



Bloomington-Normal

Capitol Area

Champaign County

Peoria

Rockford



# 2009 Report

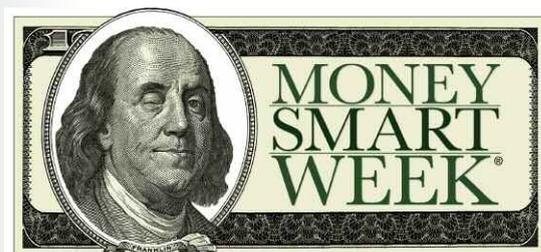
MONEYSMARTWEEK.ORG

## Illinois

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FEDERAL RESERVE BANK  
OF CHICAGO

# What is Money Smart Week?



Money Smart Week® helps people better manage their personal finances. It is a financial literacy campaign that delivers hundreds of educational programs, classes and activities to consumers of all ages and income levels. Financial institutions, non-profit groups, government agencies, schools and libraries work together to carry out these events. These can vary from a class on the basics of buying a home to a fair with booths staffed by organizations offering free financial educational services.

Launched in Chicago in 2002, Money Smart Weeks are now held in more than 20 major cities in Illinois, Indiana, Iowa, Michigan and Wisconsin. In addition, Money Smart Weeks are also popping up across the country in places like Denver, Houston, Kansas City, Nebraska and New Jersey.

Bringing together a wide variety of partners to offer classes and programs on money management showcases available educational resources, strengthens private-public partnerships, engages the media, and connects people with those who can help them learn. The Chicago Fed coordinates the effort because individuals, communities and the overall economy benefit when consumers are making well-informed decisions about their personal finances.



“At the Chicago Fed we are extremely proud of the success of Money Smart Week. The efforts set forth by our many partners deliver invaluable education in money management to tens of thousands of consumers year after year.”

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



Heidi Berardi, Chairwoman of Rockford's Money Smart Week Campaign and Vice President of Family Credit Counseling, offers welcoming remarks.

1- Tom Ramage, President of Parkland College, offers the keynote address at Money Smart Week Champaign's 2009 kickoff event. 2- Scott Olthoff, Chair of Champaign's 2009 Money Smart campaign, welcomes guests at the kickoff event. 3- Money Smart Week Steering Committee members and Mayor Larry Morrissey take part in Rockford's 2009 Money Smart Week ribbon-cutting ceremony.

## Kickoff

Money Smart Week partners celebrate the start of each year's campaign with a kick-off event hosted by the Federal Reserve Bank of Chicago. It recognizes the contributions of partners and the finalists in the annual Money Smart Kid contest. It also serves as a wonderful opportunity to enlist the enthusiasm and support of local community leaders.



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1- MembersAlliance Credit Union's "Shred Day" in Rockford. 2- Jim Millikan teaching "Preventing Identity Theft" at the Rockford Public Library. 3- University of Illinois at Urbana-Champaign hosts its 2nd annual Money Smart Week Video Contest. 4- Andrea Hinrichs of the City of Rockford presents "Calling All Future Millionaires" at the Gregory School. 5- Capitol Area's Money Smart Week volunteers march in Springfield's 2009 St. Patrick's Day Parade.

# In Action

Money Smart partners continued to expand their subject offerings and reach new audiences in 2009. More than 400 events were offered, reaching thousands of central and northern Illinois residents. Some highlights:

## ■ Calling All Future Millionaires (Rockford)

439 kids at five elementary schools benefited from age-appropriate money management activities. The Money Smart Week Kid Committee conducted the activities over a five-day period.

## ■ Kiss Your Landlord Goodbye (Champaign County)

A workshop offered by National City Bank that focused on all the steps in the homebuying process.

