



MONEY SMART MONTH

APRIL IN KANSAS CITY

2014 Annual Report

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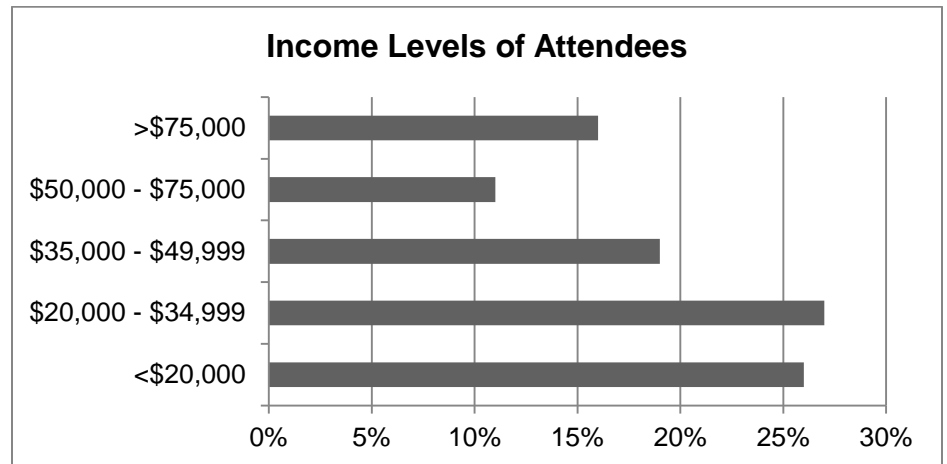
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Money Smart Month (MSM) of Greater Kansas City is an annual awareness initiative for all ages. It is aimed at building financial knowledge so consumers can manage their money more effectively and confidently through the delivery of workshops, seminars, programs and other resources.

In April 2014, 233 Money Smart Month partner organizations combined resources to organize the 2014 annual campaign, which included more than **631 events** for a total of over **16,928** attendees. The MSM campaign strives to provide financial education opportunities for individuals from all income levels representing diverse educational backgrounds, professions, socioeconomic status and geographic regions. The following chart indicates the income levels of this year's adult attendees.



Both the **mean and median age of attendees was 42**, but attendees included individuals from five to 99 years old.



Money Smart Month Sessions Were a Huge Hit

At each event, evaluations were collected in order to determine the effectiveness of each session. Some events included *Get Smart About Credit*, *Transform Your Financial Future* and *Taking the Mystery out of Retirement Planning*. Participants were asked to rate each session on a scale of 1 to 5 of the following attributes, with 5 being the highest score.

“This session was a good use of my time.”
Average Score: 4.7 (4.8 in 2013)

“I am likely to change my money behaviors as a result of this session.”
Average Score: 4.5 (4.5 in 2013)

“The presenter/speaker was effective.”
Average Score: 4.7 (4.8 in 2013)

“The information presented was useful.”
Average Score: 4.7 (4.8 in 2013)

“The time and location of the session were convenient.”
Average Score: 4.7 (4.6 in 2013)

“I plan to use the information I learned today.”
Average Score: 4.6 (4.8 in 2013)

Money Smart Day

The Federal Reserve Bank of Kansas City presented the sixth annual Money Smart Day on Saturday, April 19, 2014, held at the Kansas City Public Library in downtown Kansas City. This event provided residents with a central location to attend more than one dozen free sessions and programs for all ages, including one-on-one sessions with financial planners, credit report checks and educational activities for kids.

Money Smart Day was attended by approximately 200 participants representing the diverse residents that live in the greater Kansas City area.



Major Supporters of Money Smart Month KC





moneysmartKC.org

Besides the workshops and resource tables, adult attendees could go into the cash machine and have a chance to win additional prizes. In addition to the soccer clinic, youth could go to a variety of stations including crafts, face painting, and balloon creations.

We promoted the event on our website, through email marketing, printed postcards, social media and PR. A local television station and the Kansas City Star also promoted the event.

Event supporters for the FunFest were the Federal Reserve Bank of Kansas City, Continental Tire and Money Smart Month KC. The event was a large part of our Money Smart Month budget, but was a great avenue to reach bilingual consumers and families while promoting upcoming activities for Money Smart Month.

2014 Money Smart Month Opening Event

Score Your Goals: Financial FunFest - Sunday, April 6, 2014 1-5 pm at Sporting KC Park

The kick-off event was a free, public, bilingual event focused on educating consumers of all ages about personal finances through a variety of interactive, family-friendly activities. Our targeted audiences were Hispanics and youth. Approximately 320 attended, including 50 volunteers.



Sporting Players Uri Rosell and Ike Opara posing for photos with attendees

Money Smart Month Youth Outreach

Poster Contest

Junior Achievement of Middle America partnered with American Century Investments to conduct the Money Smart Month poster contest to 100 Kansas City area students in grades 3 through 5. Learning how to wisely manage money is an important concept at all stages of life. This contest provided students a creative way to show their understanding of basic money management concepts and gave them an opportunity to earn prizes.

Students were challenged to creatively express one or more of the following personal financial concepts:

- Show the importance of saving
- Identify financial wants vs. financial needs
- Demonstrate how to make smart money choices

One first place winner per grade level was selected to receive \$100. Second and third place winners in each grade level earned \$75 and \$50 respectively.

Essay Contest

CommunityAmerica Credit Union sponsored the sixth annual Money Smart Kid Scholarship Essay Contest, where 6th, 7th and 8th grade students in the Kansas City metro area answered the essay question, "Imagine it's up to just you to plan for a college education. What steps would you take, such as doing research or talking with school counselors, to make sure you are able to attend college when you graduate from high school? What ideas do you have to be smart with your money and avoid graduating with a mountain of student debt?" After carefully reviewing nearly 150 essays, one winner was selected from Jackson County, one from Johnson/Wyandotte County and one from the Northland. Each winner received a \$1,000 scholarship from CommunityAmerica, which will be placed in a 529 College Savings Plan.

Teach Children to Save

This year marks the ninth anniversary of the Federal Reserve Bank of Kansas City's involvement with Teach Children to Save, a national initiative created by the American Bankers Association. This year 187 volunteers visited 390 classrooms in 114 different schools throughout the metropolitan area, reaching approximately 8,350 kindergarten through third grade students.



Bill Dana, President and CEO of Central Bank of KC talking to students at Boys and Girls Club.

New Youth and Diversity Outreach Efforts

New to Money Smart Month this year, the Junior Achievement curriculum was utilized to teach personal finance in four high schools in the North Kansas City School District, three Boys & Girls Club locations and ten elementary schools. Through this new youth outreach effort, the program reached approximately 6,100 students.

Diversity outreach included our opening event (Score Your Goals Financial Funfest), Money Mondays at the Mexican

Consulate and a partnership with the Johnson County Public Library. There were 8 events, 3 partners and 470 participants.

Summary

Overall, the Money Smart Month of Greater Kansas City campaign 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.

Want to get involved? Planning for Money Smart Month 2015 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 the Money Smart Month steering committee chair, Gigi Wolf, at gigi.wolf@kc.frb.org.