

2016

Money Smart KC 2016 Campaign Report

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[Money Smart Month](#)

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Welcome To the NEW Money Smart KC

Discover how to change YOUR financial future!

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OUR COMMUNITY PARTNERS

By the Numbers

Money Smart KC Reach/Highlights



2008 - Inaugural campaign called Financial Fitness Week with kickoff event at the KC Library with Crosby Kemper.



2009 - Developed new logo and name (Money Smart Week) and doubled participants from previous year. The Fed also hosted Money Smart Day for the 1st time with dozens of financial educational sessions.

2010 - Developed poster contest, essay contest and video contest for students K-12.

2008 131 events 1373 people

2009 163 events 2530 people

2010 313 events 3990 people

2011 - Money Smart Week becomes Money Smart (MS) Month and held 342 events throughout the month of April. Developed new logo to reflect the new name.



2012 - Increased reach of events to all six counties of the KC Metro. Esther George, Kansas City Fed Chairman addresses MS Month partners and volunteers.



2013 - Youth outreach grew by 12% and included all 9th grade students at Shawnee Mission West.

2011 342 events 6500 people

2012 441 events 9258 people

2013 463 events 12,155 people



2014 - Youth Outreach continues to grow and reach a total of 14,450 students K-12 through JA, Boys and Girls Clubs and Teach Children to Save (TCTS) program.



2015 - John Hope Bryant spoke at the Opening Event in downtown KCK. High School urban students competed in the new Shark Tank Youth Contest.

2016 - Mazuma Foundation awarded MSKC with the first grant to support operations. Launched new website.

2014 631 events 16,928 people

2015 1,243 events 18,121 people

2016 1,127 events 21,184 people



2017 - 10th year of Money Smart KC. Now a year-long campaign with a robust new website, moneysmartkc.org.

According to the [FDIC](#), the unbanked was 12.1% in 2013, and shrunk to 5% in 2015.



Growth 2008 to 2016

Participants 1373 to 21,184

Events 131 to 1127

Partners 50 to 281

MoneySmartKC.org



VISION:

Achieving financial capability and economic mobility for all Kansas Citizens.

MISSION:

Money Smart KC will connect resources, education and stakeholders to positively impact the financial lives of youth, adults and families throughout our community.

KEY STRATEGIES:

- Promote positive change and improved skill in managing finances through education
- Foster connections with community organizations and consumers for mutual benefit
- Advocate programs and services to help reduce subprime credit ratings
- Decrease reliance on predatory financial services by improving access to safe and sound financial services

2016 STRATEGIC IMPACT

- Revamped the Money Smart KC website to provide year-round resources through over 34 topics related to the financial well-being of all consumers.
- Doubled our partner base to increase awareness of available services and support.
- Began to offer easy access to financial coaching and emergency services.
- Promoted community organizations that provide safe alternatives to predatory lending.

2016 BY THE NUMBERS

- 281 partners
- 1,127 events
- 21,184 participants

67% of participants had annual income at or below \$41,000

OUR COMMUNITY PARTNERS

SUPPORT

As a volunteer-run initiative, Money Smart KC relies upon the committed support of financial institutions, businesses, non-profits, schools, libraries, government agencies and other community organizations. This support enables us to deliver relevant, value-added financial education to the Kansas City community through hundreds of classes, citywide events and the sharing of print and online resources.

Funds raised for Money Smart KC are utilized for marketing through print, television, radio and outreach events. In-kind support goes toward the development and ongoing maintenance of the resource website, the design of marketing materials, provision of event space and more. The reach of Money Smart KC extends to youth, ethnic and racially diverse populations and the general public, with a particular focus on low-to-moderate income individuals. We would like to express our appreciation and sincere thanks to our sponsors, partners and steering committee for their ongoing support. Without it, the individuals reached and the impact to their financial well-being would not be possible.

Money Smart KC is made possible through the generous support of:

Ben Franklin

- Alliance for Economic Inclusion
- Central Bank of KC
- Commerce Bank
- Federal Reserve Bank of KC

Ulysses S. Grant

- CHES, Inc.
- Mazuma Foundation
- Sturges Word Communications

Andrew Jackson

- Country Club Bank
- US Bank

Alexander Hamilton

- Academy Bank (Dickinson Financial Corp.)
- Bank of Blue Valley

Abraham Lincoln

- Central Bank of the Midwest
- Enterprise Bank
- Peoples' Bank
- UMB

George Washington

- American Century Investments
- Blue Valley CAPS
- Johnson County Library
- Kansas City Public Library
- Missouri Bank-Crossroads
- Olathe Community Center
- YMCA of Greater KC



Figure 1- Money Smart KC Steering Committee

LAUNCHING A NEW PATH

Launching a New Path



In March of this year, [Money Smart KC](#) launched a new and innovative website that offers easy year-round access to financial resources in conjunction with Money Smart Month that is held each April. The website features tips and tools on a variety of financial education topics to help Kansas Citians manage and grow their money.

