



Miami Valley **Saves**

You Can Build Wealth

Overview

of

America/Miami Valley Saves



America Saves

- America Saves is a national social marketing campaign that encourages individuals, to save money, reduce debt and build wealth.
- Consumer Federation of America (CFA) provides overall management of national campaign.
- Launched in 2001, Cleveland Saves first campaign.
- America Saves has fifty-three local, state and national campaigns.
- Philadelphia Saves, Milwaukee Saves, Texas Saves, Tennessee Saves, Military Saves, Youth Saves, Black America Saves, Faith Saves, Hispanic Saves.
- 100,000 Savers: top Savings Goals are
 - Emergency fund
 - Savings & Investments
 - Homeownership
 - Retirement Savings



America Saves

- America Saves has 500+ participating financial institutions which provide “no or low fee, low opening balance savings accounts”, allows small savers to achieve success.
- 1,000+ non-profit organizations, companies, government agencies, educational institutions, faith-based institutions and unions are involved.
- National partners include: Department of Defense, IRS, Federal Reserve Board, Cooperative Extension Services, National Foundation for Credit Counseling, United Way of America, National Black Caucus of States Institute, Corporation for Enterprise Development, Annie E. Casey Foundation, Family, Career and Community Leaders of America and National Tax Coalition.



America Saves Week 2008

- New and expanded effort aimed to reach more institutions, organizations, agencies and individuals to increase awareness on the need to save money, reduce debt and build.
- Focus of Saves Week is on ***Financial Action!***
- National organizations and local campaigns in 23 states have planned activities which emphasize financial action such as:
Signing up new savers
 - Opening an emergency saving account
 - Increase 401k, 403b or deferred Compensation Program contributions by 1%
 - Establish an Individual Retirement Account IRA
 - Use portion of Tax refund to establish a savings account
- Miami Valley Saves Regional Information Session
- Miami Valley Saves working with ETIC/VITA Sites during America Saves Week to sign up new savers at all VITA Sites



Miami Valley Saves

- *Miami Valley Saves Campaign* is a collaborative of community based non-profit organizations, social service, education, credit counseling, housing agencies and financial institutions.
- *Miami Valley Saves Campaign* promotes increase savings, the accumulation of wealth and reduction of debt among individuals and families in the Miami Valley/Greater Dayton area.
- *Miami Valley Saves Campaign* covers a nine county area; Clark, Clinton, Darke, Greene, Miami, Montgomery, Preble, Shelby and Warren.
- *Who is a Miami Valley Saver?...any one that signs up to become a saver! Membership is **free to all participants!***
- *Miami Valley Savers requirements:*
 - *Agree to a specific personal saving goal or to reduce personal debt by a specific amount and or open a Miami Valley Savings Account thru one of the participating financial institutions.*



Miami Valley **Saves**

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- *Miami Valley Saves Campaign Phases:*
 - Development Phase
 - Pilot/Test Phase
 - Assessment/Evaluation
 - Community-wide Launch
- *Miami Valley Saves Campaign Community Support:*
 - Planning Group Members--Subcommittees
 - Partner Organizations
 - Participating Financial Institutions
 - Individual Volunteers
 - Motivational Speakers
 - Wealth Coaches
 - Media Partners
 - Funding/Campaign Resources