



Kishwaukee United Way

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For Immediate Release:
For Further Information:

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CASH Coalition seeks partners for 2014 Money Smart Week

Money Smart Week® is a public awareness campaign to promote financial literacy across all age groups. Launched in 2002 by the Federal Reserve Bank of Chicago, the program is now active in more than 45 states through national partnerships with the American Library Association and the Financial Planning Association.

The DeKalb County CASH Coalition (DCCC) is seeking community partners for local programming for Money Smart Week Saturday, April 5, through Saturday, April 12, 2014.

“Kishwaukee United Way started the Coalition initially to support income tax preparation for students, low-income individuals, families and seniors. In the first year of programming there were 18 community sessions offered. That same year NIU offered over 20 sessions on several of their campus locations. Collaborating together with NIU this year, we hope to offer close to 50 events in the community and on campus on a variety of topics,” said Dawn Littlefield, Executive Director of Kishwaukee United Way.

Randi Napientek, Assistant Director of NIU's Office of Student Academic Success, and the coordinator of efforts on campus, added “The Coalition exists to support program efforts, session logistics and event marketing. The leadership team for the efforts include staff from United Way, Northern Illinois University, and Econ Illinois.”

Organizations interested in partnering with the DCCC have multiple options for involvement. Partners can choose to present a workshop on a related topic, or provide space for a workshop to be hosted at their facility.

“Programming can cover many facets of personal finance from establishing a budget to first-time home buying, estate planning, couponing and much more,” said Napientek. “Organizations interested in participating can contact myself or Dawn for session ideas. We plan to collaborate with dozens of organizations across the county including businesses, financial institutions, schools, libraries, non-for-profits, government agencies and the media,” Napientek said.

A potential partner might also choose to be a financial sponsor by purchasing ad space in a special local newspaper insert. The insert will let community members know about events taking place during the week, and information related to financial literacy. The deadline to purchase ad or article space is Friday, February 21.

To be included in regional marketing materials through the Federal Reserve effort in Rockford local partners need to have a session title, location, and session description submitted to Randi by

Friday, Jan. 24. All events submitted will also be included in the local insert provided that they are submitted before the local media deadline of Friday, Feb. 21.

To become a partner for the 2014 Money Smart Week, contact Randi Napientek at (815) 753-0713 or Randi@niu.edu or Dawn Littlefield at (815) 756-7522 or dawn@kishwaukeeunitedway.com.