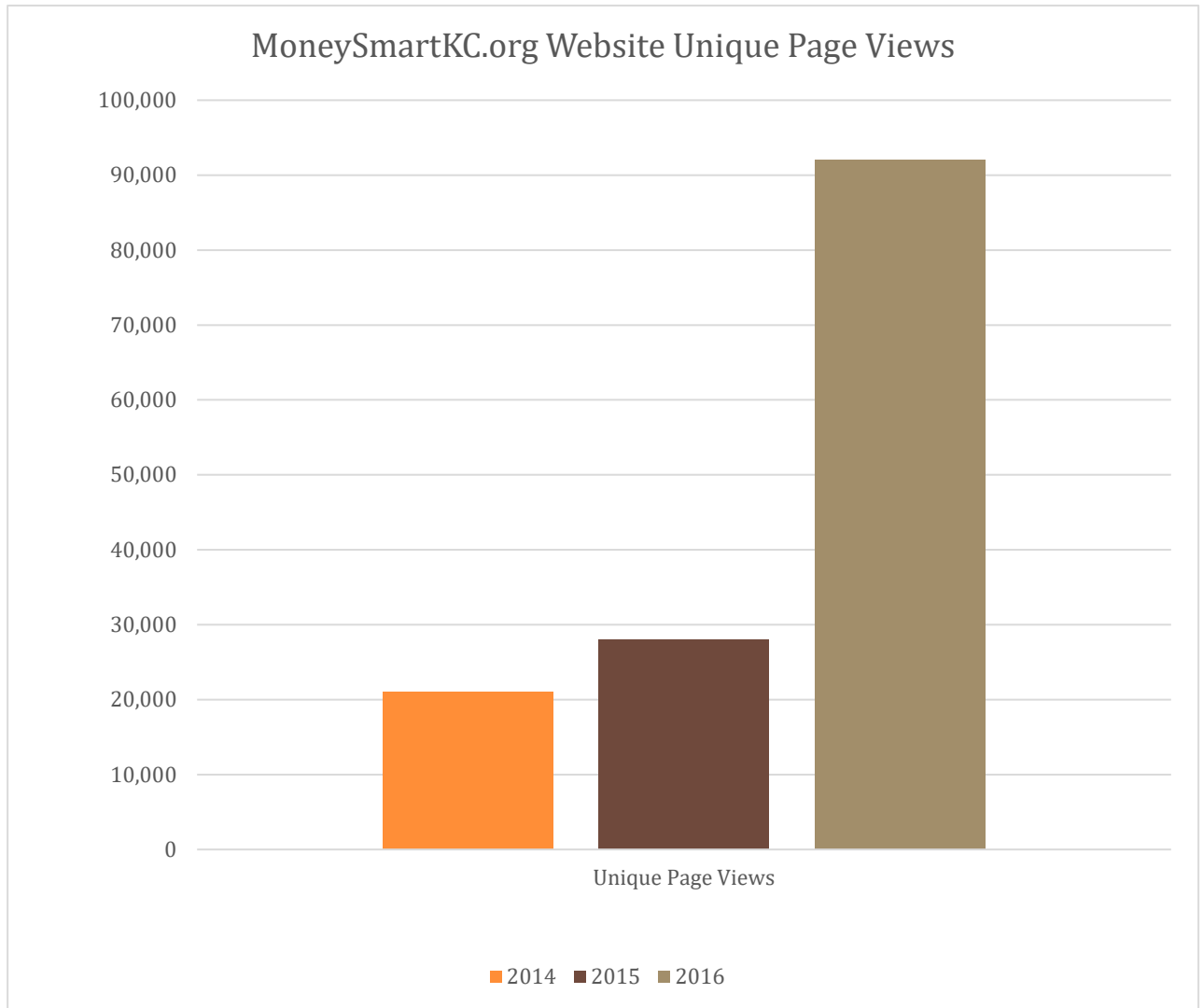
The website was developed with the end user in mind and features easy-to-navigate pages, links to other helpful websites, on-demand financial coaching and emergency assistance resources.

Currently, users can discover and learn about 34 different money smart [topics](#) that include understanding credit reports and scores, smart spending tips, senior finances, healthcare and legal services to name a few. The website will be updated throughout the year. Two more topics will launch by January 2017 for a total of 36 topics.

In addition, the website features a section for different types of providers such as community-based organizations, educators/parents, employers/entrepreneurs, financial services, libraries, healthcare services, faith organizations and government services. Organizations providing services to the LMI community can use the website to find and provide information to better serve their clients and/or members.

