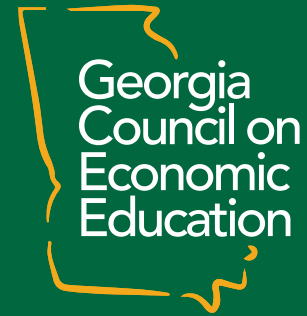




2019

ANNUAL REPORT



“For over four decades, the Georgia Council on Economic Education has proven itself to be among Georgia’s premier education nonprofits. Through its combination of innovative instructional workshops for teachers and challenging academic competitions for students, GCEE has transformed the way teachers in Georgia teach economics and helped ensure students across the state are well-versed in economics and personal finance.”

**- ROBERT GAINES, DIRECTOR OF COMMUNICATIONS,
GEORGIA PARTNERSHIP FOR EXCELLENCE IN EDUCATION**



DEAR FRIENDS OF GCEE,



It's with tremendous pleasure that I share the Georgia Council's 2019 Annual Report that highlights our many accomplishments and successes over the course of the last 12 months.

2019 was a year of tremendous growth and exciting new beginnings at the Georgia Council. We travelled more than 17,000 miles to deliver 150 workshops to 2,611 K-12 teachers while remaining a national leader in providing quality professional development to educators throughout Georgia. Teachers attending our workshops came away better prepared to teach important economic and personal finance concepts in innovative ways that increased student knowledge at all grade levels.

2019 also saw the release of the newly redesigned GCEE website and database (www.gcee.org), the hiring of new Program Manager Angie Battle, national recognition for our Lights, Camera, Budget! online game and Atlanta Braves lesson plans, and the creation of new workshops for elementary, middle, and high school teachers.

All of these achievements would not have been possible without the tremendous support we received from countless individuals, foundations, and companies who share our mission and vision. Our ability to continually create and deliver effective programs that positively impact so many teachers and students is a direct result of this support. We are truly thankful for such an outstanding network of friends.

We look forward to many more successes in 2020!

Mike Raymer, *Executive Director*

The **MISSION** of the Georgia Council on Economic Education is to help teachers teach economics and personal finance in the public and independent schools of Georgia.

The **VISION** of the Georgia Council on Economic Education is of students leaving school prepared for their economic roles as productive workers, informed consumers and savers, involved citizens and lifelong decision makers in a globally interdependent world.

150

TOTAL NUMBER OF
WORKSHOPS DELIVERED IN 2019



TOTAL NUMBER OF
K-12 TEACHERS SERVED IN 2019

2,611

2
21,504

TOTAL NUMBER OF
STOCK MARKET GAME STUDENT
PARTICIPANTS IN 2019



TOTAL NUMBER OF
GCEE TEST PREP APP DOWNLOADS

50,086

1.2 million

TOTAL NUMBER OF PAGE VIEWS
FOR LIGHTS, CAMERA, BUDGET!



**TOTAL NUMBER OF
PUBLIC SCHOOL
SYSTEMS SERVED
IN 2019**

**104 of
181**

**TOTAL NUMBER OF
STUDENT
COMPETITIONS**

8

ECON CHALLENGE

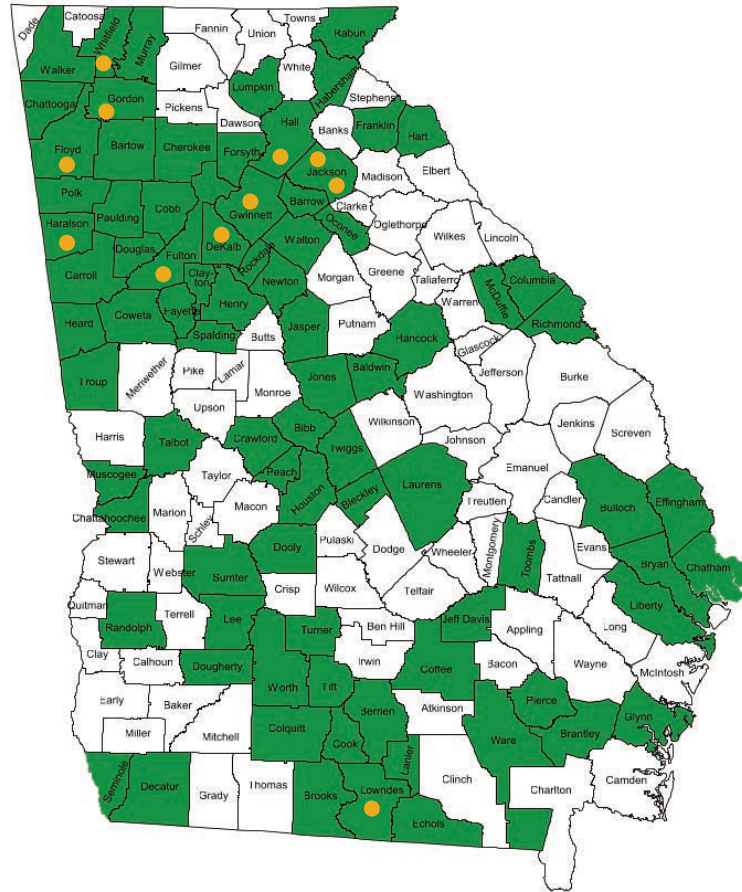
ECON GAMES (3)

