

# 2011 Report

MONEYSMARTWEEK.ORG

## Chicago

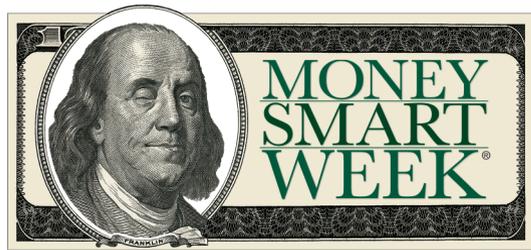
---

FEDERAL RESERVE BANK  
OF CHICAGO

“Money Smart Week” is a registered service mark of the Federal Reserve Bank of Chicago.

Cover: Ben Franklin promote Money Smart Week on LaSalle Street.

# What is Money Smart Week?



Money Smart Week® is a financial education campaign offering hundreds of programs, classes, and activities to consumers of all ages and income levels. These educational events are carried out by financial institutions, non-profit groups, government agencies, schools, and libraries. The week showcases these organizations' educational resources, strengthens private-public partnerships, engages the media, and connects people with those who can help them learn. The Federal Reserve Bank of Chicago coordinates the effort because individuals and communities benefit when consumers are making informed decisions about their personal finances.

Launched in Chicago in 2002, Money Smart Weeks are now held in more than 50 small to large cities in Illinois, Indiana, Iowa, Michigan and Wisconsin. In addition, Money Smart Week continues to spread beyond the Midwest in places like Denver, Houston, Kansas City, Nebraska, Oregon, Washington, and West Virginia.

The Illinois State Treasurer's Office partners with the Federal Reserve Bank of Chicago to coordinate Money Smart Week and promote financial education throughout the state of Illinois. This year welcomes new treasurer Dan Rutherford to continue that partnership and leadership.



“Money Smart Week continues to grow and help people manage their personal finances. We are very proud of the partners’ efforts in making it such a success.”

— CHARLES L. EVANS, PRESIDENT & CHIEF EXECUTIVE OFFICER, FEDERAL RESERVE BANK OF CHICAGO



Chicago Bear Israel Idonije welcomes guests to the MSW Kickoff.

1- Stephanie Neely, Treasurer of City of Chicago, speaks at the Kickoff Breakfast. 2- John Calamos, Chairman, Chief Executive Officer and Chief Investment Officer at Calamos Investments gives the DuPage Kickoff keynote. 3- A panel of financial experts, including CNBC's Maria Bartiromo and Chicago Fed President Charles Evans, discuss topics at the Financial Literacy and Education Summit. 4- United States Treasurer Rosie Rios speaks at the Summit.

## Kickoff

Money Smart Week partners celebrate the start of each year's effort with a kick-off breakfast hosted by the Federal Reserve Bank of Chicago. It recognizes the contributions of the partners as well as the finalists in the annual Money Smart Kid contest. Following the breakfast is a financial literacy and education summit, broadcast online and sponsored by Visa, Inc. The summit annually features experts from around the world discussing best practices and developments in financial education.



## In Action

Money Smart Week activities appeal to a wide variety of consumers. These events are held throughout Chicago and its suburbs at convenient times and in several different languages. Money Smart partners continued to expand their subject offerings and reach new audiences in 2011. More than 600 events and activities were offered and the number of attendees and participants exceeded 32,500. Some highlights:

■ Chicago Public Schools, in partnership with Wealth Watchers, the Chicago Cubs and The Federal Reserve Bank of Chicago, hosted an event at Currie High School for students with guest speaker, "Mr. Cub" Ernie Banks. Mr. Banks stressed the importance of sound financial decisions regardless of income. Students also had the chance to win Cubs souvenirs and merchandise by playing a financial education game.

■ Now in its 10th year as a Money Smart Partner, The Chicago Public Library continued its commitment to Money Smart Week by hosting more than fifty events. These events covered a variety of financial literacy topics including personal investment and finance, IRS updates and credit and debt management. A highlight of this year's MSW programming was the presentation by Gail MarksJarvis, nationally syndicated columnist, Chicago Tribune, who spoke on "After the Shock: How to Heal and Grow Your Money." Following her presentation, planners from the Financial Planning Association of Illinois gave free one-on-one financial planning consultations.