LAUNCHING A NEW PATH

Money Smart KC invites all Kansas Citizens to visit, www.MoneySmartKC.org to explore the site. View the chart below which shows the substantial increase in website traffic:



New **Topics** Coming Online by 2017:

New topics have been added since our launch in March, to total 36 topics:

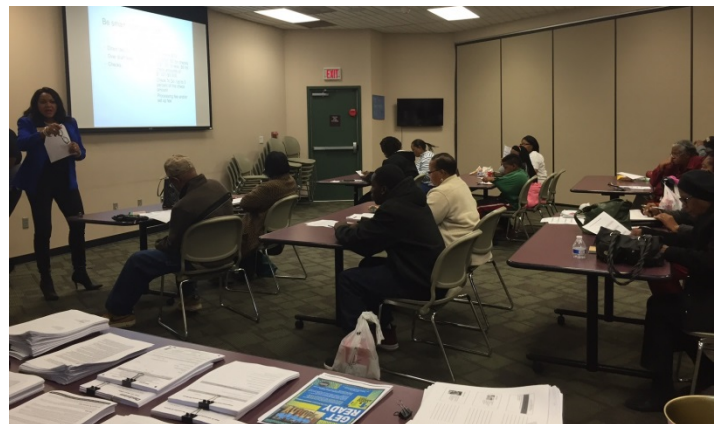
- Parenting / Childcare
- Disability
- Government Assistance / Benefits
- Paying for college
- Young adult / teen / youth

OPENING DAY EVENTS

Opening Day Events

New in 2016, Money Smart Kansas City brought opening day events to locations, including Missouri and Kansas libraries, community centers and *YMCA locations* throughout the metropolitan area. Opening day

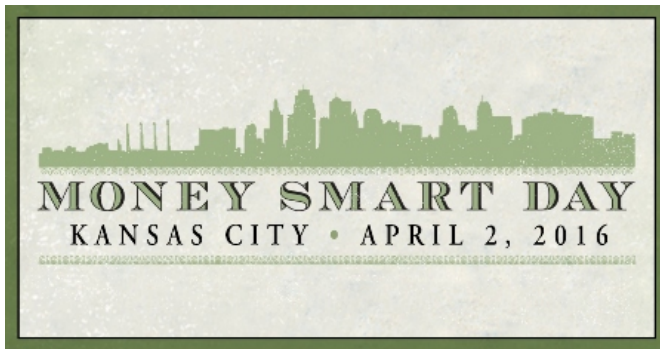
events were family-friendly, free and open to the public. Activities included four Money Minutes presentations covering a range of financial topics, opportunities to win great prizes and promo items. Youth activities included \$100,000 bill photo opportunities and financial related coloring pages to make the events educational and memorable.



MONEY SMART DAY

Money Smart Day

The Federal Reserve Bank of Kansas City organized the ninth annual Money Smart Day on Saturday, April 2nd, 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 320 participants representing the diverse residents that live in the Greater Kansas City area.



Topics covered included:

- Budgeting Basics
- Estate Planning 101
- Saving for College
- Funding your Small Business
- Retirement Plans Anyone can Follow



YOUTH OUTREACH

Youth Outreach

Shark Tank Contest

The sharks were circling our contestants on April 1st at the 2nd Annual Shark Tank Contest sponsored by *Central Bank of Kansas City*. Over 28 students from Lincoln College Prep and Northeast High School competed at the SE Branch of the *KC Library*. The students were given the opportunity to create a wearable device that could help consumers solve a problem. The first place team won \$1,000 and second place team won \$500.



Teams of four students collaborated for two hours and designed their own business plan which included their product idea, their target market/segment, costs and plans to generate revenue, and business structure and management plan.



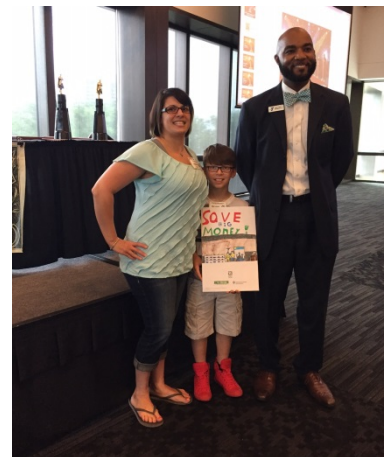
The students were very innovative and created watches and other wearables that addressed health issues as well as other social issues. The Sharks awarded 1st and 2nd place winners-both from Lincoln College Prep. Many thanks to all who helped make this competition a success: *KC Library*, *Money Smart Month KC*, teachers and coordinators of both schools, and *Connecting for Good* for supplying the netbooks used for the competition.

