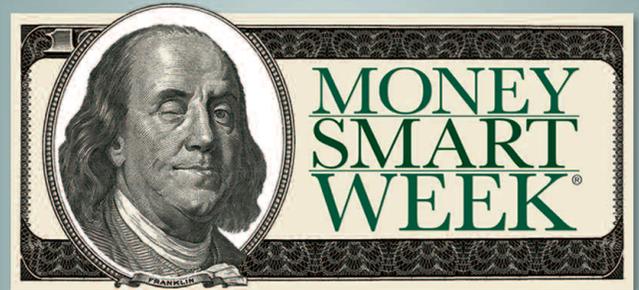




Bloomington-Normal
Capitol Area
Champaign County
Peoria
Rockford
Vermilion County



2011 Report

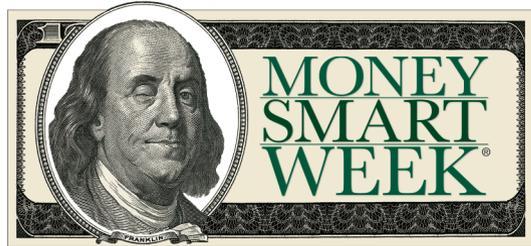
MONEYSMARTWEEK.ORG

Illinois

FEDERAL RESERVE BANK
OF CHICAGO

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

What is Money Smart Week?



Cover: Money Smart Kids Read in Vermilion County at Westville Public Library.

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, 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



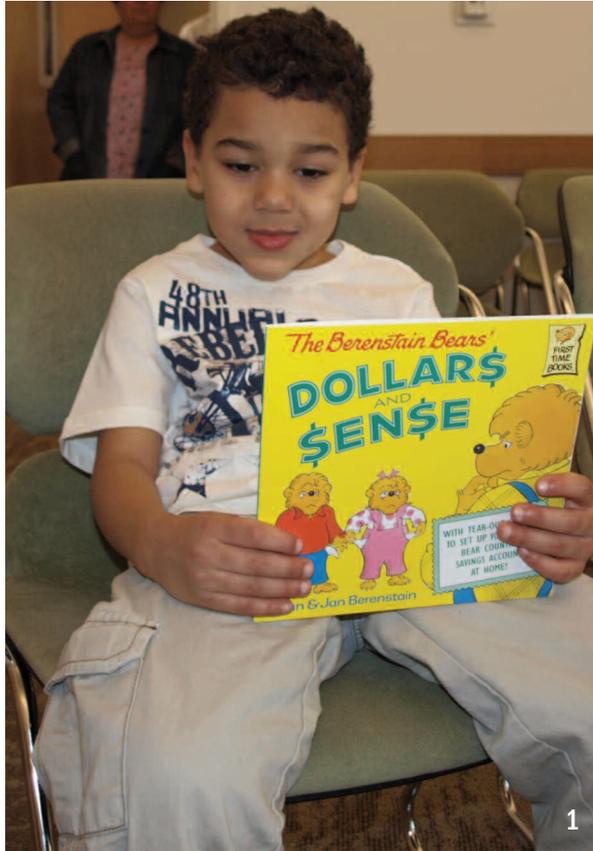
1- Vermilion County Money Smart Kids. 2- Peter Fox of Fox Development Corporation, keynote speaker at Champaign's kickoff.



Mayors of Champaign and Urbana proclaim April 2-9, 2011 Money Smart Week.

Kickoff

Money Smart Week partners celebrate 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 Money Smart Kid contests. Committees from each regional team coordinate the planning and promotion of the events which usually feature Federal Reserve Bank of Chicago 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 many different locations. Money Smart partners continued to expand their subject offerings and reach new audiences in 2011. Nearly 500 events and activities were offered and the number of attendees and participants outside metro Chicago exceeded 9,000. Some highlights:

