



## Take Time to Get Involved with Florida Saves Week!



**america  
saves  
week**

The Florida Jump\$tart Coalition is a supporter of **Florida Saves Week – February 22-March 1, 2009**. We encourage all Partners to be involved in 2009 – even if only at a minimal level. Participation with the Florida Saves campaign is one of the Coalition’s 2009 strategic goals. The Florida Saves

campaign, part of the America Saves initiative, is coordinated by UF/IFAS Extension and the Florida Department of Financial Services.

This successful campaign reaches consumers throughout Florida. Through the 10 Florida counties that reported their activities and events for 2008:

- 25,022 people were reached through direct outreach which included classes, emails, handouts, newsletters, etc.
- 1,922,956 citizens were reached through media outreach which included newspaper articles, fliers and brochures, internet advertising, exhibits and billboards
- 875 savings accounts opened
- 88 partner organizations
- \$13,942.48 was contributed to these efforts
- Numerous proclamations from Boards of County Commissioners, City Councils and other groups

**Start planning now for 2009!** What can you do now? Explore more at <http://americasavesweek.org>. (Be sure to sign up for monthly wealth messages.) Check out the list of customizable ideas for participating which include something for everyone – employers, financial institutions, non profit organizations, religious institutions, political leaders, educational institutions, and libraries. Talk with others who conducted activities and get ideas. Also enroll as a Saver and make a personal commitment to save money and/or reduce debt in 2009.

Check out the valuable information and resources on the 2009 America Saves site [http://www.csrees.usda.gov/nea/economics/fsl/edu\\_saves.html](http://www.csrees.usda.gov/nea/economics/fsl/edu_saves.html).

- Extension Educators' Fact Sheet ([PDF](#))
- Part 2: [America Saves Week webinar October 29, 2008](#) (59:46)
- Part 3: [America Saves Week Planning Tool](#) ([PDF](#))
- Part 4: [America Saves Week Materials and Survey for Organizations joining ASW](#) Part 4 offers more materials for organizations that want to take part in America Saves Week 2009 including a survey that will add your organization to the list of groups participating in America Saves Week.
- Part 5: [Information for Customizing \(Co-branding\)](#)

## Florida Coalition News

### Grant Money Available from the Florida Jump\$tart Coalition®



The Florida Jump\$tart Coalition® has grant money available to its Partners for the purpose of conducting financial literacy training. Through the efforts of Honorary Chair Rosanna Jacobsen, the Coalition received the grant from the United Parcel Service to increase financial literacy in Florida through outreach efforts to students and educators.

To apply, please see [Grant Application-Online](#) or [Grant Application-Printable](#) and [Grant Instructions and Criteria](#) or contact [FLJumpstart@ficpa.org](mailto:FLJumpstart@ficpa.org) for a copy of the forms.

Grants are awarded up to \$500. An organization (Partner) may receive up to two grants per calendar year. Florida Jump\$tart will award up to \$10,000 per calendar year total in grant monies.

The grant criteria are:

1. Must be a partner with the Florida Jump\$tart.
2. The primary and/or alternate person listed with Florida Jump\$tart must be the point of contact for the grant application.
3. The personal finance event must be aimed at teachers and/or students (K-young adults).
4. Event must have a minimum of 20 students or 20 trainers of students.
5. The event materials must display the logo and/or name and Web site of Florida Jump\$tart.
6. Florida Jump\$tart reserves the right to send a board member to attend the event at no charge.
7. Provide supporting information and documents relative to credentials such as Web site address, tax status and/or IRS letter of tax exemption, and corporate materials distributed at the event.
8. Provide a copy of agenda and any marketing materials for the event.
9. Provide a post-event evaluation summary.
10. Application must be submitted and received at least 30 calendar days before the event.
11. Funding can be used for instructional materials, facility costs, instructor travel, and other expenses necessary to conduct the event. Funding cannot be used for food and beverage.
12. Allow Florida Jump\$tart to list the event in the Upcoming Events section on the Web site and newsletter.

