

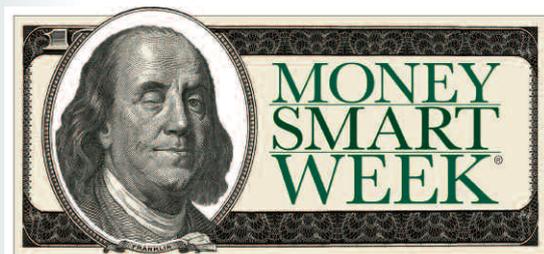
2009 Report

MONEYSMARTWEEK.ORG

Chicago

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



Mary Dempsey, Commissioner, Chicago Public Library, offers a keynote address affirming the support of the city library system.

1- Chicago City Treasurer Stephanie Neely announces efforts to reach more than 70,000 Chicago Public School Students through *Save Chicago! Challenge*. 2- Illinois State Treasurer Alexi Giannoulias recognizes the Money Smart Kids and awards a \$2,500 scholarship to the contest runner-up. 3- The Financial Literacy & Education Summit featured, from left, Jean Chatzky, best selling author and contributor to *The Today Show* and the *Oprah Winfrey Show*; The Honorable James M. Flaherty, Canadian Minister of Finance; Sarah Rosen Wartell, Executive Vice President, Center for American Progress; Illinois State Treasurer Alexi Giannoulias; and Guillermo Zamarripa Escamilla, Head of the Banking, Securities & Savings Unit of the Ministry of Finance, Mexico.

Kickoff

Money Smart Week partners celebrate the start of each year's effort with a kickoff breakfast hosted by the Federal Reserve Bank of Chicago. It recognizes the contributions of partners and the finalists in the annual Money Smart Kid contest. A financial literacy and education summit broadcast online and sponsored by Visa, Inc. follows the breakfast. 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 many different consumers with events 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 2009. More than 600 events were offered, and the number of attendees and participants exceeded 87,000. Some highlights:

- Chicago City Treasurer Stephanie Neely led the biggest education effort ever during a Money Smart Week campaign. Titled *Save, Chicago! Challenge*, it reached more than 71,000 Chicago Public Schools (CPS) students. CPS librarians held the educational programs with content and a curriculum provided by Junior Achievement, Money Savvy Generation and ING Direct.

- The Chicago Board Options Exchange and *Today's Chicago Woman* magazine hosted a panel discussion about the state of the economy. More than 130 business professionals attended the discussion and toured the exchange's trading floor.

- Harold Washington College hosted its third-annual financial literacy fair, which included more than a dozen Money Smart partners and class topics. Nearly 450 students and community members attended.

- Harold Washington Library teamed up with the Illinois Financial Planners Association for the third consecutive year to feature a presentation by local financial columnist and author Terry Savage. More than 330 attendees filled the library's auditorium.

- A new coalition of partners in DuPage County formed to offer more than 40 events throughout the county. Highlighting their efforts was a community event at Benedictine College featuring a keynote address by Jean Chatzky, author and contributor to NBC's *The Today Show*.

- Junior Achievement reached more than 3,500 students during the week with the 'JA in a Day' financial program.

- Several suburban libraries offered classes with large turnouts. In Naperville, 95 attended a seminar on surviving being laid off. Others included a class called Making Your Money Last in Retirement at the Schaumburg library, which 70 attended. And in Morton Grove, 75 attended a classes called Renewable Energy Vehicles. Several more libraries offered classes that attracted in excess of 50 attendees.

