



Mayors' National Dollar Wi\$e Campaign



THE UNITED STATES CONFERENCE OF MAYORS
COUNCIL FOR THE NEW AMERICAN CITY



What is Dollar Wi\$e?



What is Dollar Wi\$e?

Why is The United States
Conference of Mayors
involved in financial literacy?



What is Dollar Wi\$e?





What is Dollar Wi\$e?





What is Dollar Wi\$e?





What is Dollar Wi\$e?





What is Dollar Wi\$e?

Council for the New American City

American Institute of Architects

American Management Services

Cherokee Investment Partners, LLC

Countrywide Financial Corporation

DuPont

Initiative for a Competitive Inner City

International Council of Shopping Centers

Mortgage Bankers Association

National Association of Home Builders

National Association of Realtors

National Urban League

Nationwide Retirement Solutions

Social Compact



What is Dollar Wi\$e?





What is Dollar Wi\$e?





What is Dollar Wi\$e?





What does Dollar Wise offer?



What does Dollar Wise offer?

2007_08
the guide

building strong foundations

WELCOME

Dear Mayor:

We are pleased to connect to you the Mayors' National Dollar Wise Campaign. Financial Education for America, presented by The United States Conference of Mayors Council for the New American City Dollar Wise is a growing effort across the country to bring awareness to the need for better financial literacy in our nation's cities. Working together with Dollar Wise local campaigns and our national partners, we are conducting this issue and building stronger communities with residents who are financially stable, contributing members of society.

The founding sponsor of the Dollar Wise Campaign is Countrywide Financial Corporation, the nation's largest home mortgage lender. Countrywide's commitment of \$1 million over the past year has helped fund many of the Dollar Wise Campaign activities.

The Dollar Wise Campaign's national partners also include the members of the Council for the New American City and Chicago, sponsors of Dollar Wise Week 2007. Additionally, Dollar Wise works closely with the Federal Reserve System, the U.S. Department of the Treasury and other federal agencies, as well as national organizations such as the National LFC Outreach Partnership.

With Countrywide's support, each year the Dollar Wise Campaign awards three cities grants ranging from \$15,000 to \$25,000 each through its Capacity Grants Program. These are cities that have shown a commitment to financial literacy and a desire to increase the reach of their local campaign. Their funds are used by the cities to expand and enhance their local financial education efforts.

Each September, the Dollar Wise Campaign invites its local campaigns to recognize Dollar Wise Week. Celebrated the last week of the month, Dollar Wise Week provides local campaigns the opportunity to focus their communities' attention on the need for greater financial literacy and to highlight local efforts. Throughout the week, Dollar Wise cities organize press conferences, seminars, workshops, fairs, and other community events. Most cities also issue a mayoral proclamation for the week.

In 2007, Dollar Wise Week will be recognized September 24-30. The Dollar Wise Campaign is encouraging its cities to focus their efforts around the theme "Thinking for Kids and Families". The National Dollar Wise Campaign will provide curriculum items, promotional materials, and technical support for this theme.

The Dollar Wise Campaign also produces an array of high-quality publications. These range from the financial book, a valuable tool cities can use for locating excellent financial education curriculum items offered by our national partners, to the new short feature series, profiling what cities across the country are doing in particular financial education curriculum areas. In the coming year, Dollar Wise will roll out further publications as it expands and enhances all aspects of its efforts.

We invite you to learn more about these areas of the Dollar Wise Campaign and more in the book in the end and we invite you to register your city for the Mayors' National Dollar Wise Campaign and make a commitment to increasing financial literacy in your community. Together we can make a difference in the lives of all Americans. Thank you for your participation in this important effort.

