

CITY HALL

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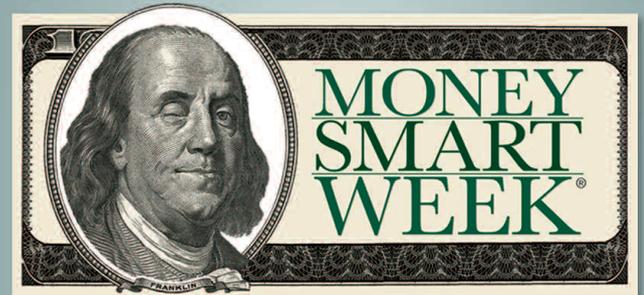
Bloomington-Normal

Capitol Area

Champaign County

Peoria

Rockford



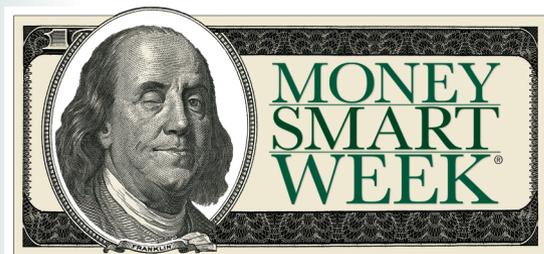
2010 Report

MONEYSMARTWEEK.ORG

Illinois

FEDERAL RESERVE BANK
OF CHICAGO

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 20 major cities in Illinois, Indiana, Iowa, Michigan and Wisconsin. In addition, Money Smart Weeks are also popping up beyond the Midwest in places like Denver, Houston, Kansas City, El Paso, and the states of Nebraska, New Jersey, Washington and West Virginia.



“The Chicago Fed started the Money Smart Week program nine years ago. It has grown exponentially, providing hundreds of educational offerings to help teach those in Chicago and outlying areas how to better manage their finances and navigate these challenging financial times.”

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



1- Rockford partners conduct a ribbon cutting to celebrate Money Smart Week. 2- Greg Birky, President of Illini Bank in Springfield with Gregg Formigoni also with Illini Bank who served as the 2010 Capitol Area MSW Chair. 3- Vicki Moseley, Assistant Director for Investor Education and Protection Illinois Office of the Secretary of State Securities Department with Alice Wood, President & Founder of Wealth Watchers International.



Tim Davlin, Mayor of Springfield, gives the official Money Smart Week Proclamation

Kickoff

Money Smart Week partners celebrates the start of each year's effort with their own kick-off events at various locations. The events recognize the contributions of the partners as well as the finalists in the local Money Smart Kid contests. Committees from each regional team coordinate the planning and promotion of the event and usually feature Chicago Fed and state government officials as well as local business and community leaders.



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In Action

Money Smart Week activities appeal to a wide variety of consumers. These events are held throughout Illinois at convenient times and in several different locations. Money Smart partners continued to expand their subject offerings and reach new audiences in 2010. More than 480 events were offered, and the number of attendees and participants exceeded 17,000. Some highlights:

- Bloomington/Normal had an estimated 1030 citizens attending their 126 events and programs. Some of the events were "Ye Olde\$\$ Fair" with an attendance of 50 people and "Financial Fitness for Life" with an estimated amount of 50 people.

- With more than 70 events, Champaign County's reached an estimated 7000 people, including the "UISES Investment Challenge," which featured 472 students learning about financial education.

- More than 3,750 students participated in Vermilion County's event, "The News Gazette Newspapers" in Education Student Series Money and Sense."

- More than 300 attended Rockford's Rock Valley Credit Union's Spring Fun Safety Day. Brochures were provided to youngsters that offered useful tips and information on money management.

- Approximately 300 attended Community Shred Day in Peoria. Free document shredding was provided to individuals, small business owners and representatives



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of non-profits to promote education about preventing identity theft. Information on investment scams and financial fraud was also available.

- The Capital Area provided the "Capital Ideas: Money Smart Fair" at the Illinois State Capital Building. State and federal agencies distributed materials to help consumers better manage their finances, save for the future and avoid fraud.

- Alice Wood, CEO and founder of Wealth Watchers International, was a keynote speaker at five of the six kick-off events held throughout the state. Alice shared a compelling story of dealing with finances during difficult times and discussed a program she developed called "Wealth Watchers: A Simple Program to Spend Less and Save More."