## ■ Heartland Community College Small Business Fair (Bloomington-Normal)

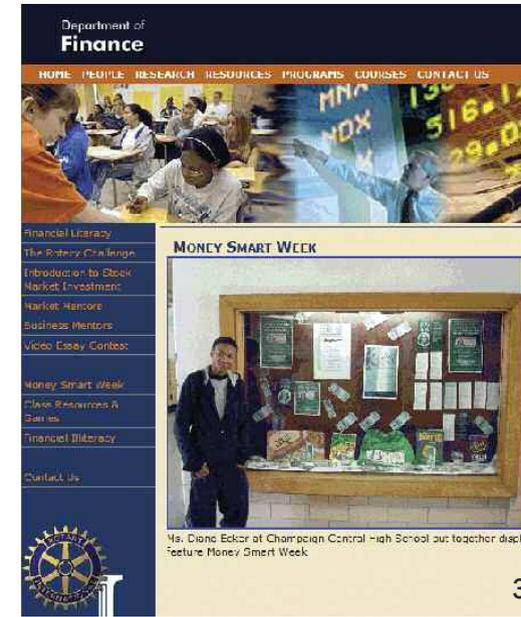
15 classes offered on the same day in the same place. Examples included *A Business Plan, What Is It and Who Uses It?* and *The 5C's of Credit and How They Affect Your Business.*

## ■ What's for Dinner? Cutting Your Food Costs... (Capitol Area)

A workshop offered by the University of Illinois Extension that shared useful tips on menu planning and shopping for food.

## ■ Women & Money (Peoria)

Multiple classes, offered by the Illinois State Treasurer's Office, covered financial issues relevant to women of all ages.



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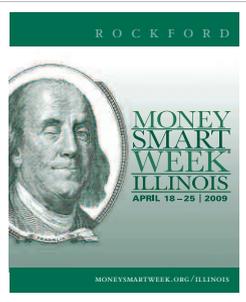


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1- Money Smart Week Illinois promotional poster. 2- Money Smart Week Committee members march in Peoria's 2009 St. Patrick's Day Parade. 3- Sample printed calendar of events for Money Smart Week Bloomington-Normal. 4- Sample of Money Smart Week bookmarks. 5- Money Smart Week banner in Bloomington.



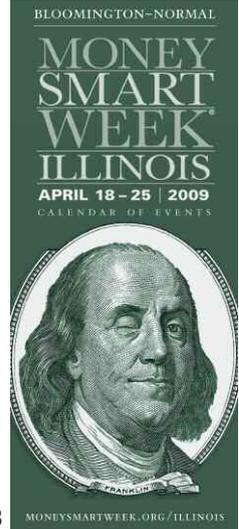
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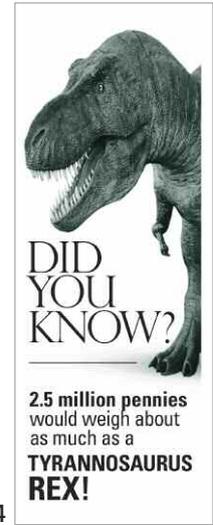
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# Promotion

The marketing and promotional effort for Money Smart Week relies on the extraordinary donations of time and energy by partners. Marketing efforts range from a mock Ben Franklin passing out glossy printed calendars with class information to placing Money Smart Week "inserts" into major newspapers and community publications. This page showcases some of the promotional efforts.

1- Rockford's calendar of events published in the *Rockford Register Star*. 2- Bloomington-Normal Money Smart Week calendar of events published in *The Pantagraph*. 3- Dennis Horton of the Better Business Bureau promotes Money Smart Week on WTVO Channel 17. 4- Money Smart Week is widely promoted on public, private, non-profit and governmental partners' websites.

# Media

The media's help is essential for the public to be informed about the classes and financial resources available to them. This page highlights just a sample of the many interviews, feature stories and "plugs" provided by all types of media.



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1- SoHee Park, Franklin Middle School, runner-up Champaign Money Smart Kid. 2- Money Smart Kid Champaign winners and sponsors: Kristen Zueck with the Office of the Illinois State Treasurer; Steve Ayers with the University of Illinois as 'Ben Franklin,' Ian Gidcomb, Money Smart Kid Champaign 2009; Sohee Park, runner-up Money Smart Kid Champaign 2009; Keon Conerly of the U of I Employees Credit Union; and Greg Anderson of the U of I Employees Credit Union. 3- SoHee Park, runner-up Champaign Money Smart Kid, Ben Franklin, and Ian Gidcomb, Money Smart Kid Champaign 2009. 4- Courtney McGill, Rockford Money Smart Kid 2009 with Bonnie Jefferson of the Office of Illinois State Treasurer Alexi Giannoulias.

