

**Community Service 2011 Company of the Week: Popular, Inc.
Week of April 10, 2011**

Popular, Inc.'s Financial Literacy Initiatives

Popular, Inc.'s ongoing Financial Literacy Initiatives continue to blossom during Spring especially during April as National Financial Literacy Month. Popular has established programs such as:

- its own branded bi-lingual financial literacy program titled “***Take Control of your Money/Toma control de su dinero***” that focuses on the importance of money management and budgeting;
- Joint financial literacy projects such as ***Bank On Manhattan*** with the Manhattan Borough President's office and the Coalition for Debtor Education which focus on workshops with other community non-profit organizations that help educate and provide banking services to the unbanked community in New York City;
- National strategic partner ***Junior Achievement*** (JA), that helps bridge the business community, educators and volunteers—all working together to inspire young people to dream big and reach their potential. Popular has supported JA through the years with countless volunteer hours for classroom programs, mentoring, teaching, sharing real-life experiences and fundraising. Our collaboration with JA has allowed us to conduct hands-on, experiential programs to teach the key concepts of work readiness, entrepreneurship and financial literacy to young people all over the country.

Among the various Spring Financial Literacy events currently scheduled are:

- **Take Control of your Money Workshop** at Housing and Services, Inc in New York City. Housing and Services provides supportive housing to formerly homeless adults, most of which have a disability that requires additional support. Our local branch team kicked off the beginning of a series of financial literacy workshops focus on the importance of opening up a bank account. The next two series in the workshop in April will focus on how to manage finances and their new bank account and how to build credit and protect their identity. The workshop was so well received that the participants did not want the session to end and have encouraged more to sign up for the next workshop.



These two photos are from the Financial Literacy Workshop at Housing and Service's Kenmore Learning Center. Alba Alexandra De Los Santos along with Dawn M. Carrillo of Popular, Inc. facilitated the class.



- **Junior Achievement's** partnership allows bank staff to volunteer in schools, many of which are in high risk neighborhoods throughout the US. Hundreds of students are mentored during JA for a Day, when staff from Kensington Park California, to Chicago all the way across the US to Brooklyn NY, go into to the

local schools and teach a number of financial literacy courses. The interactive curriculum allows the youngest students to learn key concept through games, the middle school students are asked to become entrepreneurs and high school students learn how to create complete business plans. The experience is life changing and has proven that such students who have been involved in these programs are more successful in both their educational lives as well as in their life skills in general.



JA in a Day middle school students posing with their Certificates of Completion on the JA Your Money program.

- And still to come **Bank on Manhattan's** Financial Education workshop scheduled for April 19th at the Henry Street Settlement in the lower east side of Manhattan will be co-facilitated by our local branch manager. The target group of young adults 18-24 years old will be introduced to basic banking terms, how to manage and budget their finances and will end with an opportunity to open a new free checking account to help get them started. This is just one example of the ongoing workshops taking place throughout the City to help the unbanked learn about how to get access to bank accounts and learn how to manage their finances. Workshops are offered in different languages according the local community needs, but predominately are taught in either English or Spanish

Popular, Inc. will continue our many ongoing Financial Literacy Programs, working together in our communities with the goal to help further bridge the gap of financial literacy in America.

Congratulations Popular, Inc.!