**LIGHTS, CAMERA,
BUDGET!**

**PERSONAL FINANCE
CHALLENGE**

**STOCK MARKET
GAME (2)**

GCEE'S IMPACT IN GEORGIA



Teachers from county school system attended workshops

Teachers from city school system attended workshops

CENTERS FOR ECONOMIC EDUCATION

Albany State University
Dr. Cynthia Bennett, Director

Augusta University
TBA

Berry College
Dr. Leslie Marlow, Director

Coastal Georgia/Savannah State University
Dr. Arav Ouandlous, Director

Columbus State University
Dr. Franklin Mixon, Director

Georgia College
Dr. John Swinton, Director
Dr. Rui Kang, Associate Director

**Georgia Southern University/
Georgia Southern-Armstrong Campus**
Dr. Jason Beck, Director

Georgia State University
Dr. Shelby Frost, Director
Dr. Joseph Feinberg, Associate Director

University of Georgia
Dr. Brenda Cude, Director
Dr. Kim Logan, Associate Director

University of North Georgia
Dr. Michael Gove, Director
Dr. Lauren Bradshaw, Associate Director

University of West Georgia
Prof. Kim Holder, Director

Valdosta State University
Dr. Sean Lennon, Director

RECOGNIZING EXCELLENCE IN ECONOMIC KNOWLEDGE

While the focus at the Georgia Council is mainly on teachers, we also provide various ways for students in grades 4-12 to demonstrate their economic knowledge in competitions throughout the school year.



GEORGIA ECONOMICS CHALLENGE

A quiz bowl style competition for high school students.

Sandy Creek High School (Fayette County) - David Ricardo Division winner (regular economics)

Chattahoochee High School (Fulton County) - Adam Smith Division winner (AP/IB economics)

STOCK MARKET GAME

A 10-week competition in which students invest a hypothetical \$100,000.

North Hall Middle School (Hall County) - Spring - Winning portfolio of \$129,735

Redan High School (DeKalb County) - Fall - Winning portfolio of \$135,873

LIGHTS, CAMERA, BUDGET!

An online game where students answer personal finance questions to earn money to put toward producing a movie.

Berrien County Middle School - Middle school winner

Starr's Mill High School (Fayette County) - High school winner



ECON GAMES

A competition where fourth and fifth grade students compete in three rounds: an assembly line activity, a written test, and a problem solving activity.

Atlanta Competition (held in March)

Sope Creek Elementary (Cobb County) - Fifth grade winner

Main Street Academy (Fulton County) - Fourth grade winner

Tifton Competition (held in March)

North Brooks Elementary (Brooks County) - Fifth grade winner

Annie Belle Clarke Elementary (Tift County) - Fourth grade winner

Henry County Competition (held in November)

Smith Barnes Elementary - Fifth grade winner

Timber Ridge Elementary - Fourth grade winner



“The Georgia Council on Economic Education was a lifesaver for me during my first few years of teaching high school economics. I’m now an experienced AP Macro/Micro teacher and continue to attend Georgia Council workshops regularly. I always walk away from their workshops with new ideas and strategies I can implement in my classroom immediately. Their workshops always reenergize me and build my enthusiasm for teaching economics in meaningful ways.”

- DR. ELFI FUNK,
12TH GRADE TEACHER,
GWINNETT SCHOOL OF
MATHEMATICS, SCIENCE,
AND TECHNOLOGY

2020 TEACHER OF THE YEAR: JOEL MILLER



Joel Miller's students usually walk into his economics class to find music playing in the background. More times than not, they will spend class time on their feet in a role-playing activity, in groups playing econ-inspired games, or listening to a guest speaker.