- The Children's Discovery Museum in Bloomington/Normal hosted 288 kids for the 'Ye Old \$\$\$ Fair' featuring Ben Franklin and a variety of games and activities.
- The 'I Save' Money Smart Week Conference at the University of Illinois at Urbana-Champaign involved more than 65 students. The conference was one of eleven events held on campus.
- Illinois National Bank in Springfield reached nearly 250 kids at several area schools with their 'Bank on Your Future. Be a Smart Saver' program.
- Taylorville held their first ever Money Smart Week in 2011. Their feature event was titled "Alice Wood Presents Wealth Watchers: A Simple Guide To Help You Spend Less and Save More". They also participated in Money Smart Kids Read at the Taylorville Public Library where Illinois State Senator Sam McCann read Berenstain Bears.
- This year, Vermilion County tripled the number of events held and doubled the number of partners participating and holding classes. A featured event was the Fast Cash Money Management Event. Vermilion also added new sponsors for the essay contest prizes, secured various radio spots and a Channel 15 spotlight.



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■ Rockford partners presented 'Money Management ABC's' to 350 kids at five different elementary schools. Community Shred Days were also popular, with nearly 400 residents taking advantage of the free document destruction service.

■ Peoria took a unique approach in 2011, choosing six main venues to group programming. Similar programs were offered at a single location on each day so attendees could participate in more than one session of interest. This year Peoria had more than 90 events and reached 1,100 consumers.

■ Money Smart Kids Read, a simultaneous reading of Berenstain Bears' "Dollars and Sense" story, took place April 2nd at 10 a.m. throughout Illinois. More than 600 children at 25 events in 10 communities participated as a special guest read "Dollars and Sense." Many locations also provided a "fun with money" activity. Free copies of the book were provided to children, as well as a goody bag with fun, educational items. Money Smart Kids Read was presented by COUNTRY Financial with support from PNC Bank and the Office of Illinois State Treasurer Dan Rutherford.

1- Money Smart Kids Read in Champaign. 2- "Senior Smarts & Security," by Deputy Rick Barnes. 3- Magi Henderson, Glen Carbon Centennial Library. 4- Peoria Community Shred Day. 5- Taylorville event with Alice Wood of Wealth Watchers. 6- "Draw Your Retirement Map," by Dan Duitsman. 7- Ben Franklin at Champaign's Kickoff. 8- Students at UIUC fill out material for a chance to win a prize as part of a MSW sponsored event in Champaign. 9- Vermilion County Money Smart Budgeting event.



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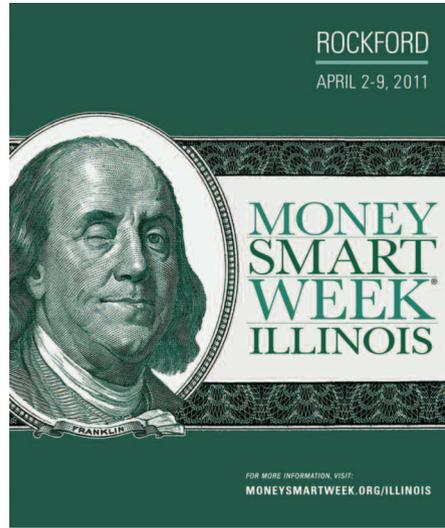


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1- Calendar of Events supplement in the *Rockford Star*. 2- Billboards promoting Money Smart Week sponsored by the City of Peoria. 3- Ben Franklin hands out Money Smart Week materials at the University of Illinois at Urbana-Champaign.



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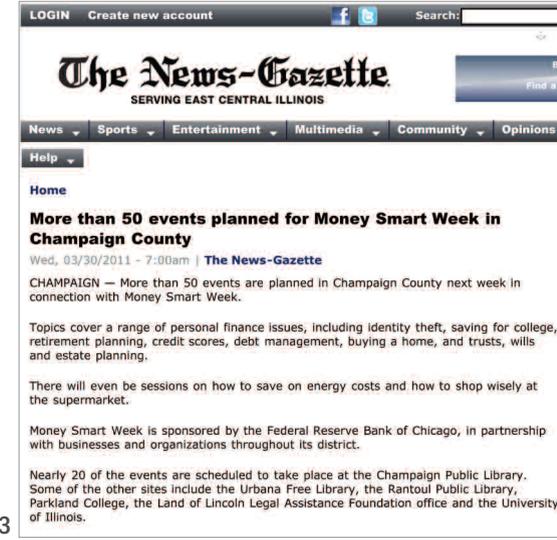