Poster Contest

Junior Achievement of Middle America partnered with *The Kansas City Public Library* and *American Century Investments* to conduct the Money Smart Month poster contest with nearly 300 Kansas City area students in grades K through 5 participating. This contest provided students a creative way to show their understanding of basic money management concepts and gave them an opportunity to earn prizes. First, second and third place prizes were awarded for each grade level.

Target Audience: K -2 graders

- Theme/Topic: Color a picture of a piggy bank
- Recognition: First, second and third place winners.
- 1st Place: \$50 cash and a piggy bank
- 2nd Place: \$35 cash and a piggy bank
- 3rd place: \$25 cash and a piggy bank
- Sponsor: *American Century Investments*



YOUTH OUTREACH

- Partners: *Kansas City Public Library* and *YMCA*

Target Audience: 3 -5 graders

- Theme/Topic: Create an original piece of artwork that creatively expresses the importance of saving, identifies financial needs vs. wants, or demonstrates how to make smart money choices
- Recognition: First, second and third place winners were selected at each grade level
- 1st Place: \$100 cash and a piggy bank
- 2nd Place: \$75 cash and a piggy bank
- 3rd place: \$50 cash and a piggy bank
- Sponsor: *American Century Investments*
- Partners: *Kansas City Public Library* and *YMCA*



Teach Children to Save

This year marks the tenth 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 170 volunteers visited 380 classrooms in 100 different schools throughout the metropolitan area, reaching approximately 8,000 kindergarten through third grade students. This year Congressman Cleaver and children's book author Margaree King Mitchell helped present to a fifth grade classroom at Garfield Elementary.

- Supports existing curriculum standards and content for grades K-3
- Enables partnerships with community volunteers to teach financial fitness lessons for life



Figure 2 - Congressman Cleaver and author Margaree Mitchell helped present a TCTS lesson to a Garfield Elementary 5th grade class.



PARTICIPANT FEEDBACK AND MEDIA/SOCIAL MEDIA REACH

Participant Feedback and Media/Social Media Reach

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
This session was a good use of my time.	94%	6%			
The presenter/speaker was effective.	93%	7%			
The information presented was useful.	94%	6%			
The time & location of the session were convenient.	89%	7%	1%	3%	
I plan to share the information I learned today.	86%	10%	4%		

Media Reach:

MSKC Received Articles and Informational Placement in:

- Kansas City Star
- Kansas City Business Journal
- Wyandotte Daily News
- Northeast News
- Fox 4 TV
- KCUR Radio

Facebook: 702 Likes

Twitter: 232 Followers



MONEY SMART MONTH OF GREATER KANSAS CITY ● APRIL 2016
SCHEDULE OF FREE PUBLIC EVENTS

All events are open to the public and free of charge unless otherwise noted. Events are available on a variety of topics, including budgeting, credit, saving, investing and more. Please visit www.MoneySmartKC.org for additional events and more details about Money Smart Month.

[f /MoneySmartKC](https://www.facebook.com/MoneySmartKC)
www.moneysmartkc.org
[t @MoneySmartKC](https://twitter.com/MoneySmartKC)

5TH ANNUAL MONEY SMART MONTH OF GREATER KANSAS CITY IS SUPPORTED BY PART #16:

CONCLUSION

Conclusion



In summary, Money Smart of Greater Kansas City 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. Exciting new enhancements are coming including more topics on the new resource website and the extension from a month-long campaign to a year-long initiative to positively impact the economic mobility of Kansas Citians.

Message from the Money Smart KC Chair and Vice-Chair:

2016 was a year of expansion, as we launched a comprehensive resource website chock-full of tips and tools to help address every area of one's financial health. This revamped resource increases the breadth of what Money Smart KC has to offer, including a robust year-round calendar of financial education events, exposure to quality local and national resources and access to one-on-one financial and emergency assistance. The innovative website, *MoneySmartKC.org*, offers a new way in which financial education and literacy can be delivered and ultimately achieved. In 2017, the website will be the foundation for promoting economic mobility year round. As we approach our tenth year, we, along with the Money Smart KC steering committee, are committed to continuing to work alongside our partner organizations to promote sustained financial stability for all Kansas Citians.

Gigi Wolf –Chair

Sarah Cousineau - Vice-Chair

Want to Get Involved?

Planning for Money Smart Month 2017 is in full swing. The steering committee is recruiting partners to reach more in the community who can benefit from the resources we all have to offer. If you are interested, e-mail the Money Smart KC steering committee chair, Gigi Wolf, at gigi.wolf@kc.frb.org.

View the website at www.moneysmartkc.org. Also follow us on [twitter](#) and like us on [Facebook](#).
(/moneysmartkc)