Sincerely,

Douglas H. Palmer
Mayor of Phoenix
President, The United States
Conference of Mayors

Barbara R. Elpatnick
Mayor of Denver
Chair Council for the New
American City

Tom Cochran
Executive Director
The United States
Conference of Mayors

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Founding Sponsor

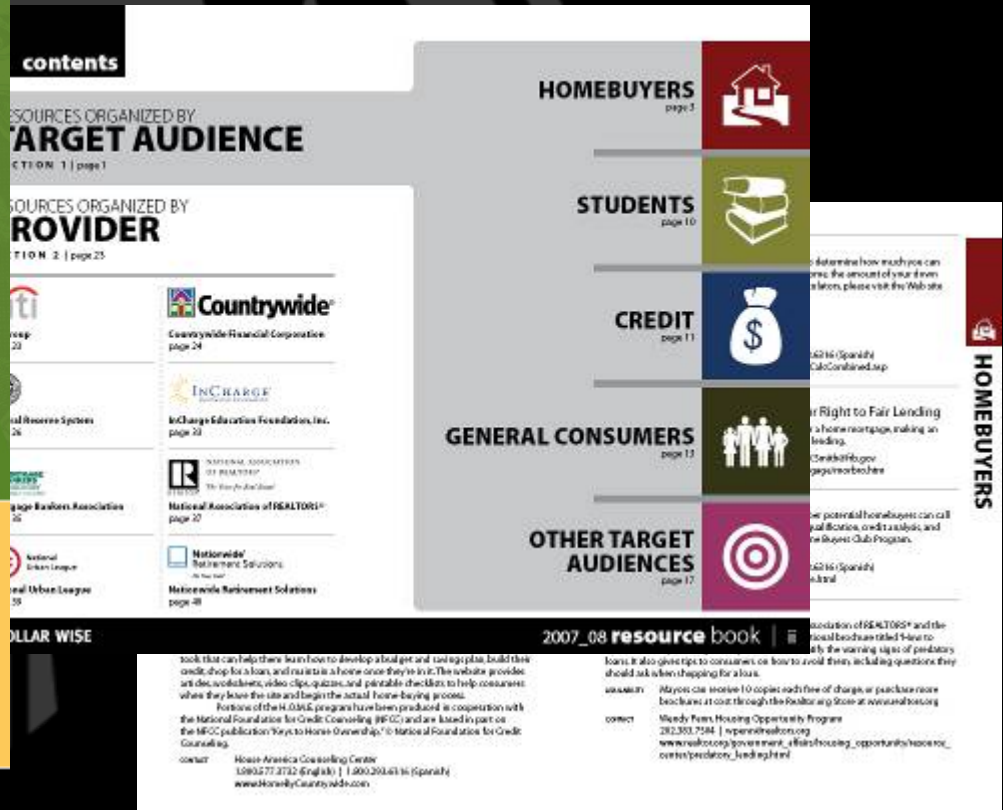
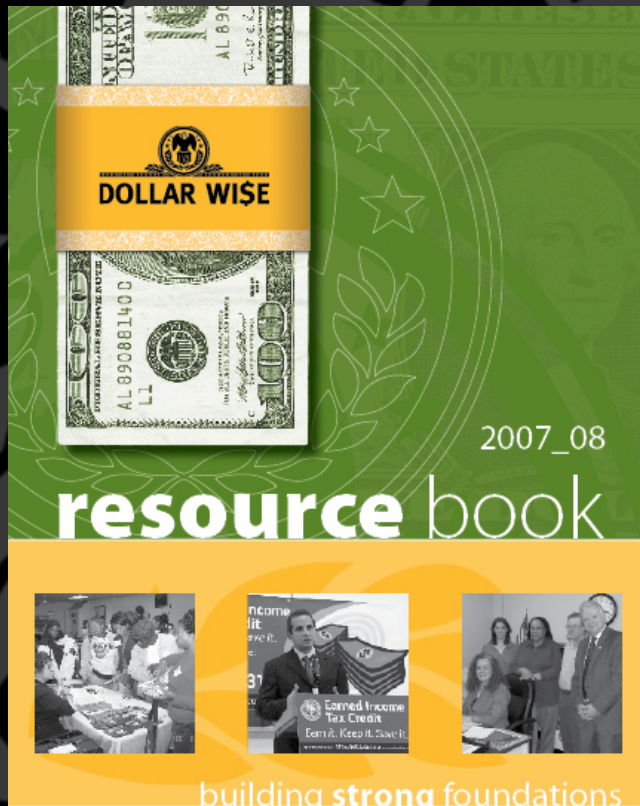


THE UNITED STATES CONFERENCE OF MAYORS
COUNCIL FOR THE NEW AMERICAN CITY

PUBLICATIONS



What does Dollar Wi\$e offer?



