

## **Community Service 2011 Company of the Week: State Farm Insurance Companies Week of January 2, 2011**

### **State Farm Bank® and Univision Television Partner to Present “Cuentas Claras” (Making Your Accounts Clear) Financial Literacy Workshop in Chicago**

In today’s economy, everyone is concerned about finances and many people have questions on how to improve their situation. State Farm Bank® helps people plan for their future by providing information through financial literacy workshops. Working with communities, State Farm® agents and employees hosted over 250 workshops in 2010 on a number of topics including building credit, building financial wealth, buying a home and more.

This past October, State Farm Bank partnered with Univision, a Spanish-language television network, to invite Spanish-speaking residents of the Little Village neighborhood to a free town-hall-style meeting to learn about homeownership and protecting credit. Over 300 families packed into the Chicago neighborhood’s high school gymnasium to learn about finances and ask questions about the financial hardships happening in their community.



*State Farm agents and local community leaders answering questions from the crowd about personal finance.*

Three State Farm agents served as panelists at the town-hall and answered questions from the crowd. They were joined by representatives from the Illinois Attorney General’s office and two local nonprofits, the Spanish Coalition for Housing and The Resurrection Project. Local Univision television news anchors served as moderators for this event. Univision taped the event to create a 30-minute program to air multiple times on multiple channels to reach a larger audience in the Chicago area.



*State Farm agents advise participants about the resources available to help pay for college.*



*Through its State Farm es Para Mí program, (State Farm is for me) volunteers were able to provide materials on scholarships for college, voter registration and other information to help participants get involved in the local community.*

Several State Farm employees volunteered at the event to answer financial questions, pass out materials and refer attendees to the nonprofit resources.

State Farm continues to be connected to the neighborhoods where we live and work. By teaming up with organizations that share our vision and commitment to building safer, stronger and better educated communities, State Farm can make a difference by being a “good neighbor” in meaningful ways.

Congratulations State Farm Insurance Companies!