



JESSICA DOYLE

Dear Friends:

On behalf of Governor Doyle's Council on Financial Literacy, we encourage you to make financial literacy a priority in 2009. During these tough and trying economic times, Wisconsinites and people all across the nation are looking for answers and hoping for a brighter future.

Governor Doyle has highlighted education as our key to economic recovery and prosperity. In addition, President Barack Obama asked us to enter into a new era of responsibility and accountability. Working hard and working together, saving for today and investing in tomorrow—these are the values that make Wisconsin strong. Living up to these principles is the foundation of financial education and financial literacy.

As members of the Governor Doyle's Council on Financial Literacy, we want you to know that a large network of individuals and organizations exists across the state that passionately promotes financial literacy. In fact, Wisconsin has more financial education resources available today than ever before. A few are:

- Volunteer Income Tax Assistance (VITA) Sites that offer free help to taxpayers in filing their returns without resorting to costly Refund Anticipation Loans. They save families and communities a great deal of money. Call 211 to find the nearest location.
- The Money Conference: Seven communities will again host in 2009. Check the website of Asset Builders of America at www.assetbuilders.org for dates and locations.
- The National Institute of Financial and Economic Literacy is the nation's best teacher-training program for showing educators how to teach students about personal finance. Early registration is open on the Wisconsin Department of Financial Institutions website at www.wdfi.org.
- Money Smart Week Wisconsin 2009, October 10-17 will offer free programs across the state but its website www.moneysmartwi.org lists programs, resources and other financial education opportunities available throughout the year. It is a great resource.
- 39 Wisconsin school districts now require a personal finance course for graduation.

Now is the time to gain more financial knowledge and to learn how to use your own money wisely. It is never too late to get started!

We want to thank the many individuals and organizations that work hard all year to improve financial literacy in Wisconsin. They are making a huge difference in the lives of many people. We will continue to move forward together. On Wisconsin!

Sincerely,

Handwritten signature of Jessica Doyle in black ink.

Jessica Doyle,
Honorary Chair,
Governor Doyle's Council on Financial Literacy

Handwritten signature of Lorrie Keating Heinemann in black ink.

Lorrie Keating Heinemann
Chair,
Governor Doyle's Council on Financial Literacy
Secretary,
Wisconsin Department of Financial Institutions