■ Columbia College hosted a panel of bright entrepreneurs who discussed what it takes to be an entrepreneur, both mentally and fiscally. Contributing to the panel were artists and entrepreneurs from Sinnerman Ensemble, Money Crashers, The

Sweeps, Voltage Digital Media and PlayMoolah. This energetic group was moderated by Matt Sapaula, of Matt Sapaula, Inc., and discussed everything from how to become a successful entrepreneur to how the economic recession has impacted their careers.

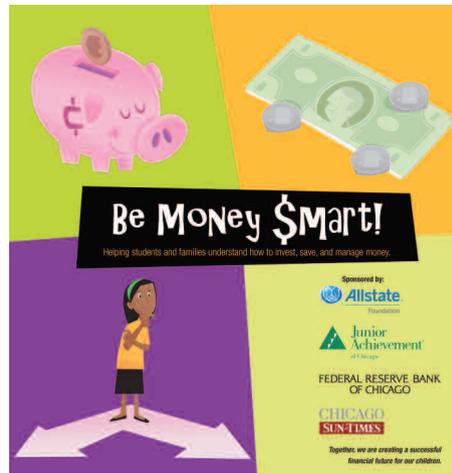
■ DuPage County offered more than 50 events throughout the county. The group also had an impressive kickoff at College of DuPage which included breakout sessions on a variety of topics and a keynote by John Calamos, Chairman, Chief Executive Officer and Chief Investment Officer at Calamos Investments.

■ Visa partnered with The Federal Reserve Bank of Chicago to host a Financial Football event for thirty students from Hinsdale South High School. Students moved down the soccer field and scored by answering financial questions correctly. In attendance as coaches and life-lines were United States Treasurer Rosie Rios, United States Congresswoman Judy Biggert and soccer stars Brian McBride and Cobi Jones.

1- "Go Green" exhibit at the Museum of Science of Industry during Money Smart Week. 2- Brian Israel of Future State Consulting holds a class during MSW. 3- Money Smart class at Morton Grove Public Library. 4- Round table with local teens at "Go Green" Event at the Museum of Science of Industry. 5- Father/son team preparing for the Piggy Bank Pageant, hosted by Hinsdale Public Library. 6- "Get out of Debt With a Plan and One Dollar," presented by Edward Sanchez at Harold Washington Library. 7- "Mr. Cub" Ernie Banks at Curie High School with Alice Wood, President & Founder of Wealth Watchers International. 8- 2010 Money Smart Kid Kamal speaks at the ISAC College Fair at the Thompson Center. 9- Tracey Frizzell at Chicago Urban League with *On The Money* magazine interns.



1- Paul Konerko and the Chicago White Sox promote Money Smart Week with a PSA. 2- Calendar of Events insert in *LaRaza* Newspaper. 3- *Chicago Sun-Times* insert geared towards children, sponsored by Allstate and Junior Achievement. 4- The “Bens” promoting MSW on the CTA.



1

2

3

1- MSKid Kamal at Power 92.3 FM radio event promoting MSW. 2- *Chicago Parent* advertises the Money Smart Kid Essay Contest. 3- Smarteys.com promotes a MSW event targeting college students. 4- MSW advertisement in *Extra Bilingual Newspaper*, for the Spanish-speaking community. 5- Benedictine University recognizes its involvement in Money Smart through *The Candor*, a student run news publication.



1



3



4



5

# Promotion

The marketing and promotional effort for Money Smart Week relies on extraordinary donations of time and energy by partners, in addition to the Chicago Fed's work. Marketing efforts ranged from the distribution of printed calendars with class information to the placement of Money Smart Week “inserts” into major newspapers and community publications. This page showcases some of these promotional efforts.



4



2

# Media

The media's help is essential for the public to learn about the classes and financial resources available to them. Money Smart Week relies heavily on partnerships that help educate viewers, readers and listeners about beneficial programs in their community. This page highlights just a sample of the many interviews, feature stories and “plugs” provided by all types of media.



