



Houston Money Week
Make It. Save It. Spend It Wisely.

Tenth Anniversary

2008

2018

Houston Money Week

2018 Impact Report

Our Leadership

With a decade of experience under its belt and more than 84,000 Houstonians equipped, taught and inspired, Houston Money Week (HMW) has become a leading financial literacy education initiative in the state of Texas. But it wasn't always the major platform it is today. Instead, our grassroots initiative started with just a handful of community partners who saw a need and wanted to share tools and resources to help their friends and neighbors. This year, with over 135 partners, we celebrate our tenth anniversary of providing free financial education. Now more than ever, we will continue to address the urgent need for financial tools and resources to Houstonians.

“

HMW's mission would not be possible with the continuous support and guidance of our advisory board, leadership team, sponsors, partners and volunteers. We are grateful to all of the organizations and individuals who have supported HMW through their donations of money, time, space and resources.”



Erika Jones, Communications & Outreach
Federal Reserve Bank of Dallas - Houston Branch

2018 Advisory Board

Allen Choy	Woodforest National Bank
Ryan Colburn	Regions Bank
Vanessa Reed	Comerica Bank
Mark Winchester	U.S. Small Business Administration

2018 Leadership Team

Jackie Aguilera	Houston Center for Literacy
Donald Bowers	Federal Reserve Bank - Houston Branch
WenFang Bruchett	Bliss Finance
Audrey Bybee	Regions Bank
Rudy Cavazos	The BridgePath
Adriana Gonzales	Camara de Emprasaros de Latinos
Jennifer Guzman	Texas Capital Bank
Tasha Harvey	Advantage Capital
Chris Hensley	KPFT 90.1 FM
Rickey Jimenez	Allegiance Bank
Erika Jones	Federal Reserve Bank - Houston Branch
Susan Kizer	Federal Reserve Bank - Houston Branch
Richard Simonds	Family Houston



Above - Our wonderful partners hard at work.
Below - Partners attend the annual Kickoff Luncheon.



Our Mission

Since 2008, HMW has empowered families and individuals to be successful in making better financial choices through free financial education. Held each April, our programming reaches thousands of individuals from all walks of life, bringing them the information and resources they need to make sound financial decisions. Our program goals are achieved through the collaboration and coordinated efforts of organizations across Houston and the surrounding counties. HMW partners — businesses, financial institutions, schools, libraries, non profits, government agencies and media outlets — come together to emphasize the importance of financial education, inform consumers where they can get assistance, and provide free seminars and activities. These events are open to all demographics and income levels, but focus primarily on serving low- and moderate-income populations — those most impacted by financial crisis.

Our Beginning

SEPTEMBER 14 - 20 2008
**MONEY
WEEK
HOUSTON**
www.MoneyWeekHouston.org



The devastation of Hurricane Ike

In 2008, 37 organizations collaborated to form an initiative that would help Houstonians gain financial competencies. Birthed with a similar mission and vision as Money Smart Week in Chicago, Money Week Houston, led by Denise Shanklin, hosting eight events until Hurricane Ike changed their plans. In 2009, the dates were moved to April, also known as Financial Literacy Month, where it remains to this day.

2008 Money Week Houston Partners

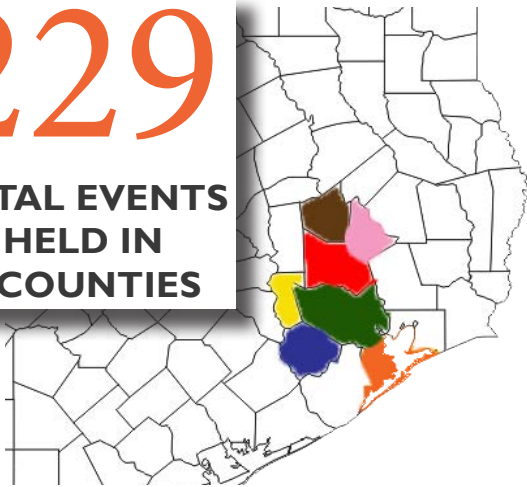
Alliance for Economic Inclusion
Amegy Bank of Texas
BakerRipley (formerly Neighborhood Centers, Inc.)
Better Business Bureau Education Foundation
Capital One Bank, NA
Central Bank
Coalition for the Homeless of Houston/Harris County, Inc.
Federal Deposit Insurance Corporation
Federal Reserve Bank of Dallas - Houston Branch
First Bank
First Citizens Bank (formerly Guaranty Bank)
Frost National Bank
Gulf Coast Community Services Association
H-E-B
Houston Association of Government Guaranteed Lenders
Houston Community College
Houston Minority Business Council
Houston Public Library
University of Houston-Downtown
Institute for Financial Literacy, College of Business

