



**AFSA EDUCATION
FOUNDATION**
Brightening Your Financial Horizon

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For Immediate Release

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AFSA Education Foundation Unveils \$7.5 Million Endowment Campaign

WASHINGTON, November 1, 2011...The AFSA Education Foundation (AFSAEF) announced its “Foundation for the Future” campaign to sustain its financial literacy programs. The campaign held its first public event last week with an awards ceremony during the 95th AFSA Annual Meeting at the Gaylord National Harbor Resort, National Harbor, Md.

Forty-two corporate and individual contributors were recognized as founding members with crystal awards. Under the leadership of AFSAEF Chairman Harry Goff, retired chairman & CEO, CitiFinancial, the endowment has raised more than \$3.2 million since it began two years ago. The campaign’s goal is to raise \$7.5 million to sustain and expand the reach of the foundation’s financial literacy programs. Corporations and individuals that make a contribution or pledge by April 18 will be considered founding members of the endowment campaign.

“Thanks to the generosity of many financial services companies and their leaders, the foundation’s programs – like the MoneySKILL curriculum – can expand their reach and educate more individuals about personal finance concepts,” Goff said.

The foundation’s primary initiative, MoneySKILL® is a free personal finance course for high school and college students that has been used by more than 11,000 teachers from all 50 states and several foreign countries. Covering personal finance concepts in the areas of income, expenses, saving and investing, credit, and insurance, the course includes built-in quizzes, a pre- and post-test, and a life simulation. A middle school version was released this month.

The foundation also produces an array of educational materials to help consumers understand responsible money management and wise credit use as it relates to budgeting, vehicle financing, mortgages, credit cards, personal loans, disaster planning, credit protection and even holiday shopping.

Based in Washington, D.C., AFSAEF’s (www.afsaef.org) mission is to help consumers realize the benefits of responsible money management, understand the credit process and seek help if credit problems occur. An IRS approved 501(c)3 tax-exempt, non-profit organization, it is affiliated with the American Financial Services Association (www.afsaonline.org), the national trade association for the consumer credit industry, protecting access to credit and consumer choice.

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