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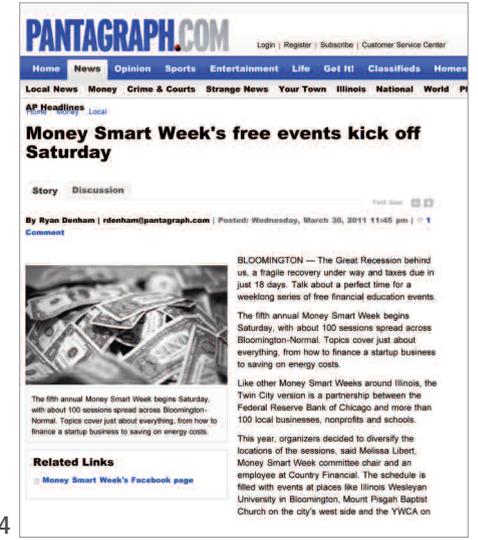


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1- Article discussing "Keeping Small Business Strong," a MSW workshop. 2- Article in Macaroni Kid Bloomington-Normal promoting MSW. 3- News-Gazette article promoting MSW in Champaign County. 4- Pantagraph article promoting free MSW classes in Bloomington.



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Promotion

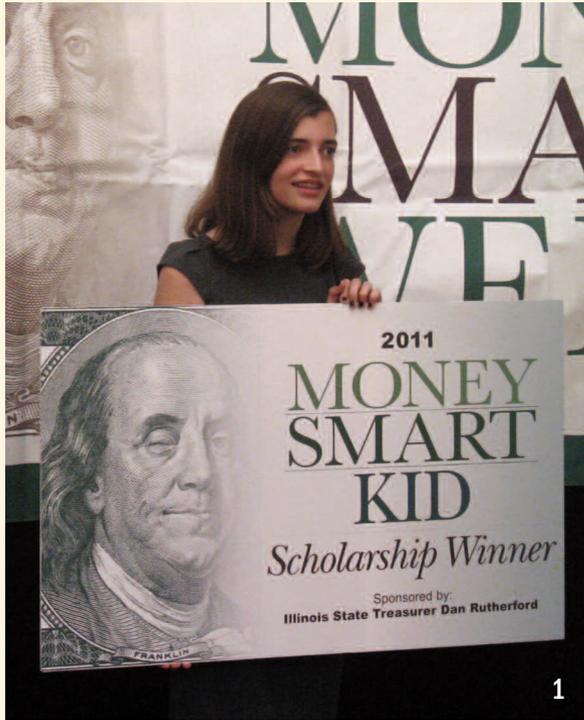
The marketing and promotional effort for Money Smart Week relies on extraordinary donations of time and energy by partners, in addition to the Chicago Fed's work. Marketing efforts ranged from the distribution of printed calendars with class information to the placement of Money Smart Week "inserts"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



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.



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1- Bloomington-Normal Money Smart Kid Amanda Breeden. 2- Champaign County Money Smart Kid Essay runner-up Emma Breen with essay sponsor Dave Henry from PNC Bank. 3- Peoria Money Smart Kid Alyssa Roll presented with a \$2,000 scholarship from CEFCU.



2

Money Smart Kids

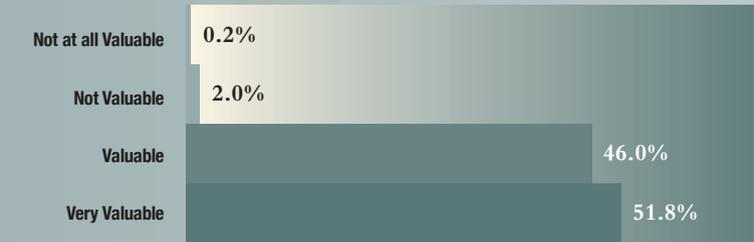
The Money Smart Kid contests test the financial knowledge of middle schoolers. Each campaign featured a highly skilled Money Smart Kid Committee that was responsible for crafting the application and judging process for its local competition. The results speak for themselves.

