



**Financial Education Committee
April 16th 2008**

The meeting began with introductions. The following committee members were in attendance at the meeting: Marian Deutschman, Chris Parisi, Stephanie Smith, Kate Bukowski, Mark Manuele, Karyn Hausknecht, Laurie Schaller, Sonia Goins-Singletary, Brad Dossinger, Cynthia Shore, Della Miller, and Diane Bessel.

Review March Minutes: Committee members reviewed the March Minutes and added the following information for the financial education survey:

Information Areas

- Credit (In General)
- Budgeting
- Foreclosure Prevention
- Insurance Products

Special Populations

- Geographic Locations
- Returning Veterans

Programs to Include

- Developmental Disabilities Association of Western New York
- Neighborhood Preservation Corps
- Rural Preservation Corps
- Neighborworks Network
- Volunteer Agencies (e.g., Service Learning Coalition)

Diane reiterated that it is expected that an Americorps VISTA member will take primary responsibility for follow-up on the data collection. Diane indicated that a revised job description has been created and is being distributed at local colleges and universities. The description is included below:

Americorps VISTA Position Available

Creating Assets, Savings & Hope (CASH) Buffalo, an initiative of the United Way of Buffalo & Erie County, is interested in securing a full-time AmeriCorps VISTA member to serve as our "Community Engagement Coordinator."

The Americorps VISTA member will be responsible for three activities. They include: 1) Identifying and meeting with various community groups including, but not limited to, faith-based groups, neighborhood block clubs, small business associations, and grassroots community groups; 2) Assisting with volunteer recruitment and coordination activities for CASH's free tax preparation network and CASH Coaches program; and 3) providing support to CASH's Financial Education Committee. The overarching goal is to identify new Coalition partners and

ensure participation in CASH programs among persons from communities of color and/or economic distress.

CASH is a coalition of over sixty non-profit, business, foundation, education, faith, and community-based organizations working together to increase the financial stability of low-to-moderate income families in Buffalo and Erie County. The Americorps VISTA member would work out of the United Way of Buffalo & Erie County's offices (742 Delaware Avenue). The position offers fantastic opportunities for training and networking. For more information about CASH, please see our website: www.cashbuffalo.org.

Please contact Mike Myers (mmyers@wnyamericorps.com) if you are interested in learning more about the position or opportunities with Americorps.

Both Diane and Stephanie felt that posting the position at this time might yield some positive results regarding recruitment.

CASH Coaches Update: Diane announced that Inger Giuffrida from The Assets Alliance will be returning to Buffalo on May 7-9 to provide technical assistance and training around the CASH Coaches program. Inger will be giving a talk to the WNY Women's Fund in the morning of May 8th (8:30-10:00) and then will offer training from 10:30-4:30 on May 8th and 8:30-12:00 on May 9th.

The training will cover the following topics:

- Identifying Values Around Money
- Effective and Engaging Techniques for Working with Low-to-Moderate Income Individuals
- Moving from Training to One-on-One Interactions
- Connecting to Cultural Issues

Members of the CASH Financial Education committee are invited to attend the session for free (seating is limited). Those attending the session will be asked to assist in the development of the CASH Coaches program and to possibly serve as a CASH Coach (if available/willing).

Data Collection: Diane has the information she needs to develop a draft survey for the Financial Education data collection. The goal of this data collection is to increase our knowledge of financial education programming available locally and to identify current gaps in available services/educational workshops. She will work on the survey for next meeting.

Other Business: Diane reported that she has recently made a connection with WNED and is working with the organization to develop a series of stories on local poverty and strategies to address the problem. Included in this is work on the Poverty Circles project – which will include community education/awareness raising on the topic and a call for action (volunteerism, committee work, policy advocacy). WNED just received a grant to do financial education programming through Think Bright and would like an opportunity to discuss the topic with our sub-committee. An invitation to attend our meetings/activities has been extended to Pam Johnson from WNED.