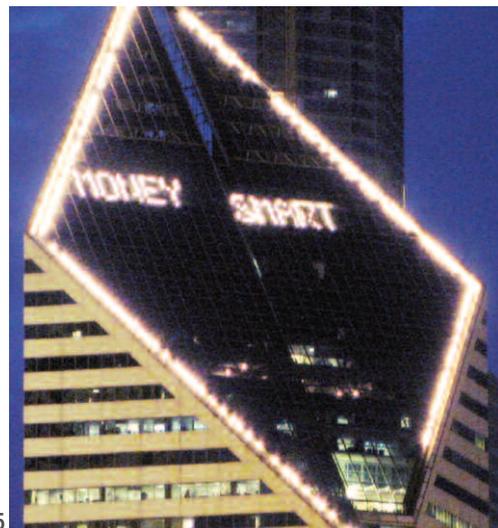
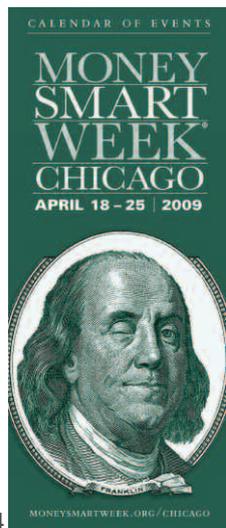
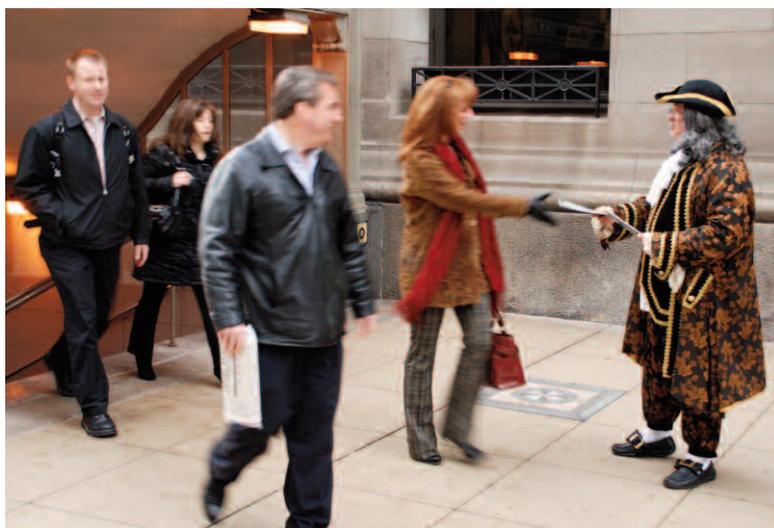
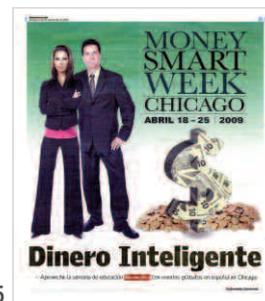
1- Providential Bancorp/KM Funding provides a class on homebuying titled, "To Buy or Not to Buy-That is the Question!" 2- Chicago Public School students attend a Youth Saves conference where they learned the value of saving, building wealth, planning for college and managing credit. 3- Author and award winning journalist Terry Savage speaks at the Harold Washington Library. 4- Mario Gage, member of Ujamma Investment Club and the very first Money Smart Kid (2004), provides investing advice to his peers at a youth event. 5- Federal Reserve employees attend an on-site class about the College Illinois! savings plan. 6- Families learn from the Economic Awareness Council about being 'green' and saving money at the Museum of Science & Industry. 7- Chicago Public Library business librarians host an 'Investing Open House' to showcase material on investing as well as online resources. 8- The Chinese American Service League provides a class on money matters, budgeting and homebuying.





1- Chicago White Sox pitcher Bobby Jenks recorded a public service announcement (PSA) for Money Smart Week encouraging fans to save. Chicago Cubs pitcher Kevin Gregg also recorded a PSA for radio. 2- More than 350,000 bookmarks were distributed to Chicago Public School students. 3- Ben Franklin promotes Money Smart Week at the South Shore train stop. 4- More than 60,000 event calendars were distributed through libraries and other partner organizations as well as to downtown commuters by street marketing teams. 5- Several downtown properties and buildings recognized Money Smart Week. 6- The National Association of Personal Financial Advisors brought the Money Bus to Glen Ellyn and Evanston during Money Smart Week. More than 100 people stopped by to receive free financial advice and consultation.