# Money Smart Kids

The Money Smart Kid contest tests the financial knowledge of fifth- through twelfth-graders. Each campaign featured a highly skilled Money Smart Kid committee that was responsible for crafting the application and judging process for its local competition. The results speak for themselves; please read some comments below from various Money Smart Kids' winning essays.

Communities saw double-digit growth in entries in 2009. In addition to other local, community-based sponsors, the Illinois State Treasurer's Office generously offered \$2500 in Bright Start scholarships to each Money Smart Week community in Illinois.



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"...education is the key to job security."

— COURTNEY MCGILL, ROCKFORD'S 2009 MONEY SMART KID

"Credit, if used correctly, can be a good friend to each of us."

— COURTNEY SCHRAMM, CAPITOL AREA'S 2009 MONEY SMART KID

"...taking shorter showers, turning down the thermostat, and changing our cell phone plan so bills are reduced."

— REYNA SPARKS, BLOOMINGTON'S 2009 MONEY SMART KID



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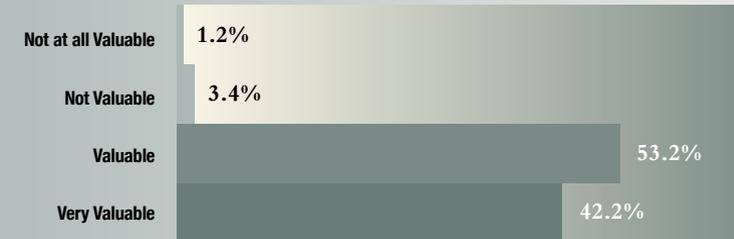


## Our Success

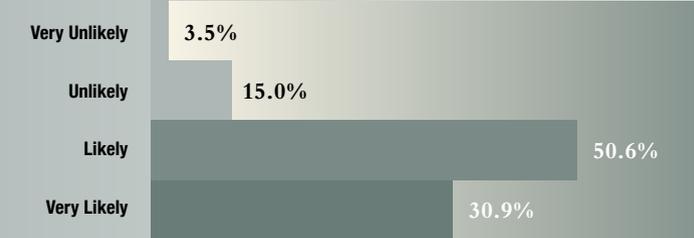


More than 1,300 adults attending Money Smart Week Illinois events filled out surveys. Here's what they had to say:

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.



## 2009 Illinois Partners

AAA-Chicago Motor Club  
Advocates for Access  
Afn  
Alpha Park Public Library  
Alpine Bank  
AMCORE Bank  
AMCORE Investment Group  
Ameren Illinois Utilities  
American Red Cross  
Associated Bank  
Attorney Shari Rudy  
Bank Champaign N.A.  
Bank of Illinois  
Bank of Springfield  
Barnes & Noble  
Bartonville Police Department  
Ben Franklin  
Benefit Planning Consultants  
Better Banks  
Better Business Bureau –  
Rockford Regional Office  
Bloomington Housing Authority  
Bloomington Normal Association  
of REALTORS  
Bloomington Public Library  
Blue Cross Blue Shield of Illinois  
Blueskies Wealth Management Group  
Borders  
Boys and Girls Club of Peoria  
Busey Bank  
Calvary United Methodist Church  
Calvert & Metzler Memorial Home  
Capitol Area Association of Realtors  
Carollton Bank  
Careers, Etc.  
CEFCU

Center for Prevention of Abuse  
Central Illinois Debt Management &  
Credit Education  
Central Illinois SCORE  
Champaign Central High School  
Champaign Public Library  
Champaign Rotary Club  
Chase  
Chestnut Credit Counseling  
City of Bloomington  
City of Champaign  
City of Peoria  
City of Rockford – Community &  
Economic Development Department  
City of Springfield  
Cline Financial Concepts LLC  
Commerce Bank  
Common Place  
Community Plus Federal Credit Union  
Community Service Center  
Corn Belt Energy Corp.  
Counseling & Family Service  
Counselors to America's Small  
Businesses  
COUNTRY Financial  
Courtyard by Marriott  
Crittenton Centers  
Crusader Clinic  
CUNA Mutual Group  
CWLP Energy Services Office  
Deliverance Crusader Church  
Discovery Center  
Double Tree Hotel  
Dunlap High School  
Economic Awareness Council  
Economic Development Council  
for Central Illinois  
Edward Jones  
Ellis Heights United Center  
Energistic Solutions  
F & M Bank  
Faith Center Church  
Family Credit Management  
Farm Bureau  
Farmers Insurance

