



## REAL PEOPLE, REAL RESULTS REAL STORIES

More than 2,500 women now have personal financial plans and are on their way to achieving economic stability for themselves and their families. And, Women 4 Women is just getting started. We're ready to meet the challenge of helping women make better financial choices.

Your contributions support real people and produce real results. To give you a sense of the impact we have had, here are some real stories: (The names have been changed to protect their privacy.)

**Maria** entered into the alcohol and drug recovery process and was enrolled in the Finance 4 Her™ classes. At first, she was sullen and defensive. She seemed to challenge every possibility to change her current reality, citing past debt and addiction as an excuse for why she could never achieve financial stability. By the end of the first month she was beginning to participate in discussions and setting short term goals. By the end of the course, her attitude had truly changed. She was the first in the class to be matched with a coach that helped her work on her financial and career plan. Now, she is employed, has moved into her own apartment, and attends college.

**Sally**, a single mother, completed the Finance 4 Her™ classes and joined the financial coach network. After eight months of participation, she had learned new strategies that helped her make better financial choices. The Finance 4 Her™ program gave her the confidence to create a financial plan that helped her toward her goal of becoming a homeowner.

**Gwendolyn** unemployed, moved to Section 8 housing from a local homeless shelter shortly before joining the Finance 4 Her™ class. She was very uncomfortable discussing money and felt that it was impossible to save any money at all. Two weeks into the class, the instructor challenged her to put any loose change she had in a can at the end of each day. On the last day of the nine-week course, her loose change added up to \$106. She opened her first savings and checking account that day. She is now employed and saving to move into better housing.

**Karen** was an underpaid and undervalued employee who went to her boss to ask for a raise after taking the Finance 4 Her™ class. She was hesitant at first, but had built up her knowledge and her confidence and was ready to make her case. Her boss agreed to the raise and she received a \$6,000 salary increase plus, an additional 3% to start a retirement plan. With the additional financial resources available to her, she has gone back to school and is now a first year accounting major at Spalding University.



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Finance 4 Her™ teaches women specific skills and gives them the tools they need to make sound financial decisions and create realistic personal spending and saving plans. We do this through a unique series of courses and a network of financial education coaches. Finance 4 Her™ has been credited with creating a particularly effective program – one that works with women lacking even basic math and budgeting skills. Through this program we:

- **Served more than 2,500 participants** and trained more than 75 financial education coaches
- Were **selected to participate in the Center for the Study of Social Policy Conference in Washington DC** to help families achieve economic success on a national scale
- Launched a new partnership with Meyzeek Community School to **provide adults and their children in K-8<sup>th</sup> grades with free financial education classes**
- **Offered free one-credit classes** at Spalding University twice a year
- **Distributed 10,000 free copies** of *Financial Opportunity: Family Progress* curriculum
- **Provided free training and curriculum** for 18 partner agencies
- **Formed neighborhood partnerships in the Smoketown, California and Newburg communities**

Other Women 4 Women programs include the Anthem Blue Cross and Blue Shield Foundation Fit 4 Me program, The Fund 4 Women and Girls, the W4W Annual Luncheon, and the Champions 4 Her Walk, Run & Festival. Through these programs we have:

- **Educated 528 middle school girls** in the Anthem Blue Cross and Blue Shield Foundation Fit 4 Me after-school fitness program designed to improve health and self-esteem by encouraging healthy lifestyle habits
- Presented personal financial advisor, Michelle Singletary who **shared specific ideas on how to manage money to approximately 1,400 attendees** at the Annual Luncheon on September 17, 2009
- **Convened nearly 1,700 participants** for the Champions 4 Her Walk, Run & Festival to raise money and awareness for programs and services for low-income women. To date, this program has distributed nearly \$300,000 to local agencies

**Thank you for your past support in helping to make all this happen. Please visit our website to learn more ways you can help Build a City of Champions 4 Her at [w4w.org](http://w4w.org).**