1- WGN anchor Micha Materre reports on Money Smart Week activities. 2- Ed Sanchez, Fresh Start Forms, speaks with CBS 2 Chicago about homebuying and foreclosure. 3- Syndicated columnist and best selling author Ilyce Glink offers recession advice to consumers on Fox News Chicago. 4- *Chicago Sun-Times* coverage. 5- *La Raza* Newspaper Insert. 6- *Chicago Sun-Times* Newspaper-In-Education Insert sponsored by Allstate and Junior Achievement. 7- *On the Money* magazine (Chicago Public Schools) features Money Smart Week. 8- Ben Franklin hit the airwaves with Bill Moeller on WGN radio. 9- *The Hinsdalean* coverage.



Financial advice week starts Sat.

BY FRANCINE KNOWLES
frknowles@suntimes.com

In the wake of recent losses in the stock market and spiking unemployment, free financial advice will be offered at Money Smart Week events that kick off here Saturday designed to help Chicago area residents better navigate these recessionary times. Workshops on a wide range of topics including financial strategies during a job transition, finding a job in a competitive market, healthy dining on a dime and getting through tough financial times are slated at sites throughout the metropolitan area during the week.

Sessions are also scheduled on foreclosure prevention, retirement planning, money management for teens and "slaying the debt dragon."

The Federal Reserve Bank of Chicago and more than 200 partners, including financial institutions, nonprofits, libraries, schools and others will sponsor and present more than 450 classes, seminars and activities targeting children to seniors to small business owners. Classes will be offered in a variety of languages.

Free one-on-one time with financial planners from the Financial Planning Association of Illinois will be available Monday immediately after a presentation by Sun-Times financial columnist Terry Savage that begins at noon at the Harold Washington Library Center, 400 S. State, in the Cindy Pritzker Auditorium.

Event calendars are available at all Chicago public libraries and online at www.moneysmartweek.org.
Comment at suntimes.com.



No instructions come with cash, but seminars can help

As a parent, you might not be sure you're doing the right thing when it comes to teaching your children about finances. Maybe they do chores around the house in order to earn an allowance. But once they have that nest of cash in their pocket, is it staying a hole through their hand? Do they run as the soon and spend it all on one toy or on a stack of cards? And when they find something they really want but it costs more than they have, do you let them go without or fork over the extra cash so they can have the latest and greatest thing on their wish list? Parents need to teach their children many things in life, and financial responsibility is one of them. It's not always easy. Not everyone has a degree in finance, and each family has its own beliefs about spending and saving. And some parents themselves were never taught when they were growing up. This technology has changed the way many handle their banking and the current economic downturn has made some re-evaluate their spending and saving patterns. That's why this week we encourage families to get involved in the free seminars offered during Chicago's eighth annual Money Smart Week, which continues through Sunday. More than 200 organizations have partnered with the Federal Reserve Bank of Chicago to offer 450 free educational classes, seminars and activities throughout the state, with many in Hinsdale and the surrounding communities. A class teaching residents how to read their credit score and make improvements will be held tonight at Hinsdale Community Services, and an activity where children learn how to do income design as a budget will take place Saturday, April 25, at the library (see Page 20 for details and activities for kids). Those interested in learning about foreclosure prevention services may wish to attend the presentation and receive a complimentary list of classes happening throughout the area at www.moneysmartweek.org. Parents can gain some valuable tips about teaching their kids to be smart about money in this week's Ask an Expert on Page 14. Whether you're strapped for time or simply free-throwing in the background, more of us need guidance on how to spend, save and borrow wisely. We encourage those interested in learning more to take advantage of these free opportunities.

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 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.



Media

The media's help is essential for the public to be informed about the classes and financial resources available to them. Money Smart Week relies heavily on partnerships that help educate viewers, readers and listeners about the 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.