Internal Revenue Service (SPEC)
Stakeholder Partnerships, Education & Communication
International House of Prayer
Junior Achievement of Southeast Texas, Inc.
Money Management International
National Association of Hispanic Real Estate Professionals -
Houston Chapter
Office of the Comptroller of the Currency
People's Trust
Personal Touch Plus
PrimeWay Federal Credit Union
Promise Credit Union (formerly NCI Community
Development Credit Union)
Tabernacle On Fire
Texas AgriLife Extension Service
Texas State Securities Board
The Women's Resource Group of Greater Houston
Unity National Bank
Wachovia Bank
Wells Fargo
Woodforest National Bank

2018 Impact

229

**TOTAL EVENTS
HELD IN
7 COUNTIES**



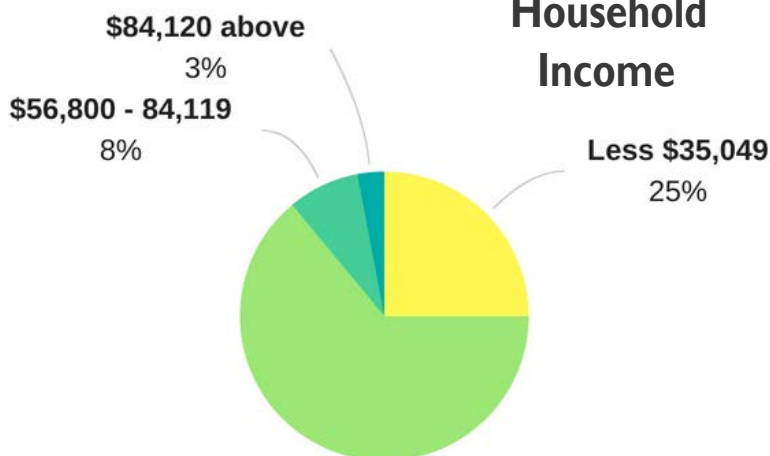
Counties include Brazoria, Chambers, Fort Bend, Galveston, Harris, Montgomery, Walker and Waller.

In 2014, Money Week Houston was renamed Houston Money Week to better solidify our goals and reach. Through HMW, our partners understand that regardless of economic conditions, financial stability has long been a significant struggle for many individuals and families.

Since 2008, HMW have been on the front lines helping Houstonians face their financial challenges. Today, no matter how different the needs are, we remain committed to our mission.

In 2018, as a result of our efforts through 229 events, workshops and activities, **more than 2,300 people (16% of all 2018 HMW participants) completed event surveys.** The graphs on these pages are based on the evaluations conducted by HMW Partners.

