

GoodPayer.com / Basketball Hall of Fame / USA Today High School Financial Literacy Program Three-Year Business Plan

Fall 2004

Students: 18,000
High Schools: 150
Reach: Boston – 30, Springfield – 30, Worcester – 30, Hartford – 30,
Providence – 20, Nashua – 10
Events: 2 – Boston Celtics, Hall of Fame
Scholarships: 4 - \$32,000

Spring 2005

Students: 42,000
High Schools: 350
Reach: Boston – 60, Springfield – 30, Worcester – 30, Hartford – 40,
Providence – 20, Nashua – 10, New York City – 80,
New Jersey - 80
Events: 4 – Boston Celtics, CT Sun, NY Liberty, NJ Nets
Scholarships: 8 - \$64,000

Fall 2005

Students: 60,000
High Schools: 500
Reach: MA, CT, RI, NH, NY, NJ, MI, and FL
Events: 6 – Boston Celtics, Hall of Fame, Knicks, NJ Nets, Pistons, Magic
Scholarships: 12 - \$96,000

Spring 2006

Students: 60,000
High Schools: 500
Reach: MA, CT, RI, NH, NY, NJ, MI, and FL
Events: 6 – Boston Celtics, CT Sun, NY Liberty, NJ Nets, Shock, Magic
Scholarships: 12 - \$96,000

Fall 2006

Students:	90,000
High Schools:	750
Reach:	MA, CT, RI, NH, NY, NJ, MI, FL, CO, GA, and CA
Events:	9 – Boston Celtics, Hall of Fame, Knicks, NJ Nets, Pistons, Magic, Nuggets, Hawks, Clippers
Scholarships:	18 - \$144,000

Spring 2007

Students:	90,000
High Schools:	750
Reach:	MA, CT, RI, NH, NY, NJ, MI, FL, CO, GA, and CA
Events:	9 – Boston Celtics, CT Sun, Liberty, NJ Nets, Shock, Magic, Nuggets, Hawks, Sparks
Scholarships:	18 - \$144,000