Federal Benefit Consultants of Rockford  
Federal Reserve Bank of Chicago  
Financial Institutions CRA Council  
(FICRAC) of Peoria  
First Allied Securities Inc.  
First Bank  
Five Points Washington  
Forman Center  
FORWARD Financial Planning LLC  
Frank Campbell Riverwest  
Community Center  
Franklin Financial Planning  
Friendship House  
FSB  
Generations Credit Union  
George Washington Carver Center  
Goodwill Industries of Central Illinois  
Goodwill Industries of Northern Illinois  
and the Wisconsin Stalene Area  
Greater Springfield Chamber of  
Commerce  
H&R Block  
Hamilton Sunstrand  
Heart of Illinois United Way  
Heartland Bank & Trust Co.  
Heartland Community College  
Heartland Community College  
Green Institute  
Heartland Credit Union  
Heritage Bank of Central Illinois  
Hickory Point Bank & Trust Inc.  
Holy Family Church  
Housing Counseling Resource Center  
HSBC – North America  
Hult Health Education Center  
Illini Bank  
Illinois Assistive Technology Program  
Illinois Central College  
Illinois Coalition Against  
Domestic Violence  
Illinois Department of Employment  
Security  
Illinois Division of Insurance  
Illinois Institute for Addiction Recovery  
Illinois Minorities in Government  
Illinois National Bank

Illinois SBDC at Bradley University  
Illinois Secretary of State  
Illinois State Annuitants Association  
Illinois State University  
Illinois State University Department of  
Family and Consumer Sciences  
Illinois State University  
Katie School of Insurance  
Illinois Student Assistance Commission  
(ISAC)  
Illinois Wesleyan University  
Illinois Wesleyan University  
Admissions Office  
Illinois Wesleyan University  
Human Resources  
Internal Revenue Service  
Iron Mountain Document Shredding  
Junior Achievement of Central Illinois  
Junior Achievement of Rock River Valley  
KCB Information Services  
Kishwaukee Corridor Weed & Seed  
Klaas Financial Asset Advisors LLC  
Kroger Foods  
Laketown AAA Auto Repair  
Land of Lincoln Legal Assistance  
Foundation Inc.  
LaSalle Street Consulting Group of  
Raymond James  
Life Center  
Lifescape Community Services  
Lincoln Land Community College  
Little Flower School  
Little Jewels Learning Center  
Master Gardeners of McLean County  
Meijer  
Alliance Members Credit Union  
Mass Mutual  
Meals on Wheels at Lifescape  
Community Services  
MELD  
MembersAlliance Credit Union  
MEMBERS Financial Services  
Metamora High School  
METEC  
Methodist Medical Center  
Mid Central Community Action Agency

Minier Police Department  
Morrissey Family Businesses  
Morton Community Bank  
Divisions of Morton Community Bank:  
Bartonville Community Bank  
Elmwood Community Bank  
Eureka Community Bank  
Farmington Community Bank  
Fondulac Banking Center  
Lacon Community Bank  
Manito Community Bank  
Minier Community Bank  
Minonk Community Bank  
Pekin Community Bank  
Peoria Community Bank  
Princeville Community Bank  
Roanoke-Benson Community Bank  
Spring Bay Community Bank  
Toluca Community Bank  
Washburn Community Bank  
Washington Community Bank  
Mt. Pisgah Baptist Church  
Mutual of Omaha  
National Bank  
National City Bank  
National City Investments  
National City Mortgage Company  
Neighborhood House  
Neighborhood Network  
Normal Public Library  
Northwest Community Center  
Northwestern Illinois Area  
Agency on Aging  
Office of Illinois Attorney General  
Lisa Madigan  
Office of Illinois State Treasurer  
Alexi Giannoulis  
Office of Tazewell States Attorney Herget  
OSF St. Joseph Medical Center –  
Center for Healthy Lifestyles  
Paper Recovery Corp. of Loves Park  
Parent Wonders  
Party Creations  
Patriots' Gateway Community Center  
Peace Meals  
Pekin Police Dept  
Pekin Public Library  
Peoria Area Association of Realtors (PAAR)  
Peoria County Family Community