2009 Money Smart Kid
Jackson Beard, Eighth Grade, Chicago

Runner-up
Jonathan D'souza, Seventh Grade, Streamwood

Finalists
Leonard Brahin, Fifth Grade, Chicago
Patrice Coleman, Sixth Grade, Chicago
John Reyes, Seventh Grade, Chicago
Kurtis So, Seventh Grade, Chicago

1- 2009 Money Smart Kid Jackson Beard. 2- Jackson Beard with sponsors and dignitaries, from left, Charles Evans, President and CEO, Chicago Fed; Chicago City Treasurer Stephanie Neely; Beard; Loretta Abrams, Senior Vice President, Consumer Affairs, HSBC - North America; Illinois State Treasurer Alexi Giannoulas; and Kay Kamin, Today's Chicago Woman and committee co-chair for the Money Smart Kid contest. 3- Chicago finalists, from left, Jackson Beard, John Reyes, Patrice Coleman, Leonard Brahin, Jonathan D'souza, and Kutis So.



Money Smart Kids

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

The current U.S. economy is facing significant challenges. Please describe some of these challenges and briefly discuss some of the steps that your family and other families can take to meet these challenges.

In the sixth year of the Money Smart Kid essay contest, nearly 400 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 2009 winner was Jackson Beard, an eighth-grader at Chicago's Whitney Young Academic Center. She was awarded the grand prize of a \$5,000 scholarship provided by HSBC - North America. It was presented at the kickoff event on April 20. Jackson 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 Jonathan D'souza, a seventh-grader from Streamwood, received a \$2,500 Bright Start scholarship from Illinois State Treasurer Alexi Giannoulas.



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 the Chicago contest. Nicole Blumenstein (left), Eighth Grade, Cass Junior High School, and Casey Eilbert (right), Eighth Grade, Cass Junior High School, each received \$1,000 scholarships sponsored by Harris Bank and the DuPage County Foundation. The winners pose with author and journalist Jean Chatzky.

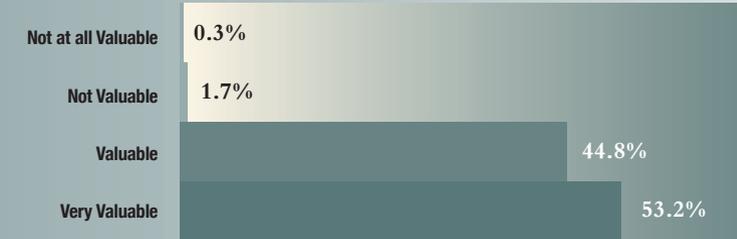


Our Success

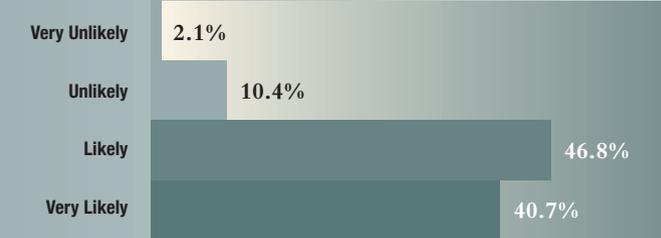
MONEY SMART WEEK CHICAGO
APRIL 18 - 25 | 2009

More than 2,000 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.



2009 Chicago Partners

@ Properties

1st Reverse Financial Services, LLC

27th Ward Alderman Walter Burnett

39th Ward Alderman Margaret Laurino

A and N Mortgage Services, Inc.

AARP Illinois

ABC Bank

ACCION Chicago

ACHS Principal

Addison Public Library

All 4 Him Ministries

Allstate Bank

Allstate Insurance

Alzheimer's Association

America Saves

American Family Insurance

American Library Association

Ameriprise Financial Services

Anointed Information Resource
Strategies – A.I.R.S. Inc.

Archer Bank

Area 25 CHRSI Small Schools

Argo Community Center

Ariel Community Academy

Ariel Investments

Ariel Men's Club

Arlington Heights Memorial Library

Augustus H. Burley Elementary School

Austin Polytech Academy

Ave Maria Boutique

Baird & Warner

Bank of America

Benedictine University

Bethel New Life

Beverly Arts Center

Bloom Trail High School

Bloomington Public Library

Blue Cross Blue Shield of Illinois

Blue Island Public Library

Carolyn Johnson Art

Carthage College

Casa Aztlan

Center for Economic Progress

Center for Green Technology

Center for Positive Aging at
National-Louis University

Central States SER –
Jobs for Progress, Inc.