Whatever the activity, at the end of the class period, chances are they learned an important lesson in economics.

"I want to create an experience for my students," says Miller, who teaches Advanced Placement (AP) micro- and macroeconomics as well as the regular economics class at South Forsyth High School. "By using interactive activities, they learn by doing. If they see it, they will better understand it."

To help them understand the production cycle, Miller uses "The Root Beer Game," in which students take on the roles of producers, distributors, wholesalers and retailers to get cases of root beer to consumers. He uses a fictional city called "Econoland," to teach the concept of circular flow and entrepreneurship.

Though he's been a teacher for 12 years – the last eight of which have been teaching economics – he continually looks for new and interesting ways to keep himself and his students curious and up to date.

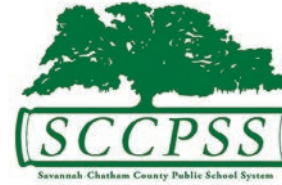
To that end, he relies on workshops delivered by the Georgia Council – he estimates he's participated in 12 or more – to learn creative ways to teach economics. He now shares his expertise to help write lesson plans and conduct workshops for the Georgia Council.

Those efforts have paid off. His students have earned 100 percent passing rates on the required end-of-course assessments, and his AP students consistently score four (out of five) or higher on the AP exams. Multiple students of his have even received "Perfect Score Awards" from The College Board.

To Miller, seeing his students engaged and successful in learning economics proves to him he found his calling.

"I can't imagine working full-time in any other industry," he says. "Working as an educator allows me to continually pursue personal growth while passionately guiding students towards their futures as productive producers, informed consumers and savers, passionate voters and engaged community leaders."

2020 PROGRAM OF EXCELLENCE AWARD: SAVANNAH-CHATHAM COUNTY PUBLIC SCHOOL SYSTEM



When the Georgia Council on Economic Education introduces a new workshop, one of the first systems to request it is the Savannah-Chatham County Public School System (SCCPSS). In fact, over the last three years, SCCPSS has hosted 31 Georgia Council workshops for more than 450 teachers.

"SCCPSS has always seen the importance of economic education and has given the social studies coordinators the ability to schedule GCEE workshops, and has also provided unique facilities, such as Oatland Island, to host them," says Chris Mercer, the K-5 Social Studies Teacher Specialist for SCCPSS. Mercer, along with his counterpart Valentina Quaterman, the Secondary Social Studies Teacher Specialist, consistently work together to ensure that their teachers have the resources they need to be successful in their classrooms.

"SCCPSS regularly invites us to Savannah to deliver workshops, and has partnered with GCEE to host multiple summer workshops, tours, and other special events," says Chris Cannon, Associate Director of the Georgia Council. "They understand what we do and really encourage their teachers to use our materials and attend our professional development sessions."

SCCPSS has seen outstanding results from the teacher training. The system has had a winner and a finalist for the Council's Teacher of the Year award in recent years and they've seen improvement in student test scores as well. Because teachers learn to teach economics and personal finance concepts in creative ways at GCEE workshops, SCCPSS students are the ultimate beneficiaries.

"No matter what the grade level, our students are impacted by various economic factors on a daily basis," Mercer says. "It's important that they're provided a solid economic background in order to understand what those factors are and how they affect them. In that effort, I truly appreciate everything that GCEE does to support our teachers. The level of professional development they provide is impossible to find anywhere else."

2020 LIFETIME ACHIEVEMENT AWARD: DAVID MARTIN



This year's Lifetime Achievement Award is going to someone who has literally dedicated his life to economic education. From the beginning of his career as a high school economics teacher to helping to write the economics curriculum for Cobb County to ultimately leading the Georgia Council on Economic Education for nearly 40 years, David Martin has remained a champion for economic education and the teachers who teach it.

Martin had majored in economics in college and went on to earn a masters degree in American Studies at Purdue University. After graduate school, he decided to become a teacher and was hired to teach social studies at Cobb County's Sprayberry High School. He was then asked to teach economics.

"There was no textbook to follow, no curriculum to guide me," he recalls. "So I resorted to using my college textbook and newspaper and magazine articles."

He discovered GCEE as a resource, and, while earning his Ph.D. in educational leadership, became the organization's Associate Director in 1979. Three years later he was named Director.

