



ILJC Progress Report

December 2014

Established on 2004, the Illinois JumpStart Coalition (ILJC) is one of 49 State Affiliates of the National JumpStart Coalition, a 501(c)(3) founded in 1995 and based in Washington D.C.

Our mission is to be **an advocate and platform for the most important voices and ideas in financial education**. We have adopted the following goals:

- **Raise awareness** of the importance of financial capability with special emphasis on disadvantaged communities.
- **Energize** new literacy advocates and encourage direct local action to improve outcomes.
- **Support** individuals, organizations and initiatives that advance youth financial education.
- **Be a trusted resource** for financial education information in Illinois.

Thanks to the generous support and engagement of our sponsors and volunteers in 2014, we were able to directly or indirectly impact more students, educators and youth services professionals than in any year in Coalition history. We also implemented many organizational changes to enhance productivity and better align resources with priorities. Below are highlights from key initiatives.

I. Communication / Outreach

- a. Our quarterly **e-newsletters** deliver meaningful and user-friendly content on the latest financial education research, programs, policies and resources. *A sample is attached¹.*
 - i. Our subscriber lists have increased over **600%** since 2013.
- b. Our Technology Team has established an expanded **ILJC social media presence** to engage a broader, larger (and arguably younger) audience.
 - i. **Facebook:** facebook.com/IllinoisJumpstartCoalition
 - ii. **Twitter:** twitter.com/iljumpstart/
 - iii. **LinkedIn:** linkedin.com/groups - Illinois JumpStart Coalition
- c. As part of our ongoing effort to **reach beyond the Chicago metropolitan area**, we convened a preliminary meeting of mid-state stakeholders in Q3/2014. This group will explore the potential for establishing a new chapter in Peoria that would be tasked with advancing the mission on a local level with the support of ILJC leadership. If successful, this concept might be replicated in the southern and western portions of the state.

II. Education & Networking Events

- a. In 2014, we hosted more than 200 attendees at free public events featuring respected presenters addressing important financial education issues to raise awareness, promote advocacy and provide exposure for sponsors. *Sample flyers are attached².*
 - i. **Feb 19 - "The Road to Financial Security is Shorter Than You Think"** featuring Michael "MVP Jennings, American Football Association Hall of Fame Wide Receiver, trainer, coach and motivational speaker at Columbia College Chicago.
 - ii. **April 8 - "Preparing the Next Generation for Life in the 21st Century"** featuring Mary Pille, President of Junior Achievement of Central Illinois at the Peoria Library.



- iii. **October 1 - “Top 10 Tips to Help College Students Manage Money Wisely”** featuring Alice Wood, President of Wealth Watchers International at Benedictine University, Lisle, IL.
- iv. **November 17 – Our annual “Holiday Award Reception”** attracted over **130** registrants to Wishbone Restaurant in Chicago, where we acknowledged sponsors and scholarship recipients and set the stage for an ambitious 2015 agenda. Junior Achievement’s Maria Ramos received our annual “Terry Savage Award” for advancing the cause of financial literacy and celebrated financial author and journalist; Gail MarksJarvis conducted an interactive “town hall” conversation with attendees.

III. Scholarships and Grants

- a. In 2014, the Coalition recognized individual achievement and supported continuing education by awarding more scholarships and grants than ever before. We presented a total of **21** awards, including 8 student scholarships, 7 educator scholarships and 6 financial education library grants. Candidates submit applications with essays and letters of recommendation, which are reviewed by an ad hoc committee of the Board.
 - i. **Educator Scholarships** were awarded to Rochelle Reed of East Saint Louis High School, Samantha Morris of Junior Achievement, Christine Cornejo of Volunteers of America, Marcia Boyd of Chicago Public Schools, Axton Betz-Hamilton of Eastern Illinois University, Doug French of Waukegan High School and Nicole Liddle of the Illinois Student Assistance Commission.
 - ii. **Student Scholarships** were awarded to Raven Johnson of Northwestern University, Kamal Bilal of Whitney Young Magnate High School, Liliana Alfaro of Columbia College Chicago, Michael Beardsley of Shelbyville High School, Ryon Mix of Southern Illinois University, Kailyn Bates of Bradley University and Owen Watelle of the University of Illinois.
 - iii. **Financial Education Library “FEL” Grants**
 - 1. New for 2014, this program seeks out public schools, libraries and other institutions providing youth services in disadvantaged communities throughout the state and offers them the opportunity to apply for a FEL Grant. Selected candidates receive a turnkey financial education library, including all print and digital materials necessary to offer a basic personal finance curriculum to their users.
 - 2. This year, Library Grants were awarded to The Joliet Public Library, East Saint Louis School District 189, Waukegan Public Library, Goodwill Industries of Central Illinois, Marion Junior High School and Homer Township Public Library.
 - iv. **ILJC periodically surveys recipients** to monitor their progress and ascertain the impact of the scholarship or grant on their lives. Below are some excerpts:
 - 1. *“I will use this grant to further my education about finances and share this knowledge with my colleagues and the students that our organization impacts.”*
-Samantha Kim Morris
 - 2. *“Without this scholarship I would not have been able to attend the National JumpStart Educator Conference where I learned so much valuable information.”*
-Tammy Desmond



3. *“This scholarship is helping me pay for school so I can in go back to the community and show that you can build a career on financial knowledge and find success.”*