ChangeSource

Charter One Bank

Chicago Commons

Chicago Defender

Chicago Parent Magazine

Chicago Public Library

Chicago Public Library Business Division

Chicago Public Schools

Chicago State University

Chicago Sun-Times Financial Columnist
Terry Savage

Chicago Tribune Financial Columnist
Gail Marks-Jarvis

Chicagoland Chamber of Commerce

Chicagoland2to4Flats

Chinese American Service League

Christie Helm Interiors

Citibank

City Of Chicago Community
Development Commission

City of North Chicago

Claretian Associates

CME Group

Coldwell Banker Gladstone

College Aid Planners, Inc.

College of DuPage

Columbia College

Commodity Futures Trading Commission

Community Career Center

Consulado General De Mexico

Cook County Assessor's Office

Country Financial

CreditCoach4U

Crete Public Library

Crowe Horwath

Crystal Lake Public Library

DePaul University

Des Plaines Public Library

Destiny Lauren Day Spa

Diaspora Spirit

Discover Financial Services

Dundee Crown High School

DuPage County Health Department

DuPage County Human Services

DuPage Homeownership Center

Easter Seals Gilchrist Marchman Center

Economic Awareness Council

Edgebrook Public Library

Edward Jones Investments

Elmhurst College

Employee Benefits Security
Administration

Evanston Public Library

Experian Credit Bureau

Extra Bilingual Newspaper

Family Credit Management

Fannie Mae

Farragut High School

FDIC

Federal Reserve Bank of Chicago

Federal Reserve Bank of St. Louis

Field Museum

Fifth Third Bank

Financial Counseling Consortium of
Trinity United Church of Christ

Financial Planning Association of Illinois

FINRA Investor Education Foundation

First Clearing Corporation

Forest Park Public Library

Forum Mortgage Bancorp

Foundation for Personal
Financial Education

Four Seasons Hotel Chicago

Frankfort Public Library

Fresh Start Forms

Genesis Wealth and Management

Glenview Public Library

GMAC Real Estate

Great Lakes Credit Union

Greater West Town Training Partnership

Guaranteed Rate

H & R Block

Hanson Park Elementary School

Harold Washington College

Harris N.A.

HealthyDining.org

Heartland Human Care Services

Highland Park Public Library

Hinsdale Bank & Trust

Hinsdale Community Service

Hinsdale Public Library

Hispanic Coalition for Housing

Hoffman Estates Community
Bank–Branch of Barrington Bank & Trust

Hoffman Estates Community
Resource Center

Homer Township Public Library

HSBC – North America

Illinois Attorney General

Illinois Council on Economic Education

Illinois Credit Union League

Illinois SBDC/Duman Microenterprise
Center at Jewish Vocational Services

Illinois Securities Department

Illinois State Treasurer Alexi Giannoulas

Illinois State Treasurer's Office,
Bright Start College Savings Program

Illinois Student Assistance Commission

Image Workshop, Inc.

ING Bank

Internal Revenue Service

Invest With Passion

IRS Taxpayers Advocate Service

Itasca Bank & Trust Co.

Itasca Community Library

Jewish Federation

Jewish United Fund

Jewish Vocational Service

Joseph Corporation

Jubilee Faith Community

Junior Achievement of Chicago

Keller Williams Realty

Ken Robinson and Associates

Kiplingers

KM Funding

Koenig & Strey

Korean American Community Services

La Raza Newspaper

Lake Bluff Public Library

Lakeside Bank

Latin United Community

Housing Association (LUCHA)

Law Offices of Alan H. Hammerman

Legend Mortgage

MB Financial Bank

Matthew Sapaula, Inc.