THE UNITED STATES CONFERENCE OF MAYORS
COUNCIL FOR THE NEW AMERICAN CITY

PUBLICATIONS



What does Dollar Wi\$e offer?



financial education

Founding Sponsor



PUBLICATIONS

TARGET AUDIENCE

Low- to moderate-income
 General consumers
 Minorities
 Adults
 Students

CURRICULUM AREA

Banking/budgeting/savings
 Credit management
 Homeownership
 Retirement planning
 Train-the-trainer

1 Credit Booster

INCHARGE EDUCATION FOUNDATION | Designed to lead the consumer through a step-by-step process to enhance usage of credit and management of debt.

Chapters include:

1 Basics of Improving Your Credit	9 Removing Mistakes from Your Credit Report
2 Where Do You Stand?	10 Improving Your Credit Score
3 Where Does All the Money Go?	11 Resolving Severe Credit Problems on Your Own
4 Making Sense of Your Financial Situation	12 Getting Help for Resolving Severe Debt Problems
5 Understanding Your Credit Report & Credit History	13 Building Credit When You Do Not Have Any
6 Understanding Your Credit Score	14 Building Credit After Divorce
7 Setting Your Financial Goals	15 Rebuilding Credit After Bankruptcy
8 Budgeting	

ESP www.mindyourfinances.com/products/credit-booster

2 CreditSmart

FREDDIEMAC | Designed to help users obtain the knowledge and skills necessary to manage their finances and positively impact their credit.

CreditSmart is being distributed through organizations committed to helping underserved communities, including the National Urban League and the Rainbow/PUSH "1000 Churches Connected" initiative.

CreditSmart is available in English and Spanish and includes eleven different modules, including:

1 Your Credit & Why It Is Important	5 Establishing and Maintaining Credit	9 Restoring Your Credit
2 Managing Your Money	6 Understanding Credit Scoring	10 Planning for Your Future
3 Goal Setting	7 Thinking Like a Lender	11 Becoming a Homeowner
4 Banking Services, An Important Step	8 Avoiding Credit Traps	

ESP www.freddiemac.com/creditsmart



What does Dollar Wi\$e offer?



- CitiCorp is an outstanding corporate partner that provides 1,600 employees paid-time to volunteer and educate others on wealth building opportunities.

Innovation and creativity

Louisville's campaign creates environments where all family members can participate and attend age-appropriate programs



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NEW AMERICAN CITY

Founding Sponsor



2007 partnerships

Profiles of local Dollar Wi\$e
campaigns across America

PUBLICATIONS



What does Dollar Wise offer?



PUBLICATIONS



What does Dollar Wi\$e offer?



PUBLICATIONS DOLLAR WISE WEEK



What does Dollar Wi\$e offer?



PUBLICATIONS **DOLLAR WISE WEEK**



What does Dollar Wi\$e offer?