In addition to local community-based sponsors, the Office of Illinois State Treasurer Dan Rutherford generously offered a total of \$14,000 in Bright Start Scholarships to Money Smart Week communities around the state.

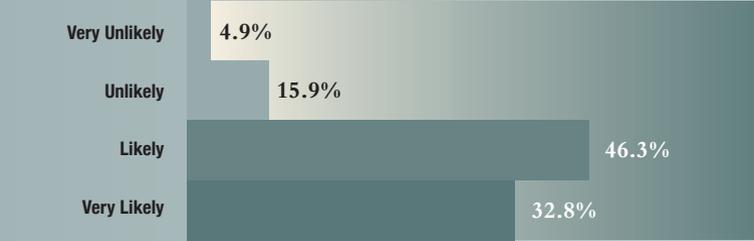
Our Success

Nearly 1,500 adults attending Money Smart Week events filled out surveys. Here's what they had to say:

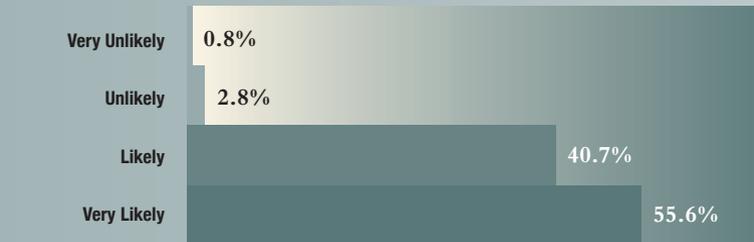
1. How valuable did you find the Money Smart session you just attended?



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 are not scientific. They are conducted by the Federal Reserve Bank of Chicago for measurement purposes only.

2011 ILLINOIS PARTNERS

- 21st Century Community Learning Center
- 324 Illini Union
- AAA-Chicago Motor Club
- AARP Illinois
- ACME Solutions
- Adams Outdoor Advertising Inc.
- Advocates for Access
- Afni, Inc.
- Alpha Kappa Psi Professional Business Fraternity
- Alpha Park Public Library
- Alpine Bank
- Altrusa International Inc. of Danville IL
- Ameren Illinois Utilities
- American Concierge Magazine
- American Foreclosure and Mortgage Relief Foundation Inc.
- America Saves
- American Red Cross
- Associated Bank
- Attorney Louis C. Bowman
- Bank Champaign N.A.
- Bank of Illinois
- Bank of Springfield
- Barnes & Noble
- Barrack's Hospitality Group
- Bartonville Police Department
- Benefit Planning Consultants
- Better Banks
- Better Business Bureau – Rockford Regional Office
- Big Brothers Big Sisters
- Black Men Organization
- Bloomington Housing Authority
- Bloomington Normal Association of Realtors
- Bloomington Police Department
- Bloomington Public Library
- Blue Cross Blue Shield of Illinois
- Blueskies Wealth Management Group
- Borders Books
- Boys and Girls Club of Peoria
- Breeze Courier
- Busey Bank
- Busey Wealth Management
- Business Council
- Calvary United Methodist Church
- Calvert & Metzler Memorial Home
- Capitol Area Association of Realtors
- Careers, Etc.
- Carrollton Bank
- Catholic Charities of the Diocese of Peoria

- Catlin Public Library
- CEFCU
- Center for Economic Progress
- Center for Hope Ministries
- Center for Prevention of Abuse
- Central Illinois Debt Management & Credit Education, Inc.
- Central Pointe Church of Christ
- Champaign Central High School
- Champaign County Saves
- Champaign Public Library
- Champaign Rotary Club
- Chase Bank
- Chesser Financial Group
- Chestnut Credit Counseling Services
- Children's Discovery Museum
- City of Bloomington
- City of Bloomington Police Department
- City of Champaign
- City of Danville Mass Transit
- City of Peoria
- City of Rockford Community & Economic Development
- City of Springfield
- City of Taylorville Office of the City Treasurer
- City of Urbana
- ClearPoint Credit Counseling
- Clifton Gunderson Wealth Management
- Cline Financial Concepts, LLC
- Comcast
- Commerce Bank
- Common Place Family Learning Center
- Community Plus Federal Credit Union
- Community Service Center
- Connoisseur Media
- C.O.P.S.
- Corn Belt Energy Corp.
- Counseling & Family Service
- Counselors to America's Small Businesses
- COUNTRY Financial
- County Market
- County Market on Veterans
- Country Side Veterinary Service
- Courtyard by Marriott
- C.R.I.S. Senior Services
- Crittendon Centers
- CUNA Mutual Group
- CWLP Energy Services Office
- Danville Area Chapter of Credit Unions
- Danville Area Community College
- Danville Consolidated Credit Union
- Danville Public Library