Household Income



14,639

TOTAL ATTENDEES

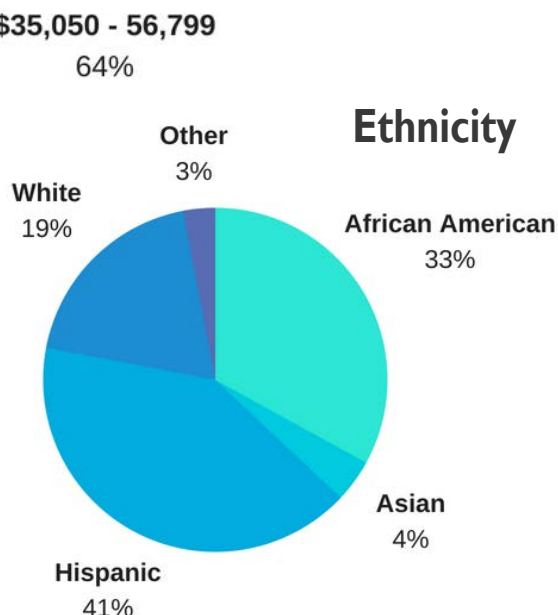


61%

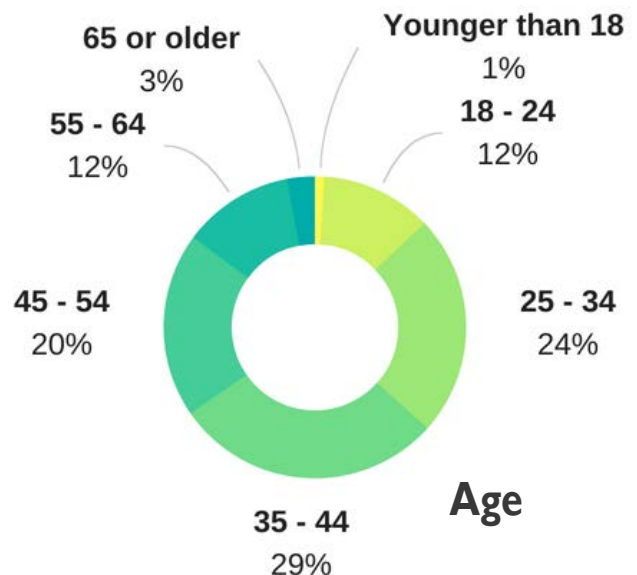


39%

Ethnicity



Age



Our Community



A mother helps her child learn about saving with her new piggy bank.

In the Houston MSA, 12 percent of households live in income poverty, but more than three times —39 percent—are financially vulnerable. Financially vulnerable households lack adequate savings to cover basic expenses for three months in the event of an emergency, such as a job loss or health crisis. With a limited number of options, these “liquid asset poor” working families can get caught in a vicious cycle of debt. The inability to bounce back from financial pitfalls is not only a detriment to families but also to the economic growth of the cities in which they live.

In the fall of 2017, for some residents of the greater Houston-area, a financial pitfall was right around the corner. Heavy rains and flooding as a result of Hurricane Harvey led to a financial crisis for individuals, families, and businesses alike. Those who were financially prepared generally were able to recover more quickly; however, no one escaped

the effects of this natural disaster. HMW’s classes and events help lay the groundwork for recovery, enabling Houstonians to develop the financial skills they need to be prepared in the face of catastrophic loss and other emergencies.

When people receive financial education, they are more likely to save, have sound credit and manage their money. Financial education is a key milestone in achieving financial stability - and why Houston Money Week continues to engage community organizations to partner in this effort. HMW helps people establish positive relationships with financial institutions, a critical part of sound financial management. Having the proper insurance protection in place enables individuals to maintain financial stability and plan for and recover from emergencies.

Houston Money Week raises awareness throughout the community about the importance of using financial products and services responsibly, managing money proactively and building skills create a solid financial footing.

Houston, we have a problem...

The average Houston household (family of 4) is

Asset Poor



32.2%

Households that lack sufficient net worth to live for three months above the poverty level (total assets minus total liabilities).

Liquid Asset Poor



43.5%

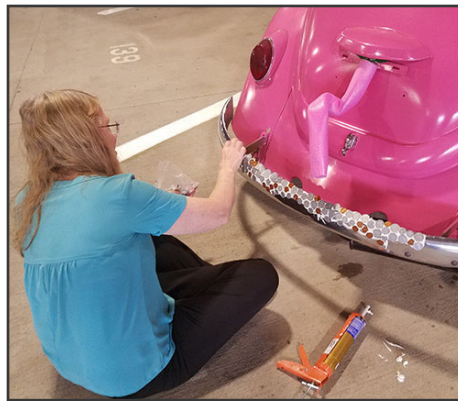
Households that lack sufficient savings to live for three months above the poverty level (money in bank accounts, stocks, mutual funds or retirement accounts).

Data snapshot drawn from the Corporation for Enterprise Development (CFED) Family Asset Count (January 2016) and the Assets & Opportunity Local Data Center. The Houston-Sugar Land-Baytown metropolitan statistical area (MSA) consists of Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery and Waller counties.

Our Reach

Houston Art Car Parade

This year for the first time, HMW participated in the Houston Art Car Parade. Known for celebrating the artist in everyone, this parade allowed HMW to reach Houstonians in a creative way. Over 250 cars participated in the largest art car parade in the world. HMW Partners from Regions Bank, Federal Reserve Bank - Houston Branch, Allegiance Bank, Goodwill Industries and others donated time and creative talent to turn a 1971 Volkswagen Beetle into a hot pink piggy bank!



Becoming Ben

In 2012, Leadership Team Chair Jackie Hoyer placed a phone call to Dick Huebner and asked him to be our very first Ben Franklin mascot. Surprisingly, he said yes! He was very well received with public and quickly became a HMW fan favorite. The idea of having a mascot stuck and recruitment for

more Bens soon took place. From 2013 to 2015, HMW had up to six Bens walking the streets of Houston. This year was the year of progress! We had Ben Franklins of several ethnicities and we also had our first female volunteers.



