



Dear Stakeholder,

I am writing today on behalf of Money Smart Kansas City (MSKC), where I serve as volunteer Fundraising Committee Chair. As you may know, Money Smart KC concentrates outreach efforts to increase financial capability and economic mobility of all area constituents, with special focus on the low to moderate income (LMI) community. Our steering committee is comprised of organizations such as Catholic Charities (both Kansas and Missouri), KC LISC (Local Investments Support Corporation, Credit and Homeownership Empowerment Services (CHES), Inc., Next Step KC, UMKC Office of Financial Literacy, Kansas City Public Library, Full Employment Council, The United Way of Greater KC, The Salvation Army and others. **In 2016, Money Smart KC provided 1,127 free financial education programs to 21,184 attendees, 67% of whom reported annual incomes of less than \$41,000.** Please see the enclosed **2016 Annual Report** for further detail.

In addition to in-person financial education classes and events, Money Smart KC launched a new website in 2016: [www.moneysmartkc.org](http://www.moneysmartkc.org). We enthusiastically invite you to take a look! The website enables consumers to easily access free, local, vetted financial capability and family stabilization resources from their laptop, desktop or mobile phone. The website is quickly changing the tenor of Money Smart by greatly widening our ability to get this valuable information into the hands of people who need it the most. A targeted strategic outreach campaign emphasizes attention on the urban school districts and includes input from the digital inclusion community. Posters, videos, and flyers are in development to promote the website. It is our goal to be the premier resource portal for all things financial education-related in Kansas City.

At this important time of growth, Money Smart Kansas City relies heavily on the support and partnership of local financial institutions. This year, we are looking to add to the number of banks/financial institutions who believe in our good work. Some things to consider:

- Our outreach initiatives can meet Community Reinvestment Act objectives and offer banks a great avenue for involving associates in volunteer financial education work.
- A donation to support Money Smart Kansas City may qualify as a CRA investment, as the work focuses on financial education to support low to moderate income communities.
- Beyond that, your financial institution could have an opportunity to assist with planning and implementation of the outreach activities.
- Participation in Money Smart KC offers a great opportunity to network with others who place priority on financial education, including schools, non-profit organizations, financial institutions and state and federal agencies, as well as brings good visibility to your bank/institution, as a partner in community outreach.

- **You may have seen the recent FDIC report on the solid decline (from 12% to 5%) since 2013 in the number of unbanked households in Kansas City.** We believe that the efforts of Money Smart KC have played an integral role in the KC community's concerted focus on improving the financial lives of all our citizens, and while this decline shows movement in the right direction, we acknowledge that there is still more work to be done.

As chair of Money Smart KC's Fundraising Committee, **I respectfully request that your institution consider a donation in the range of \$500-\$15,000, to support our financial capability outreach work, including the marketing and ongoing maintenance of the aforementioned, new website.** Varying levels of support feature a variety of benefits to financial institutions, such as yours. Please see the attached "**2017 Funding and Sponsorship Opportunities**" sheet for details. Checks can be made payable to:

**Money Smart Kansas City**  
**C/O CHES, Inc** (our 501c3 fiscal agent)  
**3125 Gillham Plaza**  
**Kansas City, MO 64109**

Thank you for your consideration of this request. If you have any questions or would like to further discuss sponsorship opportunities, please don't hesitate to contact me by email at [Jackie.Torres@CommerceBank.com](mailto:Jackie.Torres@CommerceBank.com) or by phone at 816-760-3529.

Best,

Jackie Loya-Torres  
Fundraising Committee Chair  
Money Smart Kansas City