Resource Center  
Peoria Housing Authority  
Peoria Next Innovation Center  
Peoria Public Library  
Phil Chiles – The Real Estate Group  
Pilgrim Baptist Church  
Prairie State Bank  
Prairie State Legal  
Preston Hanley Funeral Home  
Princeville State Bank –  
Shoppes at Grand Prairie  
Prudential Snyder Real Estate  
Ramsay & Associates  
Rantoul IGA  
Rantoul Recreation Department  
Rasmussen College  
Raymond James Financial Inc.  
RDLC  
Remax Professionals  
RFC  
Riverfront Museum Park  
Riverside Community Bank  
Robert Morris College  
Rock River Hyundai  
Rock River Training Corporation  
Rock Valley College  
Rock Valley College Dislocated  
Worker's Program  
Rock Valley Federal Credit Union  
Rockford Area Affordable  
Housing Coalition  
Rockford Area Association of Realtors  
Rockford Area Habitat for Humanity  
Rockford Chamber of Commerce  
Rockford College  
Rockford Housing Authority  
Resident Service Department  
Rockford Ice Hogs Hockey  
Rockford Public Library  
Rockford Public Schools  
Rockford Register Star  
Rockford Retirement Resource Center  
Rockford Rescue Mission  
Rockton Township

Salt & Light  
SBA  
Schlueter Ecklund  
S.C.O.R.E. of N Illinois Chapter 0574  
SCORE  
Security Bank  
Senior Services of Illinois. Inc.  
Services in the Neighborhood  
Small Business Development Center  
Smith Barney  
Soy Capital Bank & Trust Company  
Springfield Public School District 186  
Springfield Urban League  
Sreenan Insurance  
State Farm Bank  
State Street Mortgage  
Stillman Bank  
St. Luke Missionary Baptist Church  
Supreme Clean Carpet & Tile Cleaners  
T.A.L.K. Inc.  
TCF Bank  
The Capital Area Association of  
REALTORS®  
The Char Huff Realty Team  
The Downey Group  
The L.I.Z. Club  
The Pantagraph  
The State Journal-Register  
The Workforce Connection  
Town & Country Bank  
Town of Normal  
Traders Realty  
Tri-County Urban League  
Trinity Lutheran School  
TSP-HOPE Inc.  
Unitarian Universalist Church of  
Bloomington-Normal  
United Community Bank  
United Way of Central IL  
United Way of Champaign County  
United Way of McLean County  
United Way of Rock River Valley  
University of Illinois –  
Campus Recreation

University of Illinois –  
College of Education  
University of Illinois – Department of  
Agricultural and Consumer Economics  
University of Illinois –  
Department of Finance  
University of Illinois –  
Department of Residential Life  
University of Illinois Extension  
University of Illinois – Housing  
University of Illinois –  
Office of Student Financial Aid  
University of Illinois – Offices of the Vice  
Chancellor for Public Engagement  
University of Illinois  
at Urbana-Champaign  
University of Illinois Educators  
University of Illinois Employees  
Credit Union  
University of Illinois Extension  
University of Illinois Extension –  
McLean County  
University of Illinois Extension Financial  
Wellness Program  
University of Illinois Extension –  
Champaign County  
US Bank  
Village of Rantoul  
Visiting Nurses Association  
Wachovia  
WAVE  
Wells Fargo Home Mortgage  
West Side Christian Church  
West Side Task Force  
Housing Committee  
Western Avenue Community Center  
WILL Radio  
WIN-CART  
Winnebago County Board Office  
Winnebago County Health Department  
Winnebago County Sheriff's Police  
WIN-CART  
YWCA  
YWCA McLean County  
Zion Development Corp.  
Zeta Phi Sorority Inc

# 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.

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For more information or questions, contact:

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Alejo.Torres@chi.frb.org

**MONEY  
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WEEK<sup>®</sup>  
ILLINOIS**

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

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