## Upcoming Events

**Tuesday, January 6, 2 p.m.**

**Open Meeting of the President's Advisory Council on Financial Literacy,**  
Department of the Treasury, Office of Financial Education, Washington, DC,  
information at <http://edocket.access.gpo.gov/2008/pdf/E8-30282.pdf>

### Friday, January 23, 8 a.m. - 3 p.m.

**Insight from the Federal Reserve**, workshop for teachers sponsored by the Federal Reserve Bank Jacksonville Branch, 800 Water St., Jacksonville, FL 32204. There is no cost for the event, but all attendees must pre-register. Attendees will receive free breakfast, lunch, and classroom resources. Topics include: history of the Federal Reserve; structure and functions; economic Indicators; and monetary policy.

For more information and to register:

[http://www.frbatlanta.org/atlantafed/econ\\_ed/register\\_090123\\_jck.cfm](http://www.frbatlanta.org/atlantafed/econ_ed/register_090123_jck.cfm)

### Friday, January 30, 10 a.m.

**Florida Jump\$tart Coalition Board Meeting** by conference call

### February TBD

**Florida Jump\$tart Coalition Open Partner Meeting**, date and location TBD

### February 22 - March 1, 2009

**Florida Saves Week**. The Florida Saves campaign, part of the America Saves initiative, is coordinated by the Florida Department of Financial Services and UF/IFAS Extension. See the 2009 America Saves site for information

[http://www.csrees.usda.gov/nea/economics/fsll/edu\\_saves.html](http://www.csrees.usda.gov/nea/economics/fsll/edu_saves.html)

## News Briefs

### CFO Sink Offers Money-Saving New Year's Resolutions for Florida Families

CFO Sink has 10 financial resolutions to help you start the New Year right. A full copy of her article with detailed tips (excellent for sharing) is available at the Web site.

1. Keep track of your expenses
2. Make a plan
3. Save money – pay yourself first
4. Reduce debt, especially credit card debt
5. Making your mortgage work for you
6. Review your insurance needs annually
7. Manage your taxes
8. Prevent identity theft
9. Plan for retirement
10. Protect your credit score

### NFCC Launches 2009 Be Money Wi\$e Financial Literacy Poster Contest

The theme of the NFCC's 2009 Be Money Wise Poster Contest is "I'm going to be a millionaire because I..." Children in grades 3 through 12 are eligible to enter with local and national winners to be chosen from each of three grade categories. Entries will be judged on expression of the theme, artistic style, and creativity, and must be submitted to an NFCC Member Agency for judging. The submission deadline for poster entries is in **February 2009**, with specific deadlines varying by NFCC Member Agency.

The contest is designed to get young students thinking about how to manage money effectively and offers them a creative outlet to demonstrate their knowledge. It also offers the opportunity for local and national recognition for student artwork and rewards winners with U.S. savings bonds and other prizes. Teachers have found this to be a creative way to introduce their students to the concept of financial literacy, and often

incorporate it into their lesson plans. The idea has been widely embraced, with thousands of posters submitted over the past few years.

To become involved, teachers, parents, and/or students are encouraged to visit the Web site created specifically for this contest, where they can find more detailed information, including contest rules, entry forms, and where to submit poster entries, [www.MoneyWisePosterContest.org](http://www.MoneyWisePosterContest.org).

### **New Credit Card Rules Focus on Consumer Protection**

(December 18, 2008) – The Federal Reserve, the Office of Thrift Supervision and the National Credit Union Administration have approved rules that would limit certain practices by credit card issuers. Under the rules, banks, credit unions and savings associations are banned from raising interest rates on existing balances and charging late fees if the borrower was given less than 21 days to pay. The rules are considered one of the biggest overhauls for the industry in decades. Complete story at [The Washington Post](#).

### **NFCC Receives Top Housing Grant to Support Foreclosure Prevention Counseling Efforts: Funding Used to Expand Support to Homeowners in Danger of Foreclosure**

Silver Spring, MD (December 5, 2008) – The National Foundation for Credit Counseling (NFCC) has received a grant award totaling \$16 million from NeighborWorks® America to support foreclosure prevention counseling efforts through its Member Agencies. The much-needed boost will enable NFCC Member Agencies to provide more foreclosure counseling than ever before to homeowners in all 50 states in danger of foreclosure.

The grant to support the NFCC's foreclosure intervention efforts was provided by funds from the National Foreclosure Mitigation Counseling Program. NeighborWorks America is an independent, Congressionally-chartered nonprofit organization based in Washington, DC, with a mission to provide access to sustainable homeownership and safe, affordable rental housing.

