



# MONEY SMART MONTH

KANSAS CITY • APRIL 2011

## 2011 Money Smart Month Sponsors

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### Money Smart Month Steering Committee

#### Partners:

- American Century Investments
- Apprisen Financial Advocates/Consumer Credit Counseling Service
- Catholic Charities of Kansas City-St Joseph, Inc.
- Central Bank of Kansas City
- Commerce Bank
- CommunityAmerica Credit Union
- Federal Deposit Insurance Corporation
- Federal Reserve Bank of Kansas City
- Financial Planning Association of Kansas City
- Local Initiatives Support Corporation
- MetLife
- Mexican Consulate
- Missouri Council on Economic Education
- UMB Bank

## 2011 Evaluation Report

Money Smart Month of Greater Kansas City is an annual collaborative initiative sponsored by several organizations in the metropolitan area that actively support financial education to various audiences. The goal of this initiative is to offer workshops, seminars, programs, and other resources in order to build consumer financial knowledge. Specifically, the objectives of Money Smart Month are to: (1) increase awareness of the financial education resources that are available in the Kansas City area; and (2) increase the number of Kansas City area residents that strive to increase their financial fluency.

In April, 2011, the Money Smart Month partner organizations combined resources to organize the 2011 annual campaign, which included more than **342 events** for a total of over **6,520 attendees**.

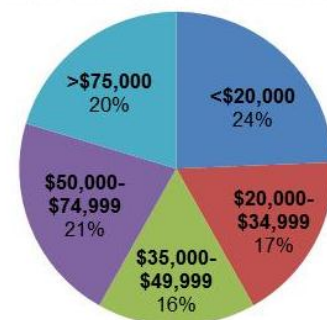
These participants represented the diverse education, professional, socioeconomic and geographic residents that live in the greater Kansas City area.

Gender participation was **69 percent female and 31 percent male**. Both the **mean and median age of attendees was 41**, but attendees included

individuals from six years old to

**86 years old. 73 percent of session attendees reported that they live in Missouri, while 27 percent reported that they live in Kansas.** During the month, 90 percent of all

Income Levels of Money Smart Month Participants



Money Smart Month Events took place in the state of Missouri, while 10 percent took place in Kansas.

This year's campaign featured more events for young people than ever before. Over 4,000 students from 300 schools participated in Money Smart Month Events. These student events included a Poster Contest sponsored by Commerce Bank, an essay contest sponsored by Community America Credit Union, a high school video contest sponsored by Central Bank, and Teach Children to Save Day, coordinated by the Federal Reserve Bank of Kansas City.

Money Smart Month also featured a Kansas City area Economics Teacher Conference, the "Money Smart Day," several presentations by "The Money Coach" Lynette Khalfani-Cox, and sessions such as:

- Budgeting: Life's Balancing Act;
- Banking Basics; and
- Where's the Money? Smart Budgeting in College

### **Money Smart Month Sessions Were a Huge Hit**

At each event, evaluations were collected in order to determine the effectiveness of each session. Participants were asked to rate each session on a scale of 1 to 5 on the following attributes, with 5 being the highest score.

- "This session was a good use of my time"  
Average Score: 4.6
- "This session made me more aware of Kansas City's financial education resources."  
Average Score: 4.1
- "The presenter/speaker was effective."  
Average Score: 4.6
- "The information presented was useful."  
Average Score: 4.7
- "The time and location of the session were convenient."  
Average Score 4.6
- "I plan to use the information I learned today."  
Average Score: 4.6



Many participants also provided written feedback on the sessions they attended:

*"This is an excellent tool. I'm 60 years old and this is the first time I've attended classes regarding my financial health."*

*"I enjoyed the set-up of the workshop. I thought it was very informative. It was a relaxed setting which made me comfortable."*

*“This was presented in an easy to understand, consumer friendly format with strategies that are realistic that I feel I could implement now.”*

*“I now feel very confident about getting help on how to plan and save money.”*

*“Excellent speaker! Very knowledgeable and kept your interest throughout.”*

*“This is a much needed topic--thank you for providing awareness on this topic that is so crucial, yet often not addressed directly.”*

Although most of the feedback was positive, there was also some very helpful constructive criticism. The top two suggestions for improvement were to schedule more time for each session and to do a better job of communicating the financial education resources that are available in Kansas City.

*“Schedule more time! The presenter was interesting and the presentation could have gone another 1/2 hour.”*

*“More time needed to get full information.”*

*“You should provide a list of resources that can help me in Kansas City.”*

*“I did not hear anything about financial education resources in Kansas City.”*

### **Money Smart Month Volunteers**

The Money Smart Month Initiative relies on hundreds of committed volunteers, many of whom present at sessions, organize workshops, and teach classes to children. This year 81 volunteers visited 200 classrooms in 69 schools throughout the metropolitan area, as a part of the “Teach Children to Save” program. Volunteers enjoyed their involvement and provided feedback that indicated that it was a rewarding experience.

*“This is a very rewarding and enjoyable opportunity!”*

*“I have always been impressed with this program and look forward to teaching banking concepts to students.”*

*“Awesome opportunity for all involved.”*

### **Summary**

Overall, the Money Smart Month Initiative met its objectives to increase Kansas City consumer financial fluency and to empower local residents to seek further financial

education by connecting them to area resources. The number of participants served grew by 50 percent from 2010 to 2011, while the number of events actually declined. This allowed the Money Smart Month partner organizations to focus on fewer, higher quality events, while the initiative's aggressive marketing efforts drew large numbers of attendees to these events.

**Want to get involved?** Planning for Money Smart Month 2012 is now in full swing. The steering committee is recruiting members to help reach more of the community who can benefit from the resources we all have to offer. If you are interested, e-mail Gigi Wolf at [gigi.wolf@kc.frb.org](mailto:gigi.wolf@kc.frb.org).