

NFDM Quarterly Report

Quarter II of 2010



2010

Education and Housing Departments

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INTRODUCTION

Financial education is essential to help consumers understand how to prevent becoming involved in transactions that are financially destructive, how to avoid becoming victims of fraud, and how to exercise their consumer protection rights. Financial literacy can empower consumers to be better shoppers, allowing them to obtain goods and services at lower cost. This optimizes their household budgets, providing more opportunity to consume and save or invest. Having basic financial planning skills can help families to meet their near-term obligations and to maximize their long-term financial well-being. “We teach it, we believe it.”

HIGHLIGHTS

Education & Housing Departments

- **NFDM & VeteransPlus Partnership:** Now working in partnership with the National Foundation for Debt Management, VeteransPlus, a non-profit organization, is devoted to improve the financial wellness of Veterans and their families by providing financial counseling and education to active duty troops, veterans, and their families. VeteransPlus focuses on providing unparalleled solutions that will enhance the financial security and financial wellness of “*Those Who Served Us.*”
- **Florida Youth Shines:** April 11-14, Niurka Rosario and James Feazell traveled to Tallahassee, FL to speak in front of the Children’s Cabinet on the importance of financial literacy education for kids transitioning out of the foster care system. This is one of the latest programs developed by the Education Department titled “Afford Your Life, A Financial Literacy Program for Foster Care Youth,” with the vision of educating foster care children on the real start up costs when living on their own and financial expectations that await them during this new phase in their lives.
- **NACCC Re-Certifications:** April – May, all Education Department team members are once again re-certified as Credit Counselors via the National Association of Credit Counselors (NACCC) for the next two years.
- **Project Sanctuary:** May 30, Marlene Ware traveled to Granby, Colorado to represent VeteransPlus at Project Sanctuary. Project Sanctuary is a military retreat for families who have been separated due to a deployment. It is an eight day event with recreation and counseling for the entire family. VeteransPlus was invited to present a workshop on family finances. The

Education Department developed a workshop focusing on married couples and their children. The first 2/3 of the program is just for the couples and gives them a chance to understand how their partner feels about saving and budgeting. They prepare separate budgets and then come together to create one family budget. They set individual goals and then family goals. During the last part of the workshop, the kids are brought in to look at the budget with their parents to discuss the goals as a family and then to talk about money that they have spent in a frivolous way. The kids are then given tasks to help reduce the amount of money spent each month. Out of the ten families at the retreat, six of them came to the workshop.

- **Ponce de Leon Elementary Graduation:** June 9, James Feazell was invited to attend as the guest speaker for the graduating class at Ponce De Leon Elementary School where he wished much success to all the graduates and spoke of the importance of education.
- **Housing Foreclosures and New Homebuyer Counseling's:** April – June, First Time Home Buyer Education classes have facilitated 10 clients in their quest for homeownership. Foreclosure Prevention remains a mainstay for our housing counseling time and clients are walked through the process by our counselors.

PENDING PROJECTS

Abe Brown Ministries: The Education Team, as a possible partner in their work with the prison system, has contacted Abe Brown Ministries, formerly Prison Crusade Ministries. Abe Brown partners with all 67 prisons in Florida working to help prisoners and parolees achieve productive and spiritual lives.

HBIF (Hispanic Business Initiative Fund): HBIF provides NFDM with turn downs for small business loans after determining the availability of credit for their clients. NFDM has been recommended as HBIF's number one resource for consumer credit counseling's.

Sealund & Associates Software Program: The Education Department, NFDM Management, and VeteransPlus team members met with representatives from Sealund & Associates for a demonstration of their "Alaris Financial Literacy e-Learning Courses" which features engaging avatars, including military avatars, as well as interactive exercises, and entertaining simulations. This computer program is one that may be incorporated into the Education Departments current curriculum.

FDIC HBCU Pilot Program: NFDM will actively participate in a pilot program targeting Historical Black Colleges and Universities (HBCU) with the FDIC. As an Alliance Member of the FDIC, our organization will play a key role in train-the-trainer sessions with professors and staff of the colleges as well as provide expert information within the lecture series model. This program is scheduled to start during the fall of 2010.