“With the largest number of certified housing counselors in the nation, the NFCC is well-positioned to help homeowners struggling to save their homes. Consumers reaching out to an NFCC Member Agency for foreclosure-prevention counseling can expect an in-depth analysis of their situation with a certified housing counselor who is willing to take the time to find the resolution option best suited to the individual's specific needs. The counselor is trained and experienced, able to advocate on behalf of the consumer with the lender. To reach a certified housing counselor today, consumers can call (866) 687-6322.

### **McDonald's® USA and VISA Inc. Launch America's Largest Employer-Based Financial Literacy Initiative: Money Management Tools Made Available to More than Half a Million McDonald's Employees**

OAK BROOK, Ill. (December 2, 2008) – In an effort to empower employees with free, comprehensive money management tools, McDonald's and Visa Inc. have launched the country's largest employer based financial literacy program. The "McDonald's Practical Money Skills" program is being made available to more than 500,000 restaurant-level employees throughout the majority of McDonald's 14,000 U.S. restaurants.

As part of this program, employees will receive a printed Wealth Watchers™ budgeting guide to track expenses and access to an instructional video and web resource center at [www.practicalmoneyskills.com/mcdonalds](http://www.practicalmoneyskills.com/mcdonalds) with additional tools and

information. The materials, which are based on Visa's popular Practical Money Skills for Life financial education program, are being made available in both English and Spanish.

"Empowering Americans with the knowledge they need to make informed financial decisions is crucial," said Joseph W. Saunders, Chairman and CEO, Visa Inc. "A challenge of this size requires an equally large response, which is why we are proud to be working with McDonald's on this innovative financial literacy program for their employees."

"The McDonald's Practical Money Skills program is part of our ongoing commitment to provide a wide range of benefits to our employees," said Steve Russell, Chief People Officer, McDonald's USA. "Providing information and educating our employees about the importance of financial responsibility has become increasingly important - now more than ever."

## Financial Fridays

### December 5

The **FINRA Investor Education Foundation**

([www.finrafoundation.org](http://www.finrafoundation.org)) helps Americans invest carefully, avoid fraud and achieve their financial goals throughout life. FINRA, the Financial Industry Regulatory Authority, the Foundation's parent organization, is the world's largest non-governmental securities regulator. The Foundation, established in 2003, supports innovative research and educational projects aimed at segments of the investing public that could benefit from additional resources. Our goal is to reach more and more investors each year, educate them on their own terms and in the most effective ways, and protect them in a world that is complex and dynamic.



Our grants allow researchers to explore investor behavior and develop practical ways to help Americans make good financial decisions. Grant funding also helps not-for-profit organizations ensure that reliable financial and investor education is available to all who need it, when they need it—at the workplace, online 24/7, or wherever it works best.

## News and Recent Events From Our Partners

### CFO Sink Promotes Money Smart Financial Literacy Training

Florida Chief Financial Officer Alex Sink, in partnership with the Federal Deposit Insurance Corporation (FDIC), the Federal Reserve Bank of Atlanta – Jacksonville Branch and Regions Bank, promoted the importance of increasing financial literacy at instructor training sessions in Orlando.

CFO Sink delivered opening remarks to participants in the FDIC's Money Smart Train the Trainer program, which helps adults with little or no banking experience to enhance money skills, build financial knowledge, develop financial confidence and use banking services effectively.

"Clearly, education is the key to any effort to improve financial literacy and that's why programs like Money Smart are so important for our citizens," CFO Sink said. "That's why volunteers like each of you, and the organizations you represent, are so essential to delivering this important training and community support."

The CFO challenged the attendees to provide the training to at least 10 other participants after their coursework was complete. Volunteers from various non-profit and



community organizations who completed the training were certified to give one-hour financial literacy courses using the FDIC's Money Smart Curriculum.



Federal Reserve Bank of Atlanta staff and Florida Jumpstart Coalition Board Member, Janet Hamer (center left) with Alex Sink (center right) at the Money Smart training session.

