021

Engine of growth

Our own products and services for schools, cooperation of key players and, from 2019, international reach.

2022–2026

Raising the quality of teaching

Systemic change in practice: certification within the School Inspectorate, ethics in the field and active regions.

2027–2035

International impact

Financial literacy across generations, impact evaluation, an independent watchdog and sharing know-how worldwide.

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2013–2021 · ENGINE OF GROWTH

We brought key players together around one goal

Innovation in education

- our own textbooks, apps and services for schools
- know-how in teaching teachers to teach financial literacy
- Ministry of Education accreditation for teacher training
- publishing

Cooperation

- joint meetings of key players
- inter-ministerial groups with the Ministries of Education and Finance and the CNB
- expert guarantor of financial literacy in the South Moravian Region
- national organiser of Global Money Week

Worldwide since 2019

- Slovakia, Italy, Indonesia
- Brussels – European Commission
- OECD

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PROVEN RESULTS

The most comprehensive financial literacy project in Czechia

600,000+
pupils involved in financial literacy programmes

320
schools certified as Financially Literate Schools

30,000+
textbooks on financial literacy and enterprise

2,000
teachers and practitioners at our conferences

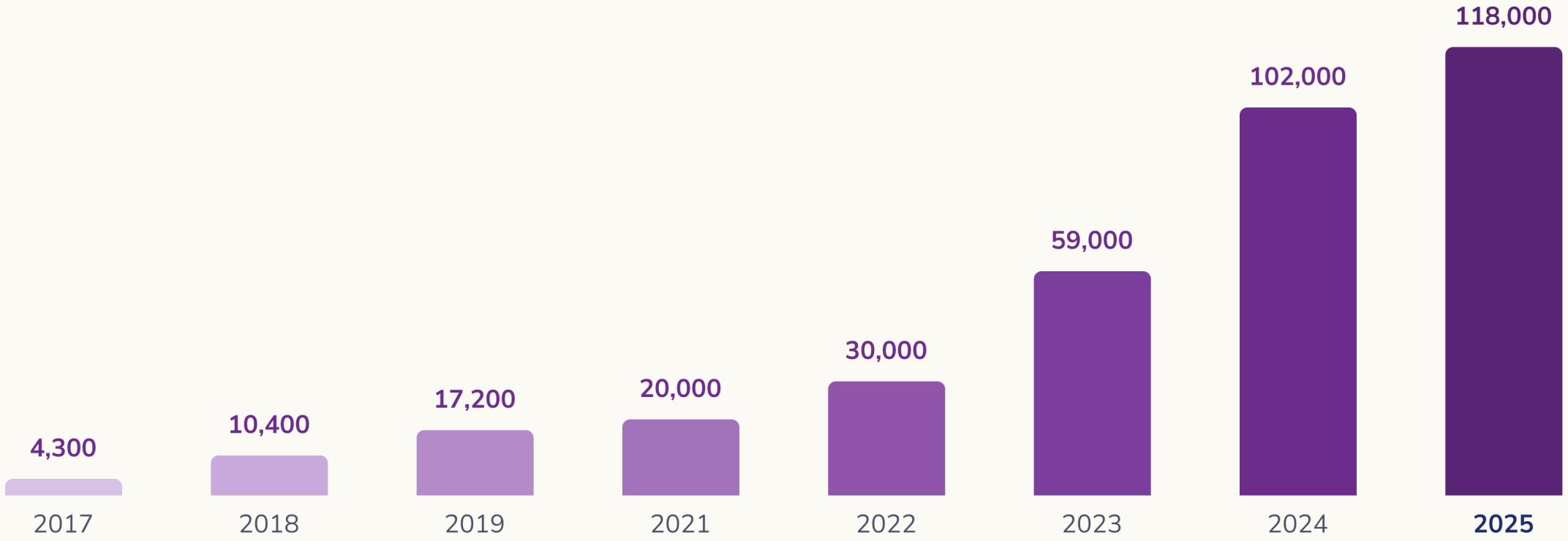
13,500
participants in 15 competitions for primary and secondary pupils

20,000+
pupils, teachers and members of the public in our activities each year

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GLOBAL MONEY WEEK · NATIONAL ORGANISER SINCE 2017

From 4,300 to 118,000 pupils taking part



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2022–2026 · SYSTEMIC CHANGE IN PRACTICE

Quality and integrity of teaching in every school

Certification in the School Inspectorate

We are working to build the Financially Literate School standard directly into the Czech School Inspectorate's mechanisms for nationwide use.

Ethics in the field

Defending an ethical approach – an independent voice against the commercialisation of financial education.

Active regions

A dense network of certified schools, business basics for vocational schools, round tables and sharing good practice.

2025: Czech National Bank Governor's Award

For contribution to financial and economic literacy – recognising Jana Merunková and the whole team's work.

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VISION 2030

Financial literacy as a natural part of every Czech child's education

We are building a national network of schools that prepare children for economic life in the 21st century – through certification, teacher training, sharing good practice and long-term partnership.

This is not another education programme. We are changing the school environment.

GOALS 2030

Where we are heading

1,000
certified Financially Literate Schools (320 today)

3,000
teachers in a new app for learning and sharing good practice

160,000
Global Money Week participants a year (118,000 today)

10 courses a year for teachers – we teach teachers to teach in a modern, practical way

3–4 round tables a year with schools, regions, municipalities and businesses

Annual conference Financially Literate and Enterprising School

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OUTLOOK 2027–2035

Vision, evaluation and international impact

Across generations

From children in school to families and seniors.

Evaluation

Research, evaluation and impact measurement.

Independent watchdog

Advocating ethics in financial education.

Global influence

Sharing know-how internationally through yourchance Global.

WHY TRUST US

An independent expert partner to the state and schools

We work with

Ministry of Education · Ministry of Finance · Czech National Bank · National Pedagogical Institute · Czech School Inspectorate · Office of the Government · South Moravian Region · EFPA · OECD · European Commission · University of South Bohemia and the Technology Agency of the Czech Republic · Goncharenko Center (Ukraine)

Our track record

- Czech National Bank Governor’s Award for contribution to financial and economic literacy (2025)
- The most comprehensive financial literacy project in the Czech Republic, according to an independent study
- National organiser of Global Money Week since 2017
- Ministry of Education accreditation for teacher training

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BECOME A CO-AUTHOR OF CHANGE

Partnering with Financial Literacy in Schools

Strategic Project Partner

A multi-year agreement that lets us develop the project fundamentally, achieve inter-ministerial cooperation and lead the field.

Main Project Partner

Supports the project's goals, shapes change in the field and shares in significant impact.

Project Partner

Provides financial support towards the project's goals and is part of the needed change and social impact.

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A person’s destiny is not set by circumstances. It changes when opportunity meets courage, education and people who believe that everyone deserves their chance.



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