PUBLICATIONS DOLLAR WISE WEEK

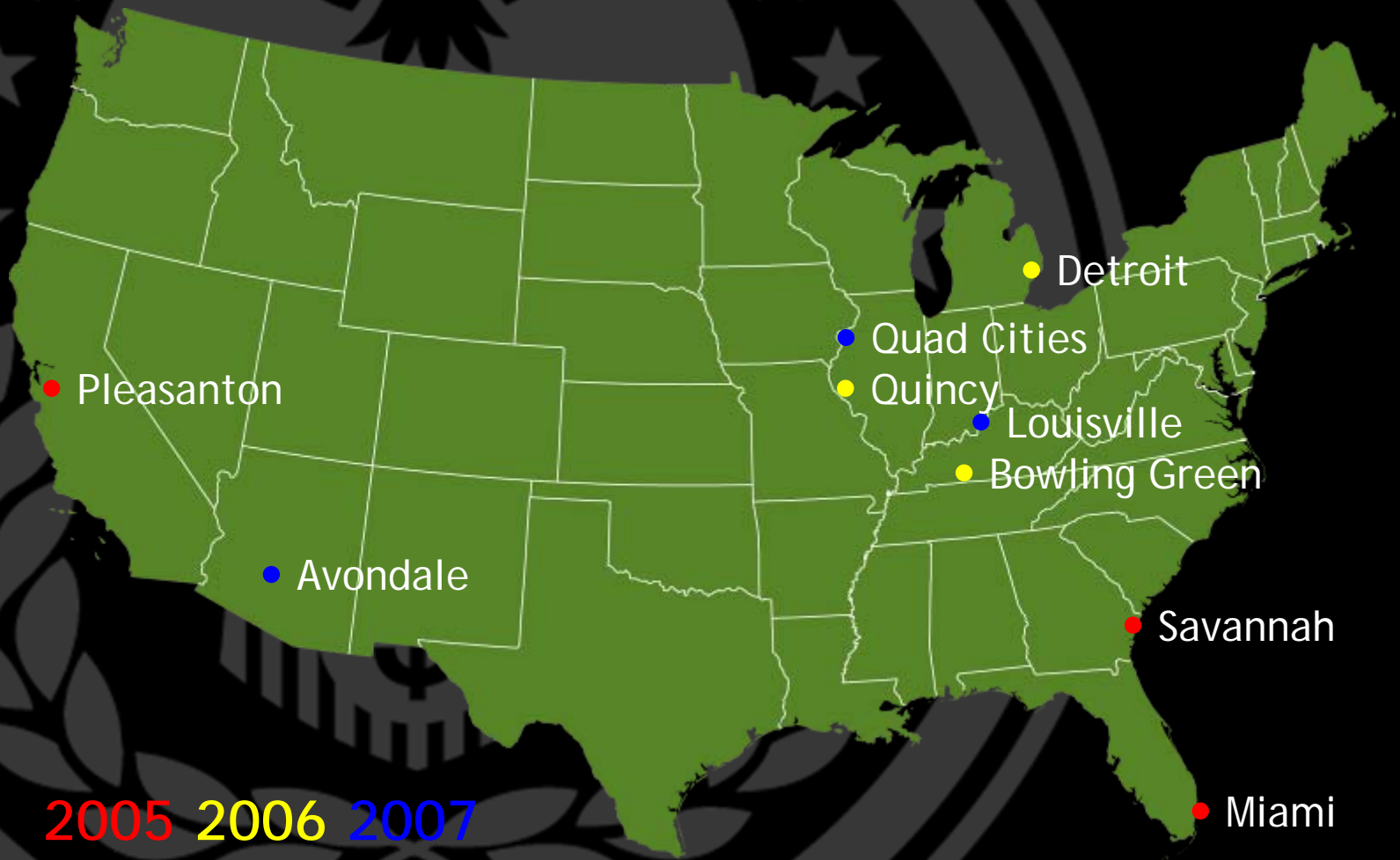


What does Dollar Wi\$e offer?

Capacity Grants PROGRAM



What does Dollar Wi\$e offer?



2005 2006 2007

PUBLICATIONS DOLLAR WISE WEEK

CAPACITY GRANTS PROGRAM



Local campaigns

130 cities

35 states, District of Columbia,
Puerto Rico, Commonwealth of the
Northern Mariana Islands



Local campaigns

Aibonito, PR
Akron, OH
Alexandria, VA
Arlington, TX
Atlanta, GA
Augusta, GA
Avondale, AZ
Baton Rouge, LA
Bayamon, PR
Bedford Heights, OH
Bettendorf, IA
Biloxi, MS
Bolingbrook, IL
Boston, MA
Bowling Green, KY
Brick, NJ
Bridgeport, CT
Brockton, MA
Brooklyn, OH
Burbank, CA
Cabo Rojo, PR
Cambridge, MA
Camden, NJ
Camuy, PR
Carolina, PR
Cathedral City, CA

