

## Up to Us: The Movement of a Generation, For a Generation

### *What is Up to Us?*

Launched in 2012, Up to Us is a rapidly growing, nonpartisan movement of young people who recognize that when it comes to securing their future opportunities, they have no better advocates than themselves. Amid high-profile debates over jobs and the economy, social mobility, healthcare, and tax reform, Up to Us is the only nationwide, campus-based campaign focused on building a sustainable economic and fiscal future for America's next generation. This unique program provides emerging leaders a platform for facilitating a collaborative dialogue on the country's most vexing challenges.

### *A Generation's Challenges—and Opportunities*

Though they've invested more financial resources into their education and skills training than any previous generation of Americans, young people today confront a daunting economic landscape. They've seen their incomes barely budge compared to their historical peers, and the median assets held by 25-to-34-year old-led households are at their lowest point in three decades. Unsurprisingly, young Americans worry they'll end their careers worse off economically than their parents' generation.

Compounding these challenges is the nation's unsustainable fiscal trajectory as America's debt is at \$20 trillion and climbing. This unprecedented and unfortunate debt level threatens the economy young people will inherit, their future earning power, and the vital public and private investments that are key to building a future full of opportunities.

### *Where Does Up to Us Come In?*

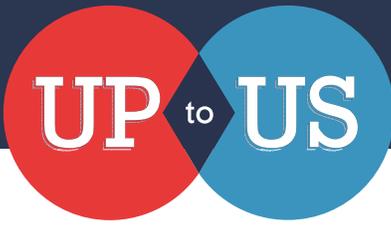
Through creative campaigns at colleges and universities across the country, a groundswell of emerging leaders power the Up to Us movement by educating and engaging their peers on the risks presented by America's more than \$20 trillion debt. Started as a pilot program on 10 college campuses, Up to Us has since reached over 200,000 total people through the efforts of more than 600 campus teams in 50 states.

Up to Us doesn't just educate and engage—it empowers. Since the program's launch, close to 91,000 individuals have signed the [Up to Us Pledge](#), committing to becoming advocates for a sustainable fiscal and economic future. In Washington, Up to Us student leaders meet with members of Congress, think tank scholars and policy experts at agencies like the Congressional Budget Office to discuss the importance of forward-looking, collaborative action to address the nation's fiscal challenges.

### *What Makes Up to Us Unique?*

Young Americans have the most to gain—or lose—in the debate over America's fiscal future. Some are motivated by a desire to support investments in crucial priorities like education, research and development, and infrastructure. Others simply want to see their hard work pay off with a secure retirement. Across worldviews and backgrounds, however, the growth of Up to Us is fueled by Millennials who recognize how the nation's fiscal condition shapes their future opportunities. The Up to Us movement draws on emerging leaders from a wide variety of educational, cultural, geographic and academic backgrounds. From pre-med to political science, from commuter colleges to large private and public universities, and from Alaska to Florida, Up to Us isn't just a movement of econ wonks and aspiring politicians (though it's got plenty of those, too). It's a diverse movement of young, engaged Americans united to build the economic future they want to see.

Building a sustainable economic and  
fiscal future for America's next generation.



## Up to Us by the Numbers

### *A Growing Movement*

- **#1:** As the only nationwide, campus-based campaign for fiscal and economic sustainability, Up to Us is a one-of-a-kind program for those who want a future of promise and opportunity
- **480:** Unique universities and college campuses engaged nationwide since the start of the campaign
- **50:** States in which Up to Us has been activated
- **90,741:** Pledge signatures over the life of the program
- **230,667:** Cumulative total number of people reached through Up to Us events and activities
- **\$21 trillion:** The level the national debt surpassed in September 2017
- **\$16,000:** The projected average income loss for a four-person family in 2047 due to the growing national debt, according to nonpartisan calculations based on Congressional Budget Office data
- **2x:** By 2047, the costs of simply paying interest on the national debt are projected to be more than two times what the federal government has historically spent on R&D, infrastructure and education combined
- **150%:** In 30 years, federal debt held by the public will climb to 150% of GDP – by far the highest level in history
- **3rd:** In just under a decade, the costs of simply paying interest on the national debt will effectively make interest payments the third largest federal “program,” trailing only Medicare and Social Security. Interest costs are on track to become the largest single category of the federal budget by 2050

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