Decatur Public Library	Goodwill Industries of Central Illinois	Illinois State University Department of Family and Consumer Sciences	Mid Central Community Action, Inc.	Parkland College	Rockford Public Library	The Workforce Connection	US Bank, N.A.
Dennis Kagel Financial Services	Goodwill Industries of Northern Illinois and the Wisconsin Stateline Area	Illinois State University Foundation	Mid-Ilini Credit Union	Partnership for Homeownership	Rockford Register Star	YMCA	US Bank Home Mortgage
Discovery Center Museum	Gordon Pontiac – GMC Trucks Inc.	Illinois State University Katie School of Insurance	Midwest America Federal Credit Union	Party Creations	Rockford Social Security Administration	Toluca Community Bank	USFSC – Student Money Management Center (SMMC)
Don Moyer Boys and Girls Club	Grace Funeral & Cremation Services	Illinois Student Assistance Commission (ISAC)	Minier Police Department	Peace Meals	Rockton Township Office	Towanda District Library	US Securities and Exchange Commission
DoubleTree Hotel	Great Plains Media	Illinois Wesleyan University	Minorities in Agriculture Natural Resources & Related Sciences	Pekin Police Department	RSM McGladrey	Tower of Refuge	Vance Township Library
Dunlap High School	Greater Peoria YMCA	Insurance Services of Central Illinois	Minority Leadership Group	Pekin Public Library	Salt & Light	Town & Country Bank	Vermilion County Public Libraries
East Bluff Neighborhood Housing Services	Greater Springfield Chamber of Commerce	Internal Revenue Service	Moms Association at the University of Illinois at Urbana-Champaign	Peoples Bank & Trust Company	Sangamon County Farm Bureau	Town of Normal	Vermilion VITA Coalition
Eckburg & Bates	Greater Taylorville Camber of Commerce	Iron Mountain Document Shredding	Morton Community Bank, A Division of	Peoria Area Association of Realtors (PAAR)	Savant Capital Management Inc.	Townsquare Media	Village of Rantoul
Econ Illinois (Illinois Council on Economic Education)	Gregory Elementary School	James Anderson Attorney at Law	– Bartonville Community Bank	Peoria Chamber of Commerce	SBA	Trader's Realty Group	Washington District Library
Economic Awareness Council	Guilford High School	Jiffy Johnson Budgeting Instructor	– Elmwood Community Bank	Peoria Chiefs	Schnucks Supermarket	Tri-County Urban League	Waterstone Mortgage Corporation
Economic Development Council for Central Illinois	H&R Block	JMP Radio Group	– Eureka Community Bank	Peoria County Family Community Resource Center	SCORE – Peoria Chapter 90	Trinity Lutheran School	Wayman AME Church
Economic Development Council of the Bloomington-Normal Area	Habitat for Humanity	John P. Cadel Foundation	– Farmington Community Bank	Peoria Friendship House	Security Bank	TSP-HOPE Inc.	Wealth Watchers Intl.
Education Personnel FCU	Harlem High School	Junior Achievement	– Fondulac Banking Center	Peoria Housing Authority	Senior Services of Illinois	U of I Activities and Recreation Center	Wells Fargo Home Mortgage
Edward Jones Investments	Harris Bank	Katie's Cup	– Lacon Community Bank	Peoria Journal Star	Sidell District Library	United Way of Central IL	West Middle School PTO
EIGERlab	Heart of Illinois United Way	Kavanagh, Scully, Sudow, White & Frederick PC.	– Manito Community Bank	Peoria Next Innovation Center	Sikich Financial	United Way of Champaign County	West Side Christian Church
Elwood Township Carnegie Library	Heartland Bank & Trust Company	KCB Information Services	– Minier Community Bank	Peoria Public Library	Small Business Development Center	United Way of Danville Area Inc.	West Side Task Force Housing Committee