GET REAL (Responsibilities, Employment, Assets, and Living) E-Learning Portal: The National Disability Institute and the Burton Blatt Institute at Syracuse University are teaming up to create a new online information source to answer questions about important topics such as Tax benefits, financial planning, and Individual Development Accounts to name a few. As a leading expert on Managing Credit, NFDM's Education Financial Advisor Marlene Ware has been invited to become a part of Get REAL (Responsibilities, Employment, Assets and Living), and e-Learning Advice Portal.

USF Tampa School of Aging Studies: Marlene Ware teaches this upper level two-hour class focused on credit, saving (retirement and emergency), and avoiding debt that is not secured. Knowing that too many people, living too many years and having saved far too little, will place increasing tax demands on smaller working generations, we want to educate the younger generations about the critical need to begin saving now. Our efforts addressed the fact that these students should be planning ahead for the day when they must simultaneously support their children's education, their parents' eldercare in addition to paying their own bills and funding their own retirement. USF Classes are scheduled for this summer 2010.

University of Florida (UF) Extension Credit Class: As part of an ongoing University of Florida Financial Literacy event, the Education Department is requested to teach a one - hour class on "Credit." The class listens to strategies to increase their credit scores, how to fix errors on their reports, and behaviors that could pull their score down. There is also a discussion about the Credit Card Act of 2009 that changed some of the rules regarding credit card usage. UF Classes are scheduled for this summer 2010.

Housing Counseling's: April – June, Habitat for Humanity and Loss Mitigation follow up are at a peak now with approximately 41 clients in counseling for each endeavor.

The White Book: This personal resource book, created by Financial Literacy Advisor Marlene Ware, is one where families may keep all of their important papers and documents secure and in one place including;

- **Identifications:** Social Security cards, driver's license, passport, citizenship papers, etc.
- **Medical:** Immunization records, prescriptions, physicians, health insurance, etc.
- **Retirement Accounts:** Pension, social security, IRA, 401K, etc.
- **Home:** Deed, homeowner's insurance, lease, renter's insurance, etc.
- **Accounts:** Banks, credit cards, investments, PIN numbers, etc.
- **Will:** Power of Attorney, Living Will, Will, Life Insurance, etc.

Eckerd College Student Orientation: Vern Farnsworth and Marlene Ware will be guest speakers at Eckerd College this summer 2010 as part of Eckerd's student orientation. Vern introduces NFDM and speaks about the history of credit in the United States while Marlene offers a look at what students can expect; how compound interest will work for them (IRA), against them (credit cards), and how student debt and credit reports will impact them as they leave the safety and security of college. This presentation is scheduled for August 30th, 2010.

ONGOING PROJECTS

Ways to Work: This seminar is continuous and takes place on the 3rd Saturday of every month. NFDM is the financial literacy component for their low / moderate income applicants to receive consideration for automobile loans. The Education Team has developed a relationship with Family Service Centers Inc., an innovative program that provides small loans (\$500-\$4,500) to low - income working parents specifically for car purchases or car repairs. The program assists families toward self - sufficiency by providing loans to those who might not otherwise qualify for credit, or who might fall victim to predatory lenders. Financial education and credit - building skills are also a vital part of this loan process.

Pinellas County Pregnancy Centers: Marlene Ware delivers monthly financial literacy seminars to expectant mothers and their partners at Pinellas Park Pregnancy Center, Countryside Pregnancy Center, and Largo Pregnancy Center. Pregnancy Plus Medical and Kimberly Home have chosen to take advantage of the extended seminars that consist of 4 weeks of *Money Smart* curricula.

Pinellas Habitat for Humanity: The Education Team continues presenting seminars on predatory lending as well as pre and post - purchase counseling for debt management at Pinellas Habitat for Humanity. The team is also providing them with *Money Smart* seminars on a monthly basis and volunteering their time during Habitat community activities.

Community Action Stops Abuse (CASA): The Education Team is currently scheduling monthly seminars for this residential center for domestic abuse. A modified FDIC *Money Smart* curriculum (Personal Finance for Independent Women) is used as well as seminars on "Budgeting for Vacations" and "Budgeting for the Holidays." This program resumes during the fall of 2010.

