

**Second Regular Session
Seventy-fourth General Assembly
STATE OF COLORADO**

ENGROSSED

LLS NO. R24-1075.01 Olivia Nesselroade x2670

SJR24-019

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SENATE JOINT RESOLUTION 24-019

101 **CONCERNING COLORADO YOUTH ENTREPRENEURSHIP AWARENESS**
102 **WEEK.**

1 WHEREAS, Colorado is home to the only bank in the world
2 specifically designed for young people 21 years of age and under, the
3 Young Americans Bank; and

4 WHEREAS, In 1984, Bill Daniels, known as the "father of cable
5 television", read about a group of Denver students unable to obtain a bank
6 loan, and Daniels realized that our society was doing a disservice to youth
7 by not allowing their participation in our financial system; and

8 WHEREAS, Bill Daniels' response to the problem was to create
9 a bank just for young people that would teach them financial principles,
10 and the Young Americans Bank opened in Denver, Colorado, during

Shading denotes HOUSE amendment. Double underlining denotes SENATE amendment.
Capital letters or bold & italic numbers indicate new material to be added to existing law.
Dashes through the words or numbers indicate deletions from existing law.

SENATE
Final Reading
April 11, 2024

1 August 1987; and

2 WHEREAS, The Young Americans Bank allowed young people
3 to learn financial responsibility through the use of banking products and
4 services and allowed them to take their financial future and the future of
5 their communities into their own hands; and

6 WHEREAS, Within its first few months, the Young Americans
7 Bank opened thousands of accounts, and soon, requests for tours, classes,
8 and school presentations poured in; and

9 WHEREAS, By 1988, a 501(c)(3) nonprofit was formed to provide
10 programs complementing the educational mission of the Young
11 Americans Bank; this nonprofit, now known as the Young Americans
12 Center for Financial Education, still functions today to provide a variety
13 of hands-on programs that develop financial skills and relevant learning
14 for youth; and

15 WHEREAS, To this end, the YouthBiz program at the Young
16 Americans Center for Financial Education was created, the largest and
17 most comprehensive youth-serving entrepreneurial organization in
18 Colorado; and

19 WHEREAS, The YouthBiz program offers different curriculum
20 options for a range of ages, such as YouthBiz StartUp, which lays the
21 foundations of business and entrepreneurship and is geared toward middle
22 school students; YouthBiz Out of the Box, which builds upon the
23 foundation of YouthBiz StartUp by taking students through the business
24 cycle as they start a real-life business venture; and YouthBiz Stars, which
25 is tailored for youth ages 6 to 21 who are interested in business ownership
26 and includes workshops, business tours, mentorship opportunities, and
27 competitions; and

28 WHEREAS, Starting as one small bank in 1987, the Young
29 Americans Bank has served more than 79,000 customers, and the Young
30 Americans Center for Financial Education has served more than 750,000
31 program participants; and

32 WHEREAS, Research demonstrates that a large percentage of
33 people of all ages lack basic financial knowledge to ensure long-term
34 financial stability for themselves and for their families; and

1 WHEREAS, The central mission of the Young Americans Bank
2 and the Young Americans Center for Financial Education still remains in
3 action today as they work to bridge this knowledge gap through statewide
4 programs purposefully designed to enable young people to prosper in our
5 free enterprise system; and

6 WHEREAS, Young people have already worked to contribute to
7 our nation's economic success, and our nation will continue to benefit in
8 the future by equipping them with financial education and tools to support
9 their success; now, therefore,

10 *Be It Resolved by the Senate of the Seventy-fourth General*
11 *Assembly of the State of Colorado, the House of Representatives*
12 *concurring herein:*

13 That we, the members of the Colorado General Assembly:

14 (1) Designate the first week of June as Colorado Youth
15 Entrepreneurship Awareness Week;

16 (2) Strongly encourage local economic development
17 organizations, during the first week of June, to:

18 (a) Facilitate youth financial literacy and business education
19 programs;

20 (b) Host events targeted toward youth entrepreneurship; and

21 (c) Host an annual competition for youth entrepreneurs in
22 Colorado; and

23 (3) Urge Governor Jared Polis' office to host an annual statewide
24 youth business and entrepreneurship competition during Colorado Youth
25 Entrepreneurship Awareness Week.

26 *Be It Further Resolved*, That copies of this Joint Resolution be sent
27 to Governor Jared Polis and Aspen Peterson, Young Americans Center
28 for Financial Education Youth Advisory Board member.