"I went from loving one thing to loving another," he says. "I thought I could make a bigger impact. The Council was reaching thousands of teachers who in turn taught hundreds of thousands of students."

For 35 years, he oversaw the organization that grew into one of the nation's most effective organizations for advancing the teaching and learning of economics.

At the end of his first year as Executive Director, the Georgia Council's assets totaled \$12,000. He said he wasn't even sure he could make payroll. Today, the organization has multiple endowment funds and a financial structure that has enabled it to weather economic downturns.

While he is proud of all the accomplishments of the Georgia Council during his tenure, he also takes pride in the way he left in 2017, handing over the reins to new Executive Director Mike Raymer.

"It was a seamless transition," he says. "I chose when I retired, and I prepared Mike the best I could. I'm very proud of that. I felt like I left the organization in good hands."

2020 WILLIAM J. VANLANDINGHAM COMMITMENT TO EDUCATION AWARD: GEORGIA PUBLIC BROADCASTING



We often think of Georgia Public Broadcasting (GPB) as the state's PBS and NPR network, bringing us stellar programs like Mr. Roger's Neighborhood,

Sesame Street, and Masterpiece Theatre, as well as Morning Edition and All Things Considered.

But GPB is more than just broadcasting.

The organization has an extensive education arm that reaches preschool-12th grade students and teachers across the state through its digital content and outreach. That content includes instructional videos, games, lesson plans and a digital textbook that are aligned with Georgia's educational standards. In the 2018-2019 school year, GPB's digital content was accessed 8.2 million times and more than 4,000 educators received face-to-face professional development.

"A lot of Georgia teachers don't have access to high quality digital content," says Laura Evans, GPB's educational director, "especially in areas where resources are thin. And it can be expensive. We offer it to them at no financial cost."

Within the education department, GPB has two educational specialists who traverse the state making teachers aware of GPB's educational offerings and training them on how to use the resources effectively.

To deliver content, GPB also relies on partners, including the Georgia Council on Economic Education. In 2018, the two organizations partnered to create "Lights, Camera, Budget!", an interactive online game that teaches personal finance skills within the movie industry. Since its launch in August 2018, it has been accessed 1.2 million times.

"Working with other organizations allows us to amplify what we are doing and enables us to broaden our audience," Evans says. "We can create digital content and distribute it, while a partner like the Georgia Council can bring in the subject matter expertise."

To ensure what they are providing is effective, GPB surveys its users, and Evans says the response is "overwhelmingly positive."

"Teachers thank us for providing content to help them make their jobs easier and improve student learning outcomes," Evans says. "We even got a note from a student saying '*this video helped me pass the test.*' To hear feedback like that is why we do what we do."

2019 CONTRIBUTORS TO THE GEORGIA COUNCIL ON ECONOMIC EDUCATION

\$50,000 or More

Community Foundation for Greater Atlanta
 Council for Economic Education
 Georgia Power Foundation
 Georgia Securities Association
 Pittulloch Foundation
 SunTrust Foundation
 UPS Foundation
 Robert W. Woodruff Foundation

\$25,000 - \$49,999

Georgia-Pacific Foundation
 Zeist Foundation

\$10,000 - \$24,999

Callaway Foundation
 Capital Group Charitable Foundation
 COUNTRY Financial
 Invesco
 Nordson Foundation
 Primerica Foundation
 Regions Bank
 Wells Fargo Foundation
 David, Helen and Marian Woodward Fund

\$5,000 - \$9,999

Akers Foundation
 Mary Wilmer Covey Charitable Trust
 John and Mary Franklin Foundation
 Ray M. and Mary Elizabeth Lee Foundation
 PricewaterhouseCoopers
 Publix Super Markets Charities
 Frances Wood Wilson Foundation

\$2,500 - \$4,999

Christophe Cadiou
 David Smith
 University of West Georgia Center for Economic Education & Financial Literacy
 Waffle House Foundation

\$1,000 - \$2,499

Gary Alexander
 Ron Domanico
 David Dorton
 Georgia Financial Services Association
 Georgia Humanities
 Goethe Institute
 Federal Home Loan Bank of Atlanta
 Sally Finch

Marie Gooding
 Richard Higgins and Margaret Graff Charitable Fund
 Jim & Kris Hamilton Family Foundation
 David Martin
 Karen Pickerill