Energistics Solutions	Heartland Community College	Keller Williams Real Estate	– Minok Community Bank	Phil Chiles – The Real Estate Group	Smith Barney	United Way of McLean County	Westminster Village
Executive Plaza Banquet Center	Heartland Credit Union	Klaas Financial Asset Advisors LLC	– Pekin Community Bank	PNC Bank	Social Security Administration – Rockford Office	Unity Community Center	Westville Public Library District
F&M Bank	Hears at Home	Kroger Supermarkets	– Peoria Community Bank	PNC Bank Champaign County Latino Partnership	Somercor 504, Inc.	University of Illinois Master Gardeners in McLean County	WCBU Radio
Faith in Action	Herget National Bank	Laketown AAA Auto Repair	– Princeville Community Bank	PNC Mortgage a Division of PNC Bank NA	Soy Capital Bank & Trust Company	University of Illinois at Urbana-Champaign	Web Tech Services Inc.
Family Credit Management	Heritage Bank of Central Illinois	Land of Lincoln Legal Aid Foundation	– Roanoke-Benson Community Bank	PNC Wealth Management	Speedie Realty	– Campus Recreation	WEEK TV – Channel 25
Farm Bureau	Hickory Point Bank & Trust	Landmark Credit Union	– Spring Bay Community Bank	Prairie State Bank	Springfield Financial Institutions CRA Council	– Center for Economic Education	WGLT
Federal Benefit Consultants of Rockford	Holy Trinity Church	Lariat Steakhouse	– Toluca Community Bank	Precious Jewels	Springfield Public School District 186	– College of Education	WHUI TV – Channel 19
Federal Deposit Insurance Corporation	Hoopeston Public Library District	LaSalle Street Consulting Group of Raymond James	– Washburn Community Bank	Preston-Hanley Funeral Home & Crematory	Springfield Urban League	– Department of Agricultural and Consumer Economics	Whitehead Elementary School
Federal Reserve Bank of Chicago	Housing Counseling Resource Center	Lathrop Elementary School	– Washington Community Bank	Princeville State Bank	State Farm Bank	– Department of Finance	WICD Channel 15
Fifth Third Bank	Hy-Vee, Inc.	La Voz Latina	Mt. Pisgah Baptist Church	Project Success of Vermilion County Inc.	State Farm Insurance	– Division of Intercollegiate Athletics	WILL Radio
Financial Management Association ISU Chapter	IBFS	Legacy Financial Advisers, LLC	Mutual of Omaha Insurance Company	Prudential Snyder Real Estate	State Farm Insurance, Eric Kahle, Agent	– Housing	Willenbrock Financial Planning
First Allied Securities Inc.	Illini Bank	Liberty Baptist Church	Nashold Elementary School	PUSMC Foundation – Faith in Action South	State Journal Register	– Office of Student Financial Aid	Williams & McCarthy
First Bank	Illini Union Bookstore Building	Lifescape Community Services	National Association of Black Accountants (NABA)	Radio Bloomington	State of Illinois Straton Building	– Offices of the Vice Chancellor for Public Engagement	Williams Manny Horizon Group
First Illinois Credit Union	Illinois Assistive Technology Program	Lincoln Land Community College	National Bank	Radio Peoria	State Street Mortgage	– Bruce Nesbitt African American Cultural Center	WIN-CART
First Mid-Illinois Bank & Trust	Illinois Association of Realtors	Little Flower School	National Black MBA Association	Ramsay & Associates	Stillman Bank	– Student Financial Services & Cashier Operations	Winnebago County Board Office
First Midwest Bank	Illinois Bankers Association	Little Jewels Learning Center	Neighborhood House	Rantoul IGA	Summerdale Elementary School	– Wellness Center	Wittenburg Lutheran Center
First Presbyterian Church	Illinois Central College	Long-Term Care Resources, LLC	Neuhoff Radio	Rantoul Public Library	Super Shredders – Barbara Olson School of Hope	– Student Legal Services	Woodforest National Bank