Juvenile Detention Center (JDC): The Education Team continues a relationship with the teenage boys and girls at the Juvenile Detention Center by introducing them to the "It's My Life" and "Start-Up Cost" curriculum.

Largo High School: The Education Team introduced the Largo High School seniors to the "It's My Life" curriculum and the *Cent\$ability* game. We return each quarter to teach a new group of seniors. We will continue with the economics classes and the 9th grade social studies students. Due to summer vacations, this program resumes September 2010.

Junior Achievement (J.A.): Members of the Education and Housing Teams continue to partner with Junior Achievement at schools throughout Pinellas County providing monthly volunteer efforts. We often setup a follow-up visit with the schools to present our financial literacy program.

The Haven: This is a protective home for victims of domestic violence. The Education Team continues to offer monthly workshops to women who are on their own, often with children, and without many resources.

Reverse Mortgage Counseling's: Counseling by a HUD approved housing counseling agency is a requirement for borrowers to obtain reverse mortgage. We satisfy this by counseling individuals based upon the reverse mortgage loan program that they choose. We provide individuals with information on: loan amounts, payment options, home ownership requirements, advantages, and program benefits. Our purpose is to make sure that the homeowner has all the information needed when it comes to their reverse mortgage.

NFDM One-on-One Credit Counseling's: NFDM conducts free one-on-one counselings and accepts referrals on the phone or in person. The sessions help clients gain a better understanding of issues related to money management and personal finance. The Housing department also accepts calls for all homeownership needs (first time homebuyer, predatory lending, foreclosure prevention, etc.).

Hillsborough County Prosperity Campaign: The Education Team continues to maintain an active partnership with this group, including distributing Earned Income Tax Credit (EITC) materials and recruiting volunteers to work at the Volunteer Income Tax Assistance (VITA) sites during tax season.

Wealth Building Coalition of Pinellas County/Prosperity Campaign: Community leaders from various non-profit organizations meet every second Wednesday of every month from 9am-10am to discuss issues relevant to Pinellas County non-profits.

The Spring of Tampa Bay: The Education Team provides monthly financial workshops at this transitional housing center for women who are victims of domestic violence. Most recently Linda Haknasar and Marlene Ware began a series of homeownership classes that will provide these recovering families with the education that will prepare them for homeownership.

The Children's Board of Hillsborough County: As of the second quarter of 2009, NFDM became part of the Children's Board Administrative Services Organizations (ASO) as a "Financial Coach" where we will generate referrals via fifty-six Case Management organizations and affiliates.

National Counsel On Aging (NCOA) Partnership: NFDM formed a partnership with the National Counsel on Aging (NCOA), a non profit senior advocacy group headquartered in Washington, DC. NCOA has partnered with NFDM to assist in providing reverse mortgage counseling nationally to the senior population. NCOA is a HUD approved intermediary, which means they receive direct grants from HUD to provide reverse mortgage counseling services. NFDM is now providing upwards of 90% of all NCOA requests for reverse mortgage counseling in all 50 states and currently provides approximately 40 reverse mortgage counseling sessions per day. Each session takes 1.5 hours to complete. HUD anticipates a 30% increase in NCOA counseling requests during this 2010 calendar year.

College Student Orientations: Marlene Ware and Vern Farnsworth continue to provide financial literacy education to graduate and undergraduate students enrolled in the University of South Florida (USF), St. Pete College, and Eckerd College. The focus of the orientations vary but mostly concentrates on how the {financial} choices we make when we are young impact {retirement} choices we are able to make as we age.

Great American Teach-In: For the 5th consecutive year NFDM has participated in the Great American Teach-In where Education Department team members visit local schools to not only speak about their current positions and what their jobs entitle but also provide an interactive demonstration of their youth curriculum "The Good, The Bad, and The Ugly" to the classes they visit. This financial literacy curriculum stresses the importance of saving for retirement at a young age.

New Wachovia / Wells Fargo "Hands On Banking" Financial Literacy Program: Towards the end of 2009, the Education Department attended a two - hour presentation and demonstration of Wachovia / Wells

Fargo's new "Hands On Banking" financial literacy program. This program is now replacing the FDIC *Money Smart* program the Education Department was utilizing as curriculum for their presentations.