Mesirow Financial

Metropolitan Board of the Chicago
Urban League

Midwest Bank

Money Concepts

Money Management International

Money Masters Foundation

Money Savvy Generation

Morningstar Investment Research Center

Morton Grove Public Library

Mount Prospect Public Library

Museum of Science and Industry

Naperville Public Library

National Association of Personal
Financial Advisors Consumer
Education Foundation

National City Bank

National City Mortgage

National Endowment for
Financial Education

National Futures Association

National Latino Education Institute

National-Louis University

Near West Side Community
Development Corporation

Neighborhood Housing Services of
Chicago

NHS of the Fox Valley, an affiliate of
Neighborhood Housing Services of
Chicago

Niles Public Library

NIRT

North Chicago Community Bank

North Riverside Public Library

North Shore Community Bank &
Trust Company

North Shore Council of the Financial
Planning Association of Illinois

North Side Community Federal
Credit Union

Oak Park Public Library

Oak Park River Forest High School

Office of the City Treasurer of Chicago
Stephanie D. Neely

Olive-Harvey College

On the Money Magazine

Operation Hope

Orland Township Youth and
Family Services

Orr Academy H.S

OwnSomethingToday

Paddock Publications

Palatine Bank & Trust

Palatine Opportunity Center

Park National Bank

Park Ridge Public Library

Peck, Bloom, Austriaco, & Koenig, LLC
Attorneys at Law

Peggy Notebaert Nature Museum

People's Resource Center (PRC)

Personal Investment Corporation

Poplar Creek Library

Prairie State College

Providential Bancorp

Riverside Public Library

Robert Slayton Associates

Rotary Club of Chicago Near South

Royal Bank

Rubloff Residential Properties

St. James Cathedral

Savant Investment Advisers, Inc.

Schaumburg Township District Library

SCORE

Securities & Exchange Commission

Shawn Bolger Attorney At Law

Shore Bank

Sid Blum-GreenLight Fee Only Advisors, LLC

Sigma Financial Corporation
(Member FINRA, Member SIPC)

Skokie Public Library

Solid Waste Agency of Northern
Cook County

Solidarity not Charity

SOUL (Southsiders Organized for
Unity and Liberation)

South Chicago New Communities
Program

Spanish Coalition for Housing

St. Stephens Lutheran Church

St. Therese Chinese Catholic School

Standard Bank and Trust Co.

State Bank of the Lakes

State Farm Insurance Company

State Rep. John D'Amico – 15th District

Sudler Sotheby's Realty

TCF Bank

TD Ameritrade

Texas A&M AgriLife Extension

The Building Employment and
Entrepreneurial Partnerships (BEEP)
Committee

The Chicago Board Options Exchange

The Hinsdalean

The Monroe Foundation

The Ritz-Carlton Hotel Chicago

Think Glink Inc.

Third Age Services LLC

Thrifty Girl

Thrivent Financial for Lutherans

Tinley Park Public Library

TK Search

Today's Chicago Woman
Financial Columnist Kay Kamin

Total Asset Review

Trinity High School

Trinity Lutheran Church

True Star Magazine

Truman College

Trust Company of Illinois

Turner Financial Services

U.S. Bank

U.S. Department of Labor –
Women's Bureau

UIC Center for Economic Education

Ujamaa Jr. Investment Club

United Way of Chicago

University of Illinois Extension

VanderCook College of Music

Village of Addison

Visa Inc.

Waddell & Reed, Inc.

Wauconda Area Public Library

Wealth Logic Solutions

Wealth Watchers International

Wells Fargo Home Mortgage

West Chicago Public Library District

West Humboldt Park
Development Council

Wheaton Public Library

Wilbur Wright College

Willowbrook Corner After School

Willowbrook Corner Bank Coalition

Wilmette Public Library

Wisdom Investments, Inc.

Women-Eye Inc.

Women's Financial Serenity

Wright College

X'ernona Woods XWOODS ENTERPRISE

YEU Veteran Initiatives

YWCA Evanston / North Shore

YWCA of Lake County

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:

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