1- Sherman "Woody" Dees, dressed as Ben Franklin, walks in the Peoria St. Patrick's Day Parade. 2- A representative from Attorney General Lisa Madigan's office participates at a financial regulator's fair. 3- Marlin Miller of Heartland Bank offers advice on personal finances in Peoria. 4- Mr. George Thompson of Rockford plays the role of Ben Franklin with Hammy Hog at a Rockford Icehogs Professional Hockey game at Rockford MetroCentre. 5- Capitol Area Partners (back row) Monica Dyson, Stephanie Verardi, Lisa Ellis, Kathy Law, Alejo Torres, Kristen Zueck, Alice Wood, (front row) Chris Smith, Vicki Moseley, Gregg Formigoni. 6- Vickie Moseley, Assistant Director for Investor Education and Protection, Illinois Office of the Secretary of State Securities Department at the Capitol Ideas: A Financial Agencies Fair. 7- Dave Henry, National City (now PNC Bank) presents Jamie Anastasia, Alexis Berns and Chelsea Gonzalez with a check for \$1,500 as a first prize in 2010 video essay contest. 8- Larry Nelson, owner of Kewanee Credit Bureau in Bloomington. 9- Representatives from University of Illinois Extension provided several classes on "healthy habits that save" throughout the state.



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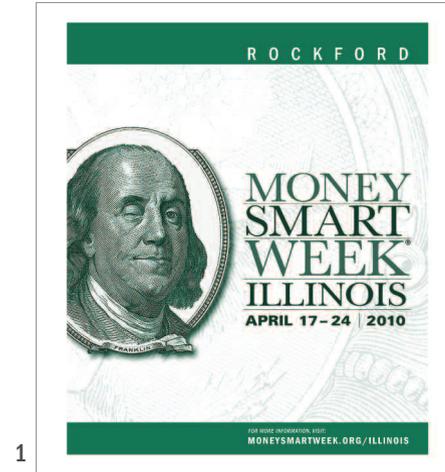
1- Ben Franklin walks in the Peoria St. Patrick's Day Parade. 2- A local student replacing Ben Franklin's face as his own on the \$100 bill at the Peoria Chief's game. 3- The city of Peoria co-sponsored statement stuffers to employees and local consumers. 4- More than 350,000 "Did You Know?" bookmarks were distributed through libraries and schools around the state. 5- More than 60,000 event calendars were distributed through libraries and partner organizations to promote Money Smart Week in seven different regions of the state. 6- Rockford MSW Partners/Committee members Dawn Witcher, Rockford Area Affordable Housing Coalition (RAAHC) and Andrea Hinrichs, City of Rockford, sporting their Money Smart t-shirts at the Rockford Kick-off breakfast.



DID YOU KNOW?
The term "grand," slang for a thousand dollars, originates from the 1890 \$1,000 bank note. The large green-striped zeros in the "1000" were thought to resemble watermelons, eventually earning the bill the nickname The "Grand" Watermelon.



Planning teams around the state engaged the media for promotional purposes. Highlighted are examples from Rockford. 1-2 Money Smart Week Supplement to the *Rockford Register Star*, April 16, 2010. 3- *Rockford Register Star*, March 31, 2010. 4- *The Direct Line* (Members Alliance Credit Union). 5- *The Voice of the Rockford Business Community*.



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.

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.



1- Capitol Area Money Smart Kid Brennan Walkey with Robin Kelly, Chief of Staff to Illinois State Treasurer Alexi Giannoulias. 2- Capitol Area Money Smart Kid Essay Contest winners (left to right): Laura Garwood, Brennan Walkey, and Kristin Cullen, with Edie Weaver of the *State Journal Register*. 3- Rockford Money Smart Kid Essay Contest winner, Cal Filkin, 8th grader at Washington Academy in Rockford, along with his proud parents. 4- Vermilion County Money Smart Kid Essay Contest winner Lane Bennet, with his parents and Illinois State Treasurer Chief of Staff, Robin Kelly. 5- Peoria Money Smart Kid Essay Contest Winner Paige Rudin along with Kristen Zueck (left) and Robin Kelly (right) both with the Illinois State Treasurer's Office.



Money Smart Kids

The Money Smart Kid contests test 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.

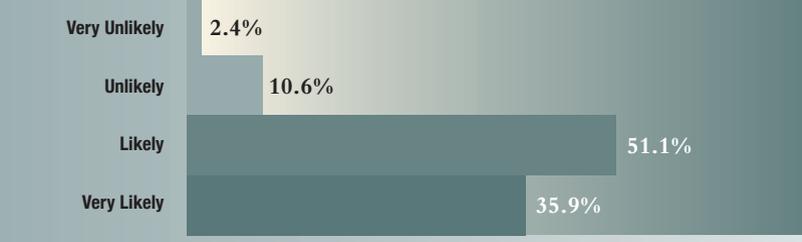
Committees saw double-digit growth in entries in 2010. In addition to local community-based sponsors, the Illinois State Treasures Office generously offered between \$1,000 and \$2,500 dollars in Bright Start scholarships to each Money Smart Week community in Illinois.

Nearly 1,800 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.