**2011 Money Smart Kid**

Charles Tiseo, 5th Grade,  
White Eagle Elementary

**Runners-up**

Ashraya Sreedhar, 6th Grade,  
Still Middle School  
Giuliana Conte, 7th Grade,  
St. Juliana School

**Finalists**

Alison DeBruyn, 8th Grade,  
Summit Hill School  
Kevin Eberhardt, 6th Grade,  
Francis Campanelli Elementary  
Branson Rideaux, 7th Grade,  
Freedom Middle School

1- MS Kid contest winner Charles Tiseo with Chicago Fed President Charles Evans, MSKid committee co-chair Kay Kamin and Loretta Abrams, HSBC-North America. 2- MSKid Contest runner-up Ashraya Sreedhar with Charles Evans, Kay Kamin and Kitty Watson, Office of Illinois State Treasurer Dan Rutherford. 3- DuPage winner Ashraya Sreedhar with Harris Bank sponsors. 4- DuPage runner-up Charles Tiseo and siblings.

# Money Smart Kids

The Money Smart Kid contest tests the financial knowledge of fifth- through eighth-graders. This year participants were asked to answer the following question in an essay:

*“You have been asked to give your class a short lesson on the importance of financial literacy. What would you say and why?”*

In the eighth year of the Money Smart Kid essay contest, approximately 200 essays were received from students across the Chicago area. The essays were submitted to a Money Smart Kid Committee made up of Money Smart partners. Committee members interviewed six finalists to assess the kids’ knowledge of the essay topic as well as their overall “financial smarts.”

The 2011 winner was Charles Tiseo, a fifth-grader at White Eagle Elementary. He was awarded the grand prize of a \$5,000 scholarship provided by HSBC – North America. It was presented at the kickoff event on April 4. Charles also received a trophy provided by Money Savvy Generation and one of six laptop computers given to all finalists by HSBC – North America.

Runner-up Ashraya Sreedhar, a sixth-grader at Still Middle School, received a \$2,500 Bright Start scholarship from Illinois State Treasurer Dan Rutherford. Runner-up Giuliana Conte, a seventh-grader at St. Juliana School, received a \$2,500 Scholarship from Harris Bank.

The remaining three finalists each received laptops from HSBC – North America.

## Money Smart Kid DuPage

The Money Smart Week partners of DuPage County recognized their own Money Smart Kids using the same essay question and application guidelines as in the Chicago contest. Amazingly, with a separate panel of judges and no prior information about the Chicago results, two finalists from the larger contest were also chosen as the winner and runner-up in DuPage. Ashraya Sreedhar of Naperville won the top prize, a \$2,000 scholarship sponsored by Harris Bank. Runner-up Charles Tiseo won the \$1500 runner-up prize sponsored by Itasca Bank & Trust. Four other finalists each received a \$100 savings bond from FirstMerit Bank.

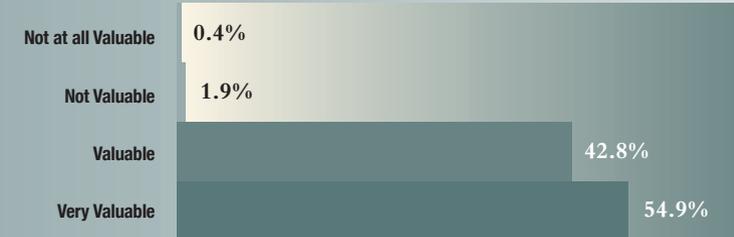


# Our Success

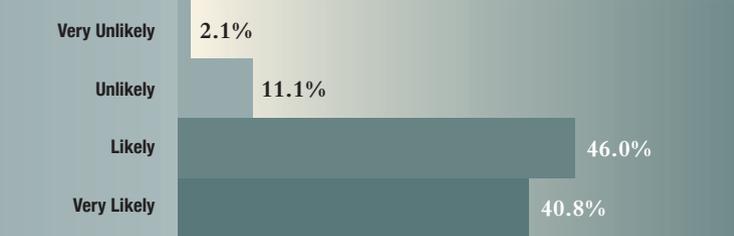


More than 2,500 adults attending Money Smart Week events filled out surveys. Here’s what they had to say:

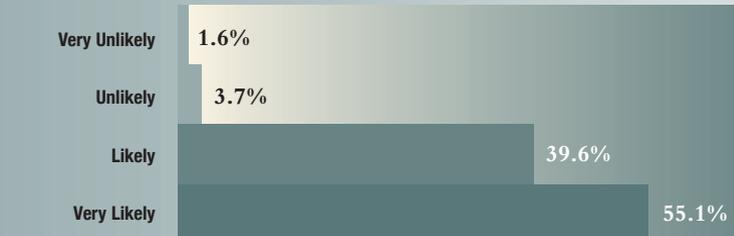
**1. How valuable did you find the Money Smart session you just attended?**



**2. How likely are you to change the way you manage your money because of what you learned?**



**3. How likely are you to recommend a Money Smart event to your friends and family?**



\* Surveys not scientific. Conducted by the Federal Reserve Bank of Chicago for basic measurement purposes only.