Cedar Rapids, IA
Charleston, SC
Cleveland, TN
Clifton, NJ
Columbus, IN
Coral Gables, FL
Corpus Christi, TX
Cuyahoga Falls, OH
Cypress, CA
Davenport, IA
Dayton, OH
Dearborn, MI
Detroit, MI
Doral, FL
Durham, NC
East Cleveland, OH
Egg Harbor Twshp, NJ
Elmira, NY
Everett, WA
Farmington Hills, MI
Fayetteville, AR
Florissant, MO
Fort Stockton, TX
Frankfort, KY
Franklin, TN
Green Bay, WI

Greenville, MS
Hamden, CT
Harvey, IL
Hattiesburg, MS
Hollywood, FL
Hope Township, NJ
Houston, TX
Huntington Beach, CA
Irvington, NJ
Jackson, MS
Killeen, TX
Lafayette, LA
Lake Charles, LA
Lansing, MI
Las Vegas, NV
Lauderhill, FL
Lewiston, ME
Lincoln, NE
Livermore, CA
Long Beach, CA
Louisville, KY
Maplewood, MN
Margate, FL
Maywood, IL
Miami, FL
Miami-Dade County, FL

Moline, IL
Muskogee, OK
Norfolk, VA
North Chicago, IL
North Little Rock, AR
North Miami, FL
North Tonawanda, NY
Norwalk, CT
Orlando, FL
Pembroke Pines, FL
Piscataway, NJ
Pleasanton, CA
Pontiac, MI
Providence, RI
Quad Cities, IL-IA
Quincy, IL
Redmond, WA
Reno, NV
Riverside, CA
Rochester, NY
Rock Island, IL
Rockford, IL
Rocky Mount, NC
Saint Paul, MN
Saipan, CNMI
San Antonio, TX

San Francisco, CA
Santa Barbara, CA
Savannah, GA
Scottsdale, AZ
Shelton, CT
Southfield, MI
St. Petersburg, FL
Stamford, CT
Sugar Land, TX
Tallahassee, FL
Toa Baja, PR
Trenton, NJ
Tucson, AZ
Turlock, CA
Utica, NY
Virginia Beach, VA
Waco, TX
Warwick, RI
Washington Twshp, NJ
Washington, DC
Waterbury, CT
Waterloo, IA
West Haven, CT
Westland, MI
Woodbridge Twshp, NJ
Woonsocket, RI
Yonkers, NY



What do Dollar Wise cities do?



What do Dollar Wi\$e cities do?



San Francisco
CALIFORNIA



What do Dollar Wi\$e cities do?



San Francisco
CALIFORNIA

Avondale
ARIZONA



What do Dollar Wi\$e cities do?



San Francisco
CALIFORNIA

Avondale
ARIZONA

Quad Cities
ILLINOIS-IOWA



What do Dollar Wi\$e cities do?



San Francisco
CALIFORNIA

Avondale
ARIZONA

Quad Cities
ILLINOIS-IOWA

Quincy
ILLINOIS



What do Dollar Wi\$e cities do?



San Francisco
CALIFORNIA

Avondale
ARIZONA

Quad Cities
ILLINOIS-IOWA

Quincy
ILLINOIS

North Chicago
ILLINOIS



What do Dollar Wi\$e cities do?

Atlanta
GEORGIA





What do Dollar Wi\$e cities do?



Atlanta
GEORGIA

Lewiston
MAINE



What do Dollar Wi\$e cities do?



Atlanta
GEORGIA

Lewiston
MAINE

Pleasanton
CALIFORNIA





What do Dollar Wise cities do?



Atlanta
GEORGIA

Lewiston
MAINE

Pleasanton
CALIFORNIA

Saipan
CNMI



What do Dollar Wise cities do?



Atlanta
GEORGIA

Lewiston
MAINE

Pleasanton
CALIFORNIA

Saipan
CNMI

Lafayette
LOUISIANA



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