2010 Illinois Partners

AAA-Chicago Motor Club
Advocates for Access
Afni
Alpha Park Public Library
Alpine Bank
Ameren Illinois Utilities
Associated Bank
Bank Champaign N.A.
Bank of Illinois
Bank of Springfield
Barnes & Noble
Bartonville Police Department
Ben Franklin
Benefit Planning Consultants
Better Banks
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
Carrollton Bank
CEFCU

Center for Prevention of Abuse
Central Illinois Debt Management & Credit Education, Inc.
Central Illinois SCORE
Champaign Central High School
Champaign Public Library
Champaign Rotary Club
Chase Bank
Chestnut Credit Counseling
City of Bloomington
City of Champaign
City of Peoria
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
CUNA Mutual Group
CWLP Energy Services Office
DoubleTree Hotel
Dunlap High School
Econ Illinois (Illinois Council on Economic Education)
Economic Awareness Council
Economic Development Council for Center Illinois
Edward Jones
Energistics Solutions
F&M Bank

Family Credit Management
Farm Bureau
Federal Benefit Consultants of Rockford
Federal Reserve Bank of Chicago
Financial Institutions CRA Council of Peoria (FICRAC)
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 Insurance & Investment Services
George Washington Carver Center
Goodwill Industries of Central Illinois
Goodwill Industries of Northern Illinois and the Wisconsin Stateline Area
Greater Springfield Chamber of Commerce
H&R Block
Heart of Illinois United Way
Heartland Bank & Trust Company
Heartland Community College
Heartland Community College
Green Institute
Heartland Credit Union
Heritage Bank of Central Illinois
Hickory Point Bank & Trust
Housing Counseling Resource Center
HSBC – North America
Hult Education Center
Illini Bank
Illinois Assistive Technology Program
Illinois Central College

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
Internal Revenue Service
Iron Mountain Document Shredding
Junior Achievement
KCB Information Services
Klaas Financial Asset Advisors LLC
Laketown AAA Auto Repair
Land of Lincoln Legal Assistance Foundation
Lariat Steakhouse
LaSalle Street Consulting Group of Raymond James
Lincoln Land Community College
Little Flower School
Little Jewels Learning Center
Master Gardeners of McLean County
Meijer
Members Alliance Credit Union
MEMBERS Financial Services
Metamora High School
METEC
Methodist Medical Center
Mid Central Community Action
Minier Police Department

Morton Community Bank, A Division of – 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
– 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
Neighborhood House
Normal Public Library
Northwestern Illinois Area Agency on Aging
Office of Illinois Attorney General Lisa Madigan
Office of State Treasurer Alexis Giannoulas
Office of Tazewell States Attorney Herget
OSF Saint Joseph Medical Center – Center for Healthy Lifestyles
Paper Recovery Shredding Service Corp. of Loves Park
Parent Wonders
Party Creations
Peace Meals
Pekin Police Department
Pekin Public Library

Peoria Area Association of Realtors (PAAR)
Peoria County Family Community Resource Center
Peoria Financial Institutions CRA Council (FICRAC)
Peoria Housing Authority
Peoria Next Innovation Center
Peoria Public Library
Phil Chiles – The Real Estate Group
Prairie State Bank
Prairie State Legal
Preston-Hanley Funeral Home
Princeville State Bank – Shoppes of Grand Prairie
Prudential Snyder Real Estate
Ramsay & Associates
Rantoul IGA
Rantoul Recreation Department
Rasmussen College
Raymond James Financial Services
Remax Professionals
RFC
Riverside Community Bank
Robert Morris College
Rock River Hyundai
Rock River Training Corporation
Rock Valley College
Rockford Area Affordable Housing Coalition
Rockford Area Habitat for Humanity
Rockford College
Rockford Public Library
Salt & Light
SBA
SCORE
Security Bank

Senior Services of Illinois
Small Business Development Center
Smith Barney
Soy Capital Bank & Trust Company
Springfield Public School District 186
Springfield Urban League
State Farm Bank
State Street Mortgage
Supreme Clean Carpet & Tile Cleaners
T.A.L.K., Inc.
TCF National 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
Toluca Community Bank
Town & Country Bank
Town of Normal
Trader's Realty Group
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
University of Illinois at Urbana-Champaign
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 – Housing
University of Illinois – Office of Student Financial Aid
University of Illinois – Offices of the Vice Chancellor for Public Engagement
University of Illinois Educators
University of Illinois Employees Credit Union
University of Illinois Extension
University of Illinois Extension – Champaign County Unit
University of Illinois Extension – Financial Wellness Program
University of Illinois Extension – McLean County Unit
US Bank
Village of Rantoul
Wachovia
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
YWCA
YWCA McLean County
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.

For more information or questions, contact:

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**MONEY
SMART
WEEK[®]
ILLINOIS**

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

FEDERAL RESERVE BANK
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