# MONEY SMART WEEK®

## 2011 CHICAGO PARTNERS

7FLAG  
AARP Illinois  
ABC Bank  
Accion Chicago  
Addison Public Library  
Affordable Housing Corporation of Lake County  
Alderman Walter Burnett (27th)  
All 4 Him Ministries Inc.  
Allstate Foundation  
Allstate Insurance  
American Doll Place  
American Library Association  
American Metro Bank  
Ameriprise Financial  
Anointed Information Resource Strategies A.I.R.S. Inc.  
Aon Center Building  
Ariel Community Academy  
Ariel Investments  
Ariel Men's Club  
Arlington Heights Memorial Library  
Arlington Heights Senior Center  
Arturo Velasquez Institute  
Asset Builders Community Development Corporation  
Asset Financial Services  
Atina Group Inc.  
Bank of America  
Barrington Bank & Trust  
Benedictine University  
Bethel New Life  
Beverly Financial Group  
Bleux Financial Solutions  
Bloomingdale Public Library  
Blue Cross and Blue Shield of Illinois  
BMW MoneyWorks  
Brendan Reilly 42nd Ward Alderman  
Carol Stream Public Library  
Cary Area Public Library  
Casa Aztlan

Catholic Charities  
Catholic Charities Daybreak Center  
CBOE  
Center on Halsted  
CFA Society of Chicago  
Charles Schwab  
Charter One Foundation  
Chicago Board Options Exchange  
Chicago Commons  
Chicago Community Land Trust  
Chicago Cubs  
Chicago Department of Environment  
Chicago Department of Housing and Economic Development  
Chicago Parent Magazine  
Chicago Patrolmen's FCU Financial Planning Center  
Chicago Patrolmen's Federal Credit Union  
Chicago Public Library  
Chicago Public Schools  
Chicago Sun-Times, Terry Savage  
Chicago Talent Development High School  
Chicago Tribune, Gail Marks-Jarvis  
Chicago Urban League  
Chicago White Sox  
Chicago Women in Trades  
Chicagoland Chamber of Commerce  
Chinese American Service League  
CitiBank  
Citicorp Center  
Citizens Utility Board  
City of Aurora  
City of Chicago Department of Business Affairs & Consumer Protection  
Citywide Title  
Claretian Associates  
CME Group  
College Aid Planners Inc  
College Illinois! Prepaid Tuition Program  
College of DuPage  
College of DuPage  
Columbia College Chicago  
Commodity Futures Trading Commission  
Communities Creating Change  
Community Media Workshop  
Conculado General de Mexico  
Consumer Federation of America  
Consumers Credit Counseling  
Cook County Assessor's Office  
COUNTRY Financial

Crete Public Library  
Crystal Lake Public Library  
Department of Housing and Economic Development  
DePaul University  
Des Plaines Chamber of Commerce & Industry  
Des Plaines Public Library  
Drummond Elementary  
DuPage Community Foundation  
DuPage Homeownership Center  
DuPage Pads  
Econ Illinois  
Economic Awareness Council  
Edgewater Community Center – ECC  
Educate Financial Services  
Edward Jones Investments  
Eisenhower Public Library District  
Elder Law  
Elgin Community College  
Elmhurst College  
Elmwood Park Public Library  
Enterprising Kids Inc.  
Entrepreneur Alliances International (EAI)  
Extra Newspaper  
Family Credit Management  
Federal Deposit Insurance Corporation  
Federal Reserve Bank of Chicago  
Federal Reserve Bank of St. Louis  
Fifth Third Bank  
Financial Awareness Institute  
Financial Industry Regulatory Authority  
Financial Planning Association of Illinois  
North Shore Council  
First American Bank  
First United Methodist Church, Chicago Temple  
FirstMerit Bank  
Flourish Studios  
Fonfrias Law Group LLC.  
Forum Mortgage Bancorp  
Fountaindale Public Library  
Frankfort Public Library District  
Full Gospel Ministries Church  
Gage Park High School  
Garfield Park Conservatory  
Gisella R. Tomasio C.R.P.C.  
Glen Ellyn Public Library  
Glencoe Public Library

