



A partnership between American Library Association
and FINRA Investor Education Foundation

Contact: Name, phone, email
Date:

Fast Facts

[LIBRARY NAME] Smart investing@your library[®] Celebrates Financial Literacy Month

[LIBRARY NAME] joins with federal, state and local agencies and financial literacy organizations to kick-off the Annual Financial Literacy Month with a [lecture series, online service, workshop] that helps people make better decisions about their money by taking advantage of free, unbiased resources offered at the library. The programs are funded by a grant from the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation and the American Library Association as part of the nationwide Smart investing@your library[®] initiative.

Need for Financial Education

[LIBRARY NAME] financial literacy events address the rising need for Americans to make well-informed decisions about their finances. Consider the facts from the National Financial Capability Survey, 2012 : (see www.usfinancialcapability.org for how [YOUR STATE] compares)

- 56% of Americans do not have an emergency fund to cover 3 months of expenses if they were faced with an economic shock.
- In 2012, almost half (49%) of all Americans say they've paid their credit cards in full over the past year, up from 41% in 2009.
- A majority of American adults (61%) are unable to answer more than three of five fundamental financial literacy questions correctly – compared to 58% in 2009.

“Services Help People in [YOUR TOWN] Make Well-informed Decisions

- As part of the grant, [LIBRARY NAME] will undertake the following to provide effective, unbiased investor education to library patrons:
 - [LIST & DESCRIBE]
Example:
 - The grant will fund the development of a financial seminar series for the 1,500 members of our community over age 50.
 - The series will cover important topics such as IRAs, investing strategies for seniors, identity theft and financial scams targeting seniors.

About Smart investing@your library[®]

- Smart investing@your library[®] is a national grant program administered jointly by the Reference and User Services Association (RUSA), a division of the American Library Association (ALA), and the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation.
- Through Smart investing@your library[®], public libraries build capacity to provide effective, unbiased financial and investor education services to address the needs of those in the communities they serve.
- Since January 2008, Smart investing@your library[®] has awarded nearly \$10 million to public libraries and library networks across the country.

About RUSA, ALA, FINRA and the FINRA Investor Education Foundation

The Reference and User Services Association, a division of the American Library Association, is the foremost organization of reference and information professionals who make the connections between people and the information sources, services and collection materials they need. Established in 1876, the American Library Association is the oldest and largest library association in the world. It strives to provide leadership for the development, promotion and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all. For more information, visit www.ala.org.

FINRA, the Financial Industry Regulatory Authority, is the largest independent regulator for all securities firms doing business in the United States. FINRA is dedicated to investor protection and market integrity through effective and efficient regulation and complementary compliance and technology-based services. FINRA touches virtually every aspect of the securities business—from registering and educating all industry participants to examining securities firms, writing rules, enforcing those rules and the federal securities laws, informing and educating the investing public, providing trade reporting and other industry utilities, and administering the largest dispute resolution forum for investors and firms. For more information, visit www.finra.org.

The FINRA Investor Education Foundation supports innovative research and educational projects that give underserved Americans the knowledge, skills and tools necessary for financial success throughout life. For details about grant programs and other FINRA Foundation initiatives, visit www.finrafoundation.org.