



NEWS RELEASE

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Women 4 Women to transition Finance 4 Her ® to Family Scholar House *Successful Program Provides Financial Education and Coaching for Women*

LOUISVILLE, Ky. (May 16, 2013) Today, Women 4 Women and Family Scholar House announced the Finance 4 Her® financial literacy program will transition from its current home at Women 4 Women to Family Scholar House.

Women 4 Women has grown the Finance 4 Her® brand over the last several years, helping it to expand to various organizations and community groups throughout Metro Louisville. Women 4 Women has also conducted "Train the Trainer" workshops for other non-profits so that they may offer it to their clientele.

The Finance 4 Her® brand was born after Women 4 Women concluded its first Benchmark Study, which identified a gaping need for financial literacy education for women in our community. In a true collaborative effort, Women 4 Women worked with the National Center for Family Literacy (NCFL) and the National Endowment for Financial Education (NEFE) who developed a curriculum to address this issue and give women the opportunity to learn crucial and practical financial planning skills.

"It is important that parents set a good example for their children by making smart choices when it comes to money management," said Sharon Darling, president & founder of NCFL. "When families have a strong understanding of good money management, they're better equipped to succeed. I can't think of a better organization to continue and expand this important financial literacy initiative than Family Scholar House."

The Financial Success 101 curriculum has been delivered to thousands of women. After much consideration, the organization decided that now was a great time to transition the valuable program to an organization that was already actively utilizing the components and having great success.

"As we look to be careful stewards of the limited resources in our community, we know the most efficient way to deliver services isn't through duplicating efforts, but rather streamlining and collaborating with

(more)

others to make the maximum impact on our community,” said Cara Baribeau, interim executive director for Women 4 Women. “We are pleased that Family Scholar House is committed to continuing the Train the Trainer initiative and other outreach efforts so that the broader community will be able to benefit as well Family Scholar House clients.”

The transition was determined after a decision was made by the Women 4 Women board and executive committee to return to the organization’s roots of fundraising and grantmaking. This renewed direction will support local non-profits that are already doing great work in the focus areas of the Women 4 Women Economic Self-Sufficiency Model.

Women 4 Women is excited to announce the transition of the Finance 4 Her® brand of financial literacy education to Family Scholar House. Family Scholar House has been implementing Finance 4 Her® for its residents and non-residents in the community for over five years and has served thousands with Finance 4 Her®, in addition to their other incredible services which are reflective of the organizations’ mutual values.

“Family Scholar House is a natural partner to carry the mantle forward given their proven track record, plans for growth and reputation for stewardship,” said Laura Douglas, 2013 board chair, Women 4 Women. “We couldn’t be more delighted to know the community will reap the benefits of financial literacy education under the trusted Finance 4 Her® brand for years to come.”

“Financial literacy is critical to Family Scholar House’s mission to empower low-income single-parent college students to achieve self-sufficiency for themselves and their children,” said Cathe Dykstra, chief possibility officer and president & CEO, Family Scholar House. “Through the Financial Success workshop and Empowerment Coaching, our participants learn the tools to take control of their financial future – and pass these lessons on to their children – and we are excited for the opportunity to bring these valuable tools that Family Scholar House has implemented for years to other in our community.”

About Women 4 Women

Women 4 Women is a non-profit organization dedicated to improving the lives of women and girls in the Louisville community through grantmaking. The organization strives to empower women and girls through the Women 4 Women Economic Self-Sufficiency Model, which focuses on four key areas: Education & Leadership, Social Change & Single-Parent Economy, Jobs & Earnings and Health & Safety. By encouraging women (and men!) to collectively pool their fundraising dollars with Women 4 Women, we can make grants with greater impact in these crucial areas of need for women and girls in Louisville. Women 4 Women believes that by empowering women and girls we are empowering entire family units that will have a lasting impact on our community and future generations.

About Family Scholar House

Family Scholar House is changing lives, families and communities through education. Our mission is to end the cycle of poverty by giving single-parent students the support they need to earn a four-year college degree.

About National Center for Family Literacy

The National Center for Family Literacy, founded in 1989 and based in Louisville, Ky., is the worldwide leader in family literacy. More than 1 million families have made positive educational and economic gains as a result of NCFL's work, which includes training more than 150,000 teachers and thousands of volunteers. NCFL contributors include Toyota, Verizon Foundation, MetLife Foundation, Dollar General Foundation and Better World Books. Visit www.famlit.org for more information.

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