Glenside Public Library  
Glenview Public Library  
Global Alliance of Artists  
Go Direct  
Good Samaritan Hospital Wellness Center  
Governor Pat Quinn  
Great Lakes Credit Union  
GreatLight Fee Only Advisors, LLC  
Green Hills Public Library  
Guaranteed Rate  
Guaranty Bank  
Habitat for Humanity  
Harris N.A. and Harris Private Bank  
HCS Family Services  
Heartland Alliance Foundation  
Heartland Human Care Services  
Helen Plum Library  
Herr Capital Management  
Highland Park Public Library  
Hinsdale Bank & Trust  
Hinsdale Library Foundation  
Hinsdale Public Library  
Hoffman Estates Branch Library  
Hoffman Estates Community Bank  
Hoffman Estates Community Resource Center  
Holistic Community Coalition  
Holy Family Food Pantry  
HQ Services Inc.  
HSBC North America  
Hyde Park Bank  
Hyde Park Neighborhood Club  
Identity Theft Awareness Group (ITAG)  
Iglesia San Pio – St Pius Church  
Illinois Attorney General  
Illinois Coalition for Immigrant and Refugee Rights  
Illinois CPA Society  
Illinois Credit Union League  
Illinois Department of Financial and Professional Regulation  
Illinois Department of Veteran Affairs  
Illinois Financial Planners  
Illinois Housing Development Authority  
Illinois Institute of Technology  
Illinois Office of the Secretary of State Securities Department  
Illinois Secretary of State's Office  
Illinois SBDC/Duman Microenterprise Center  
Illinois State Rep. Maria Antonia

Illinois State Treasurer  
Dan Rutherford's Office  
Illinois Student Assistance Commission  
Indiana Parenting Institute  
ING DIRECT Café  
Internal Revenue Service  
IRS Stakeholder Partnership Education Community (SPEC)  
Itasca Bank & Trust Co.  
Itasca Community Library  
Jane Addams Hull House  
JCFS  
Jesse Brown VA Medical Center  
Jewish Child and Family Services  
Jewish Vocational Services/  
Jewish Executive Network  
Joseph Corporation  
Jubilee Faith Community  
Junior Achievement Chicago  
JVS Chicago  
Keller Williams  
La Grange Public Library  
Ladder Up – Income Tax Preparation Assistance  
Lake Bluff Library  
Lake County Cares  
Lakeside Bank  
LaRaza Newspaper  
Law Office of Anne Chestney Mudd  
Liberty Mutual, LLC.  
Loaves & Fishes Community Pantry  
Lockport Library  
LUCHA – Latin United Community Housing Association  
M Nack & Associates  
Mack Investment Securities Inc.  
Marshall Field Garden Apartment Homes  
Matthew Sapaula, Inc.  
Medinah Park District  
Mercy Hospital  
Metlife  
Metro Corps of Gary Incorporated  
Metropolitan Family Services  
Money Savvy Generation  
Money Sharp Credit Counseling Inc.  
Moraine Valley Community College  
Morningstar Investment Research Center  
Museum of Science & Industry  
Naperville Public Library

National Futures Association  
National Latino Education Institute  
Near North Development Corp  
NEIU – El Centro Campus  
Network Mortgage LLC  
New York Life  
Niles Public Library District  
NLEI – Pilsen Community Center  
Nobel Neighbors  
North Riverside Library  
North Shore Community Bank & Trust Co.  
North Side Community Federal Credit Union  
Northbrook Public Library  
Northeastern Illinois Ronald Williams Library  
Northeastern Illinois University (NEIU)  
Northern Trust Bank  
Northwest Indiana Reinvestment Alliance  
Norwood Park Senior Satellite Center  
Office Goblins Inc.  
Office of the City Treasurer of Chicago, Stephanie D. Neely  
Old Second National Bank  
On the Money Magazine  
Operation Hope  
Ophelia Steen Community Center  
Orr Academy High School  
Pacor Mortgage  
Palatine Bank & Trust  
Palatine Opportunity Center  
Park Ridge Public Library  
Parkside Partners in Community Building Inc.  
Paulson Wealth Management  
Peck Bloom, LLC  
Peggy Notebaert Nature Museum  
Peoples Resource Center  
Planning Dynamics Inc.  
PLCCA Offices  
PNC Bank  
Pontiac Library  
Poplar Creek Library  
Popular Community Bank  
Prescott School Afterschool Program  
Primerica Financial Services  
Prospect Heights Public Library  
Proviso Leyden Council for Community Action  
Rachel Singer Gordon – Mashup Mom  
Radio Disney  
Rebuilding Exchange