Keep It Safe & Secure Financial Literacy Program: This program helps to build financial knowledge, security, and confidence for military men and women returning from deployment, transitioning out of the military, and pre-deployment.

Housing Continuous Trainings: Continuing education continues monthly for HUD/FHA improvements in Loss Mitigation.

Keep It Safe Seniors (KISS) Financial Literacy Program: The KISS (Keep It Safe Seniors) curriculum based on the *Money Smart* "Keep it Safe" module, is one that speaks on the financial challenges unique to the senior population and includes topics such as; monitoring your financial affairs, getting organized, what to do if you lose your wallet, steps to take if your identity is stolen, staying away from predatory lenders, and more.

United Way One-On-One Counseling's: As new partners with United Way of Tampa Bay, NFDM has been invited to take part in a new initiative being tested by United Way. During the 2009 Tax Return season all residents who utilized a free VITA (Volunteer Income Tax Assistance) site to get their taxes done, filled out an "Intake Form" that provided them the option of asking for additional help on budgeting, credit, saving, paying down debt, etc. NFDM's Education Department is currently facilitating individuals who want the one-on-one assistance offered by United Way.

COMMUNITY OUTREACH & NETWORKING

Pinellas Opportunity Council (POC) Advisory Committee: James Feazell, referred by POC Director Ed Dickey, is a member of the Pinellas Opportunity Council Advisory Committee where he assists with quarterly projects and ideas for marketing to increase membership, bring more exposure, and inform community members of POC's credit union to name a few.

The Breakfast Optimist Club of St. Petersburg: Marlene continues her weekly meetings at the Breakfast Optimist Club of St. Petersburg, one of the oldest volunteer organizations in Pinellas County. Their emphasis is on youth and creating stronger families through education. Marlene participates in various community functions throughout Pinellas County sponsored by the Breakfast Optimist Club including: Get Downtown – First Friday (proceeds of the wine/beer tents and the water/soda tent go to a different local charity each month) and preparing dinner for the families staying at the Ronald McDonald House in St. Petersburg once each month.

Guardian Ad Litem (GAL): Niurka Rosario continues her work with foster children by attending monthly child visits, court visits, and other meetings related to this program. Although the main goal of GAL is re-unification with the parents and/or legal guardians, this may not always be true for all cases. Niurka's two foster children, brothers, were re-unified with their mother on November 7th, 2008 but the transition has not been a simple one and therefore Judicial Reviews and Status Conferences continue to take place on a monthly basis at the Downtown Tampa Court House.

Pinellas Ed Foundation: James Feazell, Marlene Ware, and Niurka Rosario are current judges for the Teach for Excellence grants' recipients. This is the third year NFDM has been involved with the Pinellas Education Foundation/Pinellas County Schools Teach for Excellence Classroom Grant Selection Committee. Each year, hundreds of Pinellas County teachers from elementary, middle and high schools submit creative and innovative proposals for making learning come alive in their classrooms.

Wealth Building Coalition / Pinellas Prosperity Campaign: Marlene Ware is a member of the Outreach Committee and Asset Building Sub Committee. The mission of The Wealth Building Coalition is to promote and expand economic and asset-building opportunities for low and moderate income households throughout Pinellas County by concentrating on goals such as; promoting awareness and increasing understanding of the federal Earned Income Tax Credit (EITC) program through an ongoing and coordinated marketing campaign, expand and improve community access to free income tax preparation at sites throughout the county in partnership with the IRS Volunteer Income Tax Assistance (VITA) program and local organizations, and emphasize and support linkages to essential asset-building programs for low and moderate income households through: financial education training utilizing the FDIC *Money Smart* curriculum, homeownership education for new home ownership and refinancing existing mortgages, and additional asset-building strategies.

Bank on St. Pete: The Bank on St. Pete project is modeled after the highly successful Bank on San Francisco program. Several financial institutions, community organizations, and financial literacy educators have collaborated to assist the unbanked citizens of St. Petersburg, Florida in their pursuit to become sound personal money managers. James Feazell serves on the education subcommittee which develops

the content, reporting, and curriculum for the project. This program will allow participants a “second chance” to establish a positive relationship with a financial institution.

