



State of Wisconsin
Department of Financial Institutions

Scott Walker, **Governor**

Peter Bildsten, **Secretary**

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Charles Evenson
(608)-266-2026

DFI Staff Promote Money Skills During Busy Financial Literacy Awareness Month

Joint cooperative effort involving many organizations

(Madison) Wisconsin Department of Financial Institutions (DFI) staff members played an active part in Financial Literacy Awareness Month activities during April. The campaign is part of a nationwide effort to raise awareness of the value of gaining financial skills and knowledge. It also spotlighted the growing dangers of fraud and identity theft.

“I’m pleased that DFI staff played a lead role in helping educate people about money during the campaign,” said Secretary Peter Bildsten. “The need for improved financial literacy is more evident than ever today because of the great economic challenges we currently face.”

Secretary Bildsten and department staff kicked off the campaign by taking part in a ceremony at the Capitol with Governor Scott Walker who signed Executive Order #24 creating a Governor’s Council on Financial Literacy (GCFL). William E. Wilcox, president of the CBM Credit Education Foundation will serve as Chair of the GCFL while Secretary Bildsten along with Ted Nickel, Wisconsin Commissioner of Insurance will serve as Co-Chairs. The GCFL will work with nearly 3,000 financial literacy partners around the state and DFI’s Office of Financial Literacy to improve the financial skills of all Wisconsin citizens.

Governor Walker also presented proclamations to several organizations involved in the Financial Literacy Awareness Month campaign including the CBM Credit Education Foundation, the Wisconsin Bankers Association, the Community Bankers of Wisconsin and the Wisconsin Credit Union League, all of whom were representing their members.

DFI activities for Financial Literacy Awareness Month include initiating or participating in events and activities involving nearly 5,000 participants. They include:

- Investor Education in Your Workplace, a program that gives 10 hours of free, self paced online training geared to help employees learn about saving and investing. It is funded through a grant from the nonprofit Investor Protection Trust and will include approximately 4,000 participants from numerous businesses and organizations around the state. DFI staff are taking part.

- More -

Office of the Secretary

Mail: PO Box 8861 Madison, WI 53708-8861
Voice: (608) 264-7800

Fax: (608) 261-4DFI

Courier: 345 W. Washington Ave. 5th Floor Madison, WI 53703
TTY: (608) 266-8818
Internet: www.wdfi.org

- Home Buyer Readiness Program, a program for first-time home buyers in Rothschild, WI. It also featured lenders, realtors, nonprofit organizations and government (Rural Development, WHEDA and municipal.)
- A presentation to second graders at St. Ann's School in Stoughton.
- A presentation to kindergartners and first graders at East Elementary School in Baraboo.
- A presentation to kindergartners at Portage Elementary School.
- Broadcast to Wisconsin Virtual Academy students.
- A presentation to students at Oshkosh Lourdes High School.
- Visit to Central City Credit Union at Stevens Point Area Senior High.
- A presentation to students at Cherokee Middle School in Madison.
- Where the Money Is presentation for DFI staff.
- Stoughton High School Reality Days, Stoughton High School.

Additional activities undertaken by other organizations and their members during the campaign included:

- CBM Credit Education Foundation promoted credit education during the week of April 17-23.
- Community Bankers of Wisconsin highlighted the resources they bring to their communities throughout the year and several offered special promotions during the month. Employees at Farmers Savings Bank volunteered to read stories to students at area schools to promote saving money. Union State Bank of West Salem held numerous drawings, promoted through the media and had volunteers teach students (six classes, two sessions each) at West Salem Elementary School the Personal Economics Program on the importance of saving and spending wisely.
- The Wisconsin Bankers Association continued its long tradition of financial education efforts through its Wisconsin Teach Children to Save Day on April 12 and through bank members around the state volunteering to educate students about personal finance.
- Wisconsin Credit Union League members across Wisconsin offered financial seminars to students, members and employee groups. UW Credit Union in Madison began a series of more than 30 worksite presentations on topics such as budgeting and using credit wisely to help UW Health's 10,000 employees. A month-long savings challenge involving young account holders statewide is still ongoing - but traditionally has involved several thousand students depositing upwards of \$300,000 into savings accounts over the 30 day-period. Credit unions also promote increased K-12 saving all year at 113 youth-run, in-school credit union branches that teach the habit of saving.

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