Regional Fair Housing Center  
River Forest Public Library  
Riverdale Organizing for Change  
Robert Morris University  
Romeoville Library  
Roselle Bank & Trust  
Roselle Public Library District  
Schaumburg Township District Library  
SCORE  
SCR Medical Transportation  
Seneca Public Library  
Shorewood Troy Public Library  
Skokie Public Library  
Social Security Administration  
South Chicago Financial Literacy Group  
South Loop Elementary  
South Side Community Federal Credit Union  
South Suburban Housing Center  
Spanish Community Center  
St. Charles Public Library  
St. Benedict the African  
St. Charles Chamber of Commerce  
St. Charles Park District  
St. John Baptist Church  
St. Pius Church  
Standard & Poor  
Standard Bank & Trust Company  
Starbucks Coffee  
State Bank of India  
State Farm Insurance Companies  
State Representative Edward J Acevedo  
State Representative Susana A Mendoza  
State Senator Antonio Muñoz  
Stedman Graham and AAD  
Step Out USA  
Suburban Bank and Trust  
Summit Public Library District  
TCF Bank  
The 11-10-02 Foundation  
The Building Employment and Entrepreneurial Partnerships Committee  
The Garfield Park Conservatory  
The Resurrection Project  
The West Humboldt Park Development Council  
Thorndale Recreation Center  
Thrivent Financial for Lutherans  
Today's Chicago Woman, Financial Columnist, Kay Kamin  
Together We Cope

Tomacor  
Triedstone Church  
True Star Magazine  
True Star Radio  
Truman College  
U.S. Commodity Futures Trading Commission  
U.S. Securities and Exchange Commission  
U.S. Social Security Administration  
UBS Wealth Management  
UIC Center for Economic Education  
Ujamaa Junior Investment Club's Wealth Warriors  
Union League Club  
United Way Metropolitan Chicago  
United Way of DuPage/West Cook  
University of Chicago Alumni  
University of Illinois – Chicago  
University of Illinois – USFSCO – Student Money Management Center (SMMC)  
University of Illinois at Chicago Center for Economic Education  
University of Illinois Extension  
US Bank  
Veterans Administration  
Villa Guadalupe Community Center  
Virtual Realty  
Visa, Inc.  
Waddell & Reed Financial Services Inc.  
Walgreens  
Wal-Mart  
Walter & Connie Payton Foundation  
Wealth Watchers International  
Wells Fargo  
Westchester Public Library  
Wheaton Public Library  
Whole Foods  
Wilbur Wright College  
Wilmette Public Library  
Wintrust Mortgage Company  
Women-Eye, Inc.  
Woodforest National Bank  
Woodson Public Library  
Working in the Schools  
Xwoods Enterprise  
YEU Veteran Initiatives  
Young Illinois Saves  
YWCA of Metropolitan Chicago  
Zeller-500 Michigan LLC

# Getting Involved

## Partner Guidelines

Organizations with an interest in financial education are encouraged to become Money Smart Week partners.

- Partners generally include banks, financial institutions, schools, government agencies and non-profit community organizations.
- All workshops, seminars and activities must be educational in nature, designed to improve knowledge of personal finances, and free and open to the public.
- Invitation-only events are acceptable for appropriate audiences.
- Sales pitches and/or commercial marketing are strictly prohibited.
- A designated representative should manage Money Smart Week activities and attend monthly planning meetings leading up to the event.
- Information about scheduled events should be submitted as directed.

---

**For more information or questions, contact:**

**Alejo Torres**  
**Senior Outreach Program Manager**  
312 .322 .2287  
[Alejo.Torres@chi.frb.org](mailto:Alejo.Torres@chi.frb.org)

**MONEY**  
**SMART**  
**WEEK**  
**CHICAGO**

M O N E Y S M A R T W E E K . O R G

---

FEDERAL RESERVE BANK  
OF CHICAGO