

## OUR MISSION

**NAF** is a national non-profit organization that brings education, business, and community leaders together to transform the high school experience and to prepare students for college, career, and future success.



# 2022 PRESS KIT



## ABOUT US

NAF was founded in 1980 by Sandy Weill, chairman emeritus of Citigroup. At the time, the finance industry in New York was booming, and financial services companies were struggling to fill jobs. Mr. Weill partnered with the New York City Department of Education and John Dewey High School in Brooklyn to pilot a financial services training program for 30 students.

That first NAF Academy of Finance paved the way for exponential growth and today NAF serves over 120,000 students in over 600 academies across the country, focusing on growing industries including: finance, hospitality & tourism, information technology, engineering, and health sciences.



**1 in 5 students** don't graduate from high school in the United States, limiting their possibilities for successful careers and the ability to reach their full potential.

# OUR IMPACT

**120,593**

STUDENTS

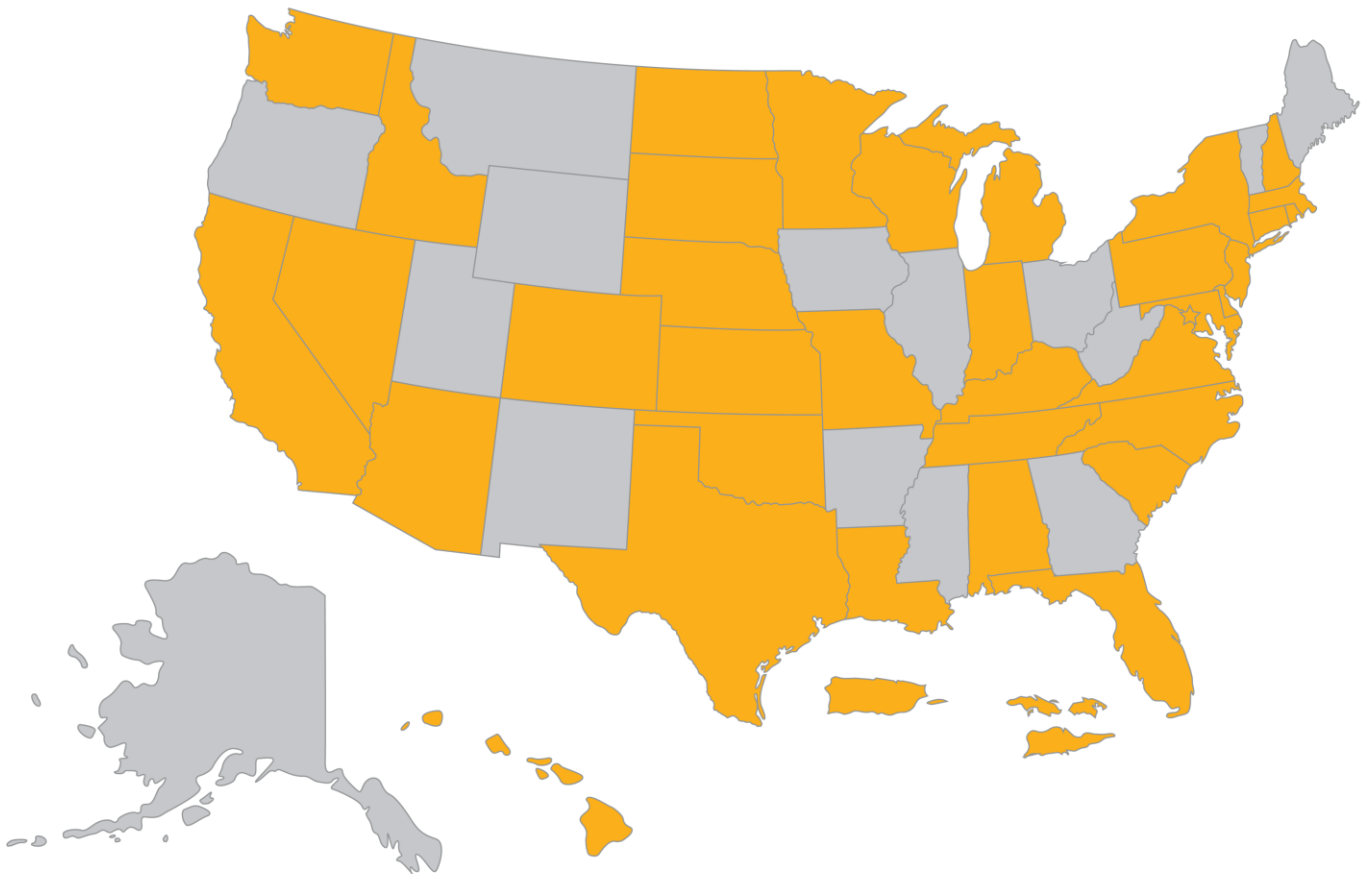
**618**

ACADEMIES

**384**

SCHOOLS

Finance | Hospitality & Tourism | Information Technology  
Engineering | Health Sciences