Real Economic Impact Tour (REI Tour) Planning Committee: Marlene Ware and Niurka Rosario are on the planning committee for the Real Economic Impact Tour (REI Tour), a national outreach initiative which delivers information on free tax preparation and filing assistance along with other asset building strategies to low-income persons with disabilities.

NFDM Social Media Sites: NFDM has recently joined the mainstream by creating social media sites such as Facebook and Twitter as a means of communicating, keeping up to date with announcements, and current events. Other benefits of these sites include targeting population segments as well as creating and publishing advertisements of choice.

HUD Loss Mitigation Training: May 13, Linda Haknasar attended HUD’s Loss Mitigation training and networked with representatives from Chase Bank for personalized assistance with pending clients.

Town ‘N Country Health Fair: May 19, Marlene Ware and Niurka Rosario were exhibitors at the Town ‘N Country Health Fair which consisted of health screenings, medication reviews with pharmacists, nutritional snacks, and other wellness information for seniors. Marlene and Niurka had an informational booth that provided "Financial Literacy Wellness Education & Resources" for seniors who may be in financial distress.

St. Petersburg Bar Association Forum: June 12, Linda Haknasar attended the St. Petersburg Bar Association forum and presentation for Loss Mitigation. The Housing Department is in the final stages of presenting counseling for those clients going to Court Ordered Mediation for their foreclosure, short sale, or deed in lieu.

19th Annual HOPE Expo: June 26, Linda Haknasar and Niurka Rosario participated in the 19th Annual HOPE (Home Ownership for People Everywhere) Expo at the Raymond James Financial Center where they provided future homeowners information on NFDM financial services and programs.

VeteransPlus Military Outreach: The following outreach events, accomplished through a group effort, were exclusive for military personnel and their families;

- April 9, Veteran Benefit Resource Fair, The Villages, FL
- April 12, Veteran Benefit Resource Fair, Land ‘O Lakes, FL
- April 20, MacDill Air Force Base, Tampa, FL
- April 30, Yellow Ribbon Event (Reintegration), Wesley Chapel, FL
- May 1 – May 2, National Reserve Ombudsman Conference, Orlando, FL
- May 2 – May 6, CVSO 2010 Conference, Cocoa Beach, FL
- May 14 – May 16, Returning Wounded Warriors (RWW), Houston, TX
- May 14 – May 16, Returning Wounded Warriors (RWW), Sedona, AZ
- May 14 – May 16, Yellow Ribbon Event, Dallas, TX
- May 15, St. Jude’s Veterans Cancer Survivor Bike Ride, Lutz, FL
- May 16, Yellow Ribbon Event (Pre-Deployment), Orlando, FL
- May 22, Yellow Ribbon Event, Lake Buena Vista, FL
- May 25, MacDill Air Force Base, Tampa, FL

- May 28 – May 30, 16th Annual National Military Survivor Seminar & Good Grief Camp, Arlington, VA
- May 30, Project Sanctuary, Granby, CO
- June 5, Florida National Guard Family Assistance, Sarasota, FL
- June 11 – June 13, Yellow Ribbon Event, Schaumburg, IL
- June 12, NAVY Operational Support Center, Luke AFB, AZ
- June 12, FL National Guard Family Assistance, Hollywood, FL
- June 15, MacDill Air Force Base, Tampa, FL
- June 18 – June 20, Yellow Ribbon Event, Anaheim, CA
- June 19, 4th Annual Military Day & Veterans Resource Fair, Tarpon Springs, FL

CONCLUSION

During the second quarter of 2010 the Education and Housing Departments have continued to work diligently to promote financial literacy and homeownership education. The energy and enthusiasm displayed by the members of our teams have helped to move us forward. Our numbers speak for themselves;

Education

Our final tally of seminar information for this second quarter of 2010 is as follows:

- Adults: 1107
- Students: 215
- Spanish Seminars: 8
- One-On-One Counselings: 36
- Total Seminars: 88

Housing

- Housing Seminars: 20
- Individual Housing Counseling (New Clients Only): 41
- HECM Counseled: 605
- New HECM Counselors: 0