-Mario Gage

IV. Action Network for Financial Empowerment (ANFE)

- a. ILJC’s new signature program debuted in July of this year to rave reviews. This program establishes a new network of literacy advocates, working in different ways and different places, to achieve a common objective. The **centerpiece was a 2-day Summit** that exposed influential educators, policy makers and youth services professionals from around Illinois to some of the most innovative concepts and important voices in this field.
 - i. The presenters included:
 1. Cindy Ivanac-Lillig - Chicago Federal Reserve Bank
 2. Lori Berkes-Nelson - Econ Illinois
 3. Maria V. Ramos - Junior Achievement of Chicago
 4. Helen Roberts, Ph.D. - University of Illinois – Chicago
 5. Ovid Wong, Ph.D - Benedictine University
 6. Alice Wood - Wealth Watchers Foundation
 7. Susan Beacham - Money Savvy Generation
 8. Sally Wood - Council for Economic Education
 9. Angell Campbell - Chicago Public Schools
 10. Sunaena Chhatry - Consumer Financial Protection Bureau
 11. Tracy Frizzell - Economic Awareness Council
 12. Sheryl Szot Gallaher - Governors State University
 13. Vicki Jobst, DBA, CPA, CGMA - Benedictine University
- b. ILJC is facilitating dialogue and information sharing through an exclusive LinkedIn group to support participants’ efforts to execute selected strategies back home. We are also launching a new **Project Implementation Grant** program to provide network members with seed money and help move their plans from the drawing board to the classroom.
- c. Feedback was very positive with **93%** of participants stating that they were likely or very likely to implement new strategies. *An evaluation summary and photos³ are attached.*

V. Student Impact

- a. Each scholarship and grant recipient and every participant in an ILJC educational program is asked how many students they directly or indirectly impact annually and approximately what percentage of those students reside in low or moderate income households. We are very pleased to report that the total number of impacted students in 2014 was **554,427** and the net low/moderate-income percentage was **82%**. *See attached summary⁴.*

VI. Money Smart Week (MSW)

- a. ILJC continues to be an active promoter and supporter of the Chicago Fed’s public education program and a number of our Directors are MSW Partners.
- b. In 2014, ILJC reprised its sponsorship of the **“Rube Goldberg Project”**, in which engineering students from the Lindblom Math & Science Academy design and build a one-



of-a-kind machine that would perform a simple function (in the most creative and complicated way imaginable) to promote MSW.

VII. Technology

- a. A **new ILJC website** (illinoisjumpstart.org) was launched in May 2014 to replace the standard template site provided by the National Coalition and used by most state affiliates. It enables us to reinforce the ILJC brand, and deliver information more efficiently online.
 - i. The new site was built on the economical and popular WordPress CMS platform and offers a vastly improved user experience with data analytics, interactive forms, blog and calendar, mobile device compatibility and seamless social media integration.
 - ii. The site includes a completely new and dramatically expanded **Resource Library**, featuring over **130** links in 15 categories for both consumers and professionals.
 - iii. Since the launch in May, the new site has recorded over **14,000** page views. *Screen prints of the home and resources pages are attached⁵.*

VIII. Coalition Leadership

- a. **Two New Directors** were elected to the Coalition's already excellent Board.
 - i. **Christine Germino** of Junior Achievement of Chicago
 - ii. **Rachel Reinwald** of First Eagle Bank
- b. Each of the **19** Directors has a portfolio of operational and governance responsibilities as *outlined in the attached organizational chart⁶*. The full Board meets on a quarterly basis. Committees and project teams meet as needed.
- c. The Coalition facilitates collaboration by utilizing a secure **online directory and calendar** to store and share documents and other materials, thereby.

IX. Financial Controls

- a. We have recently completed our planned transition to a **new external CPA** and installed the **QuickBooks: Non-Profit Edition** accounting platform. These changes will increase speed and improve the quality and accuracy of budgeting and financial reporting, while saving significant annual professional services expense.
- b. Our protocol calls for maintaining **at least one year's worth** of operating expenses in reserve and to budget for annual reserve contributions of at least 10% of gross revenue.
- c. As illustrated by our **December 31 YTD Forecast** (*copy attached⁷*), the organization is financially sound and ended the year with positive variances to budget in net income and liquid assets.

X. Sponsorship

- a. Our **Sponsorship Options** (*copy attached⁸*) enable prospective supporters to choose from a range of opportunities to suit virtually any organization's priorities and budget.
- b. Since 2012, the number of individual, corporate and organizational sponsors of the Coalition has **increased fourfold** and currently includes the following entities (listed alphabetically): Allstate, Keith and Debra Cantrell, CEANNATE, Fifth Third Bank, First Eagle Bank, First Merit Bank, Great Lakes Credit Union, Guaranty Bank, HSBC, Illinois Credit Union League, Inland Real Estate, Mesirov Financial, Money Savvy Generation, Open Communities, Rotary Club of Winnetka Northfield and Stone Management.



Illinois JumpStart Coalition

Empowering youth through financial education since 2004

We sincerely appreciate all of our sponsors, members and volunteers, whose generosity, support and engagement make this important work possible.

Enclosed Exhibits

1. Fall 2014 Newsletter
2. 2014 Education / Networking Event Flyers
3. ANFE Summit Evaluation Summary and Photos
4. Student Impact Summary
5. Website Home & Resource Pages
6. 2014 Organizational Chart & Board Roster
7. Dec 31, 2014 YTD Financial Forecast
8. Sponsorship Options

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