\$500 - \$999

Alston & Bird
 Beverly Armento
 Bank of America
 Glen Blankenship
 Mollie Brown
 Ben Cheek
 Mike Chriszt
 James Dellinger
 Delta Community Credit Union
 Ouida Dickey
 Ron Hinson
 Beth Miller
 Nandy Milner
 Gary Petmecky
 David Ratcliff
 Mike Raymer
 John Robertson
 Jonathan Rosen Family
 Neil Shorthouse
 Kirby Thompson
 Richard Wells
 Matt Wolfersberger

\$250 - \$499

Pat Barron
 Eddie Bennett
 Tracy Bradshaw
 Brenda Cude
 Cushman & Wakefield
 Hays Evans
 Joe Feinberg
 Amy Hennessy
 Patti Humble
 Bob McNair
 Sherilyn Narker
 Pierce Nelson
 Oxford Construction Company
 SIFMA Foundation
 Tom Upchurch

Under \$249

Amazon Smile
 Angie Battle
 Jaisha Bruce
 Chris Cannon
 Toby Carr
 Beth Day
 Mark Decourcy
 Tiffany Fannin
 Laura Frizzell
 Shelby Frost
 Elfi Funk
 Cathy Geis

Valerie Goodson
 Mason Hammond
 Andrew Hill
 Ed James
 Kristen Johnson
 Annette King
 Pam Knauer
 Laura Lampron
 Laura McCarty
 Mark McCormick
 Bobbie McCrackin
 Wes McMullan
 Kathaleena Monds
 Tammy Mooney
 Network for Good
 Dagmar Perez
 Glen Quiggle
 Lori Raymer
 Tayla Reed
 Angela Ross
 Becky Ryckley
 Jody Scarbrough
 Nancy Schwartzmiller
 Daniel Sobczak
 Gretna Soltis
 Amy Spangler
 Gary Stone
 John Swinton
 Ron Vansickle
 Ron Wendt
 JoAnn Wood

STATEMENT OF CONDITION

	12/31/18	12/31/19
Assets		
Cash & Cash Equivalents	\$ 1,476,168	\$ 1,595,460
General Endowment Funds	\$2,756,614	\$3,371,684
James D. Compton Endowment Fund	\$ 108,506	\$ 110,894
	\$4,341,288	\$5,078,038
Net Assets		
Without Donor Restrictions	\$ 381,730	\$ 373,818
With Donor Restrictions	\$3,959,558	\$4,704,220
	\$4,341,288	\$5,078,038

ENDOWMENT FUND

The Georgia Council is the beneficial owner, but not the legal owner, of the Georgia Council on Economic Education Fund, which had a market value of \$1,826,867 as of December 31, 2019. The fund is owned by the Community Foundation for Greater Atlanta, Inc. and, accordingly, is not included in the Council's statement of assets and balances.

The December 31, 2019 financial statements of the Georgia Council on Economic Education were examined by Smith & Howard. Complete statements along with Internal Revenue Form 990 are available for review at the Council offices.

CONSOLIDATED BUDGET

	Operating	Restricted	Total
Fundraising	\$23,000	\$0	\$23,000
Salaries	\$185,000	\$0	\$185,000
Administrative	\$36,000	\$0	\$36,000
Governance	\$2,500	\$5,000	\$7,500
Communications	\$22,000	\$0	\$22,000
Travel	\$2,000	\$0	\$2,000
Materials	\$0	\$40,000	\$40,000
Special Programs	\$4,000	\$91,500	\$95,500
Research	\$0	\$8,000	\$8,000
Support: Georgia Network	\$0	\$12,500	\$12,500
Support: National Network	\$2,500	\$0	\$2,500
Substitute Reimbursement	\$0	\$250,000	\$250,000
Workshop Lunches	\$0	\$37,500	\$37,500
Workshop Materials	\$0	\$12,500	\$12,500
Workshop Salaries	\$0	\$301,000	\$301,000
TOTAL	\$277,000	\$758,000	\$1,035,000

STAFF AND COMMITTEES



Mike Raymer
Executive Director

Angie Battle
Program Manager

Barbara Futrell
Stock Market
Game Coordinator

Chris Cannon
Associate Director

THE FOLLOWING BOARD MEMBERS OF THE GEORGIA COUNCIL ON ECONOMIC EDUCATION SERVE AS COMMITTEE CHAIRS:

Communications Committee

Rob Baskin
Vice President, Director of
Communications
Atlanta Police Foundation

Nominating Committee

Michael Chriszt
Vice President & Public Affairs
Officer
Federal Reserve Bank of Atlanta

Development Committee

Kenneth Jackson
Director - Investment Trading
& Operations
Synovus

Program Committee

Eddie Bennett
Executive Director
Georgia Council for the Social
Studies

Finance Committee

Christophe Cadiou
Partner
PricewaterhouseCoopers LLP

Research Committee

John Swinton
Director
Center for Economic Education
at Georgia College

“Georgia Council on Economic Education workshops allow teachers to experience how students in classrooms *should* feel when learning. I’m always engaged during their workshops and extremely excited to get materials that help enhance how my students learn economics and personal finance. I always leave Georgia Council workshops with more knowledge and useful tools for teaching the economics and personal finance standards in creative ways.”

**- MELISSA SHADDIX, 5TH GRADE
TEACHER, PLEASANT GROVE
ELEMENTARY, HENRY COUNTY**

GEORGIA COUNCIL ON ECONOMIC EDUCATION 2019 BOARD OF TRUSTEES

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Regions Bank

Christophe Cadiou, *Secretary-Treasurer*

PricewaterhouseCoopers LLP

Gary Alexander

Wells Fargo Advisors

R. Vincent Baria

Invesco

Rob Baskin*

Atlanta Police Foundation

Eddie Bennett*

Georgia Council for the Social Studies

Tracy Bradshaw

Waffle House

Stephen Briggs

Berry College

Toby Carr

University of Georgia

Ben Cheek, III

1st Franklin Financial Corporation

Michael Chriszt*

Federal Reserve Bank of Atlanta

Beth Day

Southern Regional Education Board

Ronald Domanico

The Brink's Company

Steve Dorman

Georgia College

David Dorton

McKinsey & Company, Inc.

Hays Evans

Capital Group Private Client Services

Dorsey Farr

kdhb v Capital Management LLC

Mike Giles

Georgia Poultry Federation

James Hamilton, Jr.

Raymond James

Patti Humble

UPS

Kenneth Jackson*

Synovus

Bonita Jacobs

University of North Georgia

Edward Jenkins

Atlantic Capital Bank

Kevin Kelly*

PricewaterhouseCoopers LLP

Nathan Lewis

Security Capital Brokerage, Inc.

Abit Massey

Georgia Poultry Federation

Laura McCarty

Georgia Humanities

W. Wesley McMullan*

Federal Home Loan Bank of America

Robert G. McNair

SunTrust Bank

Rodney D. Miller

Alston & Bird LLP

Nandy Millner

Merrill Lynch Private Bank

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CDC Foundation

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Georgia Power Company

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Bank of America

Tim Richardson*

COUNTRY Financial

Jonathan Rosen

Entaire Global Payments, Inc.

Russell Snider

Ernst & Young LLP

John Swinton*

Georgia College

Phil Walsh

Deloitte & Touche LLP

Richard Wells

KPMG LLP

John Williams, II

SunTrust Robinson Humphrey

A. Michelle Willis

SunTrust Bank

Matthew Wolfersberger

Georgia Retirement Systems

Scott Wolle*

Global Asset Allocation

John Zauner*

Georgia School Superintendents Association

**These individuals also serve on the Executive Committee*

The Council continues to partner with organizations who share all or part of our vision and mission, including

The Atlanta Braves
Board of Regents of the University System of Georgia
The College Board
Consulate General of Canada in Atlanta
Council for Economic Education
Federal Reserve Bank of Atlanta
Georgia Consortium for Personal Financial Literacy
Georgia Council for the Social Studies
Georgia Department of Education
Georgia Foundation for Public Education
Georgia Humanities
Georgia Partnership for Excellence in Education
Georgia Poultry Federation
Georgia Public Broadcasting
Georgia Securities Association
Georgia State University
Global Economic Education Alliance
Japan America Society of Georgia
National Association of Economic Educators
Regional Educational Service Agencies
SIFMA Foundation for Investor Education



“GCEE has helped me become a successful teacher by showing me that economics and personal finance can be interesting and fun subjects to teach. With GCEE’s help I’m able to inspire my students to love studying economics and personal finance by making meaningful connections between the real world and their everyday lives.”

– MELISSA FREY, ECONOMICS TEACHER, DECATUR HIGH SCHOOL

3693



www.gcee.org

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