## Welcome New Partners

### AccuBANKER

Miami

*Carlos-Andres Gonzalez, COO*  
(305) 803-9580  
cgonzalez@accubanker.com  
*Jennifer Silva, Executive Assistant*  
(305) 594-0950 \*229  
jsilva@accubanker.com

### Rashid Brittain

Tallahassee

(850) 445-8456  
r\_brittain6@hotmail.com

### Cave Solutions

Coral Gables

(954) 599-1330  
*Cristina Sesler, Founder*  
cavesolutions@gmail.com

### Kash Kids

Jacksonville

*Twyla Prindle, President, CEO*  
866-877-4635  
Twyla@KashKids.com  
*Marceline Laws, Project Manager*  
866-443-6220  
Marceline@KashKids.com

### Prime Meridian Bank

Tallahassee

(850) 907.2300  
*Candice Hopkins, Asst. Vice President, Bank Administration*  
chopkins@primemeridianbank.com

### State Farm

Winter Haven

*Chris Cummins, Zone Manager for Financial Services*  
(863) 605-0597  
chris.cummins.nb5r@statefarm.com  
*Daphne Garrison, Leadership Development Associate*  
(863) 318-3166  
daphne.garrison.lnbj@statefarm.com

### University of Florida Alliance

Gainesville

(352) 292-0728  
*Bernard Oliver, Director/Professor*  
beoliver@coe.ufl.edu  
*Vickie Vallance, Office Manager*  
vvallance@coe.ufl.edu

## Financial Literacy Research

### Oweesta Report Documents Financial Literacy Levels of Native Youth and Reveals Strategies for Change

RAPID CITY, SD (December 1, 2008) – First Nations Oweesta Corporation (Oweesta) and its partners – the Jump\$tart Coalition for Personal Financial Literacy, the University of SD Government Research Bureau and the Harvard Project on American Indian Economic Development – released a report that examined the financial skills of

Native youth at high schools with large Native populations in New Mexico, South Dakota and Montana.

In collaboration with state Jump\$tart Coalition partners, including Junior Achievement of New Mexico, the Federal Reserve Bank of Minneapolis-Helena Branch and the Hutchinson County Extension Service of SD, and supported by a grant from the National Council on Economic Education, the team took an in-depth look at the financial education of Native youth by examining the largest sample of Native high school students ever surveyed regarding financial skills. The research was based on the biennial survey conducted by Jump\$tart.

The 2008 report found that 93 percent of Native students received a failing score on the questions asked in the survey (compared to 78 percent of non-Native students) and they scored lower in all five financial literacy categories including income, money management, spending, savings and credit. However, the report suggests ways to move beyond concern about the gaps in Native youth financial education toward concrete action. Promising efforts include placing culturally competent curricula in Native-serving schools, educating parents and school officials about the value of financial education, making strong links between financial education and Native students' hopes and dreams, and increasing opportunities for Native youth to manage money and take responsibility for financial decisions. For more information or to download a copy of the report, please visit [www.oweesta.org/youthreport2008](http://www.oweesta.org/youthreport2008).

## Volunteer Opportunities

*Do you have any upcoming events or outreach activities where you need help from local Florida Jump\$tart Partner(s)? Please send us your "help wanted" ads for the newsletter and posting on the website!*

## Florida Jump\$tart Coalition® for Personal Financial Literacy, Inc.



Inquiries or articles may be sent to:

Florida Institute of Certified Public Accountants  
325 West College Avenue  
Tallahassee, FL 32301  
850-224-2727, Ext. 419  
[FLJumpstart@ficpa.org](mailto:FLJumpstart@ficpa.org)

*This newsletter is published monthly by the Florida Jump\$tart Coalition® for Personal Financial Literacy, Inc. and is sent to active partners. Previous issues of the newsletter can be found on the Web site.*

*Please contact us if you believe you are receiving this newsletter by mistake, are a current Partner who has not been receiving the newsletter, or wish to update your contact information. Any additional concerns or questions should be directed to [FLJumpstart@ficpa.org](mailto:FLJumpstart@ficpa.org).*

*This newsletter is one of our primary communication tools. We invite Partners to submit articles, photos, or news briefs about their innovative ideas, research, activities and events. Financial education is rapidly growing in Florida. We need your help to stay on top of trends and information. Please submit your information to [FLJumpstart@ficpa.org](mailto:FLJumpstart@ficpa.org).*

*All articles are subject to editing. Statements of fact and opinion are the responsibility of the author(s) and do not imply an opinion on the part of the Board or Partners of the Florida Jump\$tart Coalition®.*