



NAF
IS WHERE
OPPORTUNITY
BEGINS

2024 Press Kit

ABOUT US

[NAF](#) is a national education non-profit that brings schools and businesses together to better prepare students of all backgrounds, for college, career, and future success. NAF helps students explore career options, create a plan for the future, and take part in hands-on, work-based learning unlike anything traditional public education systems can offer.

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 supports over 113,000 students in 34 states and territories, focusing on finance, hospitality & tourism, information technology, engineering, health sciences, green technology, audio and video production, public service, and more.



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

113,260

STUDENTS

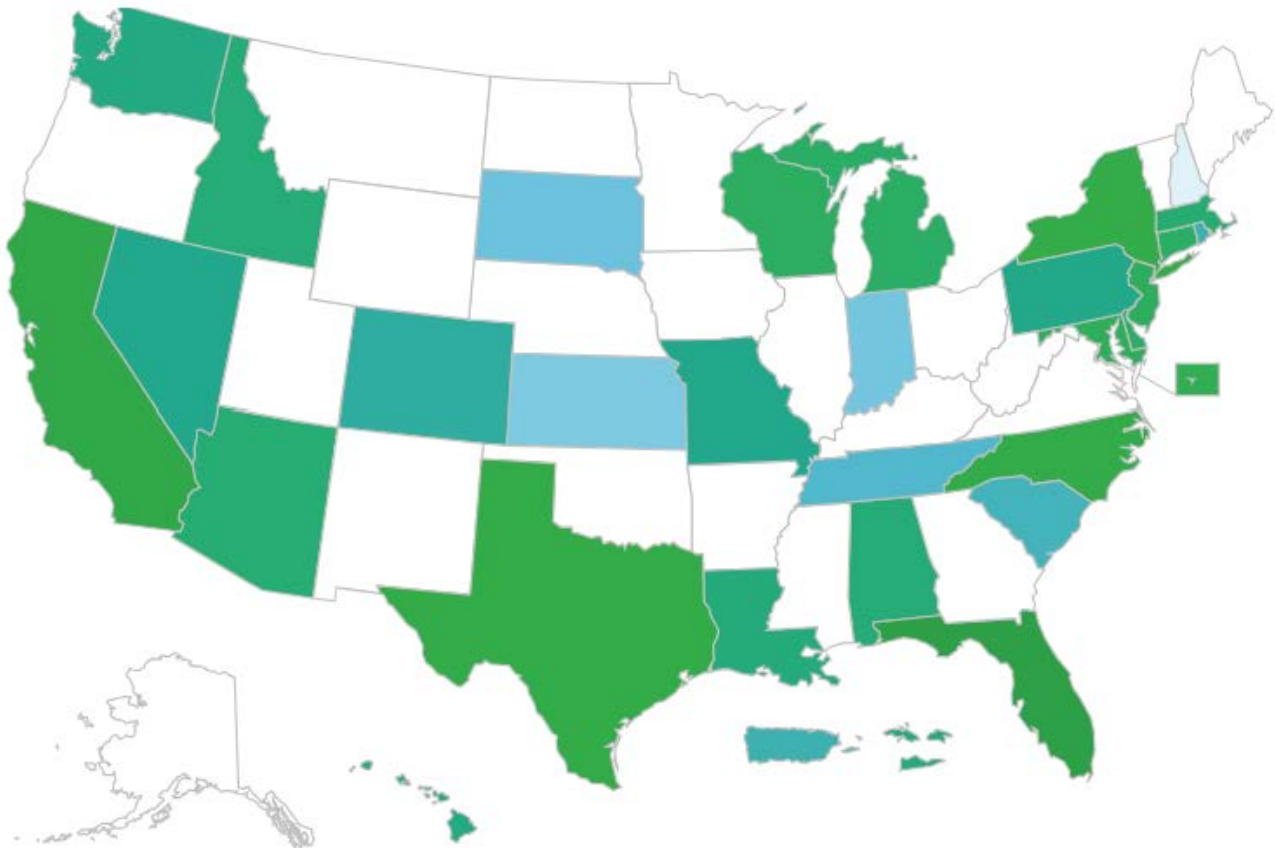
619

ACADEMIES

363

SCHOOLS

FINANCE | HOSPITALITY & TOURISM | INFORMATION TECHNOLOGY
| ENGINEERING | HEALTH SCIENCES | ADDITIONAL PATHWAYS



99%

SENIORS GRADUATED

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 design is unique comprehensive and flexible in its approach to skills development, enabling students of all backgrounds and capabilities, specifically students of color, and those who lack access to opportunities, to participate in a meaningful education and give businesses the opportunity to partner with schools to shape America's future workforce – through career-relevant curriculum and work-based learning activities, including internships.

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



Post-Secondary



Access



Ed-Tech



Outcomes-Driven
Work-Based Learning



Workforce
Development

WORK-BASED LEARNING

Work-based learning has been the foundation of the NAF Approach throughout our nearly 45-year history, but in the changing world of work, it's time to make a shift.

Outcomes-Driven Work-Based Learning (ODWBL) is our new student-centered approach for measuring the success of hands-on learning through our **Aspirations**, **Skills**, and **Connections** framework. Our work-based learning activities include internships, career fairs, and hands-on workshops with industry professionals.



ASPIRATIONS



SKILLS



CONNECTIONS





PHOTOS



VIDEOS

ASSETS

We are all part of the movement to prepare the next generation of future ready leaders and need to act 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 brand resources button below to access our brand resources – including the NAF style guide and logos.



BRAND RESOURCES

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