**99%**

GRADUATED SENIORS

# AREAS OF EXPERTISE

Through our work, NAF aims to address the economic and social disparities that have marginalized too many students in this country. NAF's educational design is uniquely comprehensive in its approach to skills development, enabling students of all backgrounds to participate in a meaningful education and gives businesses the opportunity to partner with schools to shape America's future workforce -- through career-relevant curricula and work-based learning experiences, including internships.

To learn more about NAF's work in areas, please contact our [Marketing and Communications Department](#) to be connected with a spokesperson.



# WORK-BASED LEARNING

Work-based learning is an instructional strategy that connects what students are learning in class with the world of work. Through work-based learning activities, businesspeople are connected to a potential talent pool, while sharing their own professional expertise, and in many cases, becoming committed mentors. Students learn from real business professionals about careers and industries that they may not otherwise have known about (and the skills needed to be successful in those areas). Work-based learning activities fall on a continuum building from career awareness, to career exploration, then finally career preparation. Activities include career fairs, worksite tours, mock interviews, job shadows, internships, and more.

## Career Awareness

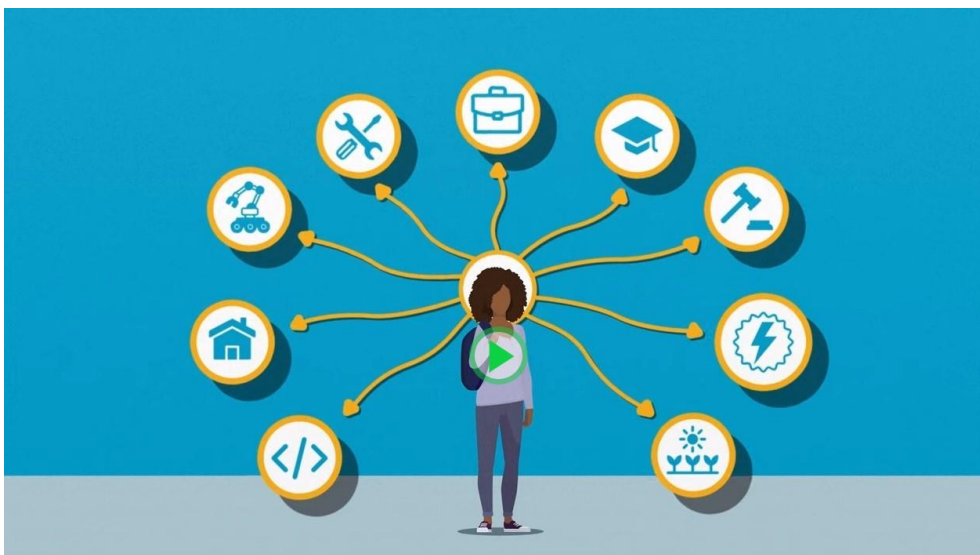
- Guest speaker
- Worksite tour
- Career fair

## Career Exploration

- Informational interview
- Job shadow
- Mock interview

## Career Preparation

- Paid internship







# ASSETS

We are all part of the movement to prepare the next generation of future ready leaders and need to serve as brand ambassadors to bring this movement to the next level. The materials available here will consistently and powerfully guide your communications efforts. Click the links below to access our brand resources – including the NAF style guide and logos.



[Brand Resources](#)

# SPOKESPEOPLE



**Lisa Dughi**  
CEO



**Valaida Wynn Guerrero**  
Chief Advancement  
Officer



**Liz Perez**  
Chief Partnership Officer



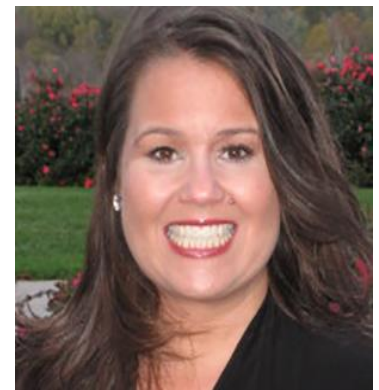
**Brenda Barry**  
Chief Program Officer



**Tara Bellevue**  
Vice President, Diversity,  
Equity, Inclusion, and  
Access (DEIA) Strategy



**Camille L. Currie**  
Vice President,  
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**NAF**

BE FUTURE  
READY