First State Bank of Bloomington	Illinois Department of Employment Security Training Center	Lowery Asset Consulting – Chicago	New Horizon Credit Union	Rantoul Recreation Department	Supreme Clean Carpet & Tile Cleaners	– Tenant Union	WMBD Radio 1470
Five Points Washington	Illinois Department of Insurance	Mary Byers, Inc.	New York Life	Rasmussen College	T.A.L.K., Inc.	– The Career Center	WMBD TV – Channel 31
FNB of Pana	Illinois Institute for Addiction Recovery	MassMutual Financial Group	News & Views For the Young at Heart	Raymond James & Associates, Inc.	Taylorville Memorial Hospital	– University Housing	WNIU/WNIJ
Folk Financial Planning	Illinois Farm Bureau	Master Gardeners of McLean County	Normal Public Library	Raymond James Financial Services	Taylorville Public Library	– Employees Credit Union	WPGU-FM Illini Media
Food for Thought	Illinois Minorities in Government	Maverick Media	Northern Illinois University – Rockford	Remax Professionals	Taylorville Public School District – District Office	– Financial Wellness Program	WTIM/WTAX/WMKR
Food Stuff Inc.	Illinois National Bank	McDonalds (Witzel Inc)	Northwestern Illinois Area Agency on Aging	Retire With Coupons, Inc.	Tazwell County Sherriff's Office	– Zion Development	WXRJ
Forman Center	Illinois Prairie Community Foundation	McDonald's of Taylorville and Pana	Oakwood Public Library District	Retirement Planners	Tazwell County State's Attorney's Office	YWCA	YWCA Peoria
Forward Financial Planning, LLC	Illinois SBDC at Bradley University	McLean Co Farm Bureau (U of I Extension)	Office of Illinois Attorney General Lisa Madigan	RFC	The Capital Area Association of REALTORS®	YWCA McLean County	YWCA McLean County Senior Health Insurance Program (SHIP)
Frank Campbell River West Community Center	Illinois Secretary of State Securities Department	McLean County Association for Home and Community Education	Office of Illinois State Senator Sam McCann	Riverside Community Bank	The Center for Emerging Entrepreneurs	YWCA Peoria	Zeta Phi Sorority Inc.
Franklin Financial Planning	Illinois State Annuitants Association	McLean County Chamber of Commerce	Office of Secretary of State Jesse White	Robert Morris University	The Char Huff Realty Team	YWCA Peoria	Zion Development
Friendship House	Illinois State Credit Union	Meijer	Office of State Treasurer Dan Rutherford	Rock River Hyundai	The Downey Group	YWCA Peoria	
FSB Insurance & Investment Services	Illinois State University	METEC Housing Counseling Resource Center	Office of Tazewell States Attorney Herget	Rock River Training Corporation	The Heartland Partnership	YWCA Peoria	
Garden Hills Elementary School	Illinois State University Agriculture Department	Methodist Medical Center	OSF Saint Joseph Medical Center – Center for Healthy Lifestyles	Rock Valley College	The L.I.Z. Club	YWCA Peoria	
Gary McNeely KMRM Insurance		Metamora High School	Palmer Bank	Rock Valley Credit Union	The PAID Program	YWCA Peoria	
George Washington Carver Center		METEC Housing Counseling Resource Center	Paper Recovery Shredding Service Corp. of Loves Park	Rockford Area Affordable Housing Coalition	The Pantagraph	YWCA Peoria	
Georgetown Public Library		Methodist Medical Center	Parent Wonders	Rockford Area Habitat for Humanity	The State Journal-Register	YWCA Peoria	
Girl Scout Troop #2200		Metropolitan Title Agency		Rockford Chamber of Commerce	The United Way of Champaign County	YWCA Peoria	
				Rockford College		YWCA Peoria	
				Rockford Icehogs		YWCA Peoria	

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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Senior Outreach Program Manager
312 .322 .2287
Alejo.Torres@chi.frb.org

**MONEY
SMART
WEEK[®]
ILLINOIS**

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

**FEDERAL RESERVE BANK
OF CHICAGO**