2012

Richard Dick Huebner

Career and Education Day

HMW engaged with students and families at the Houston Hispanic Forum's 30th annual Career and Education Day. The program, which targets Houston's fast-growing Hispanic community, attracts thousands of students from across the greater Houston area to learn about post-high school opportunities. HMW hosted a booth and our partners presented workshops on preparing financially for college.



Houston Children's Festival

HMW reached thousands of families by hosting a booth at the McDonald's Houston Children's Festival — the largest children's festival in the U.S. An estimated 50,000 people attend the two-day event each year. HMW provided festival guests with financial literacy materials, including curriculum for children of all ages, coloring books and other promotional items.



2013

Reggie Williams, Gary Crowe,
Rudy Reyes and Dick Huebner



2014

Bill Pitre, Ozzie Martinez, Daniel
Scholl, and Reggie Williams



2017

Jimmie Jones and
Don Burback



2018

Debora de la Certa and
Audrey Bybee

Our Campaign

Through **229 classes**, workshops and activities, HMW 2018 empowered **over 14,000** seniors, adults, young professionals and students in the greater Houston area.

“When the community comes together and works towards a common goal, great things happen. In the last 10 years Houston Money Week has shown how great the communities of Houston are in taking control of our finances and reaching our financial goals.”



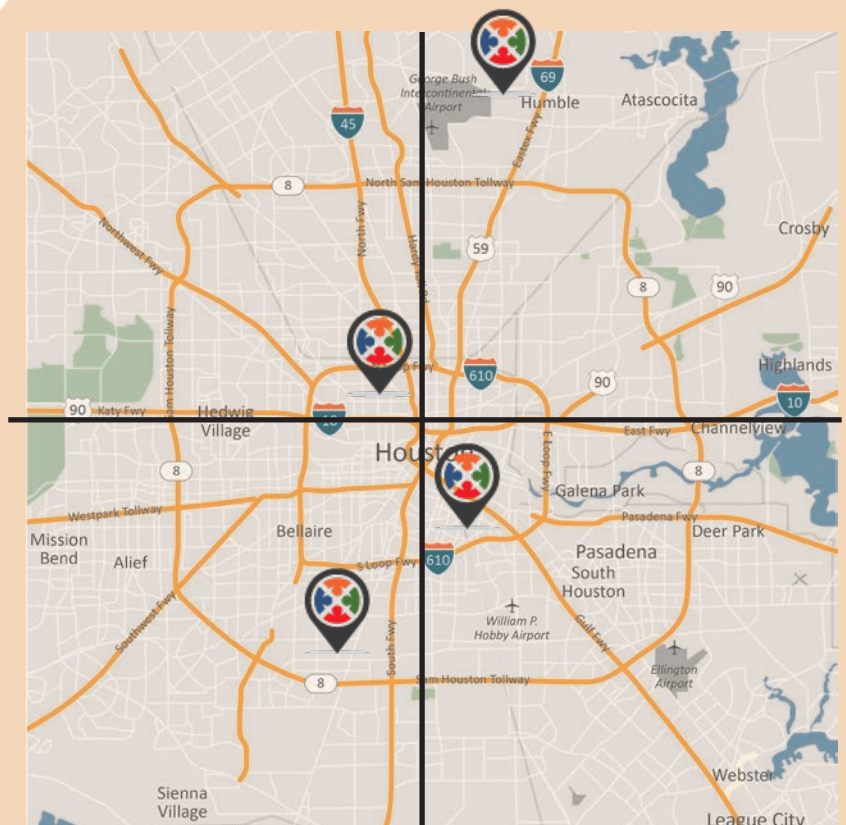
Richard Simonds
Senior Financial Coach
Family Houston



Quadrant Events: Expanding Our Geographic Reach

In 2017, HMW created a “Quadrant” strategy to ensure that events would be better distributed across the city and more accessible to a larger number of Houstonians. We divided the city into four quadrants and encouraged partners located within the same quadrant to work together to host community events in the area.

76%
OF EVENTS WERE
HELD IN HARRIS
COUNTY



Quadrant Events

≡ Quadrant 1: Houston Money Strong

Houston Money Strong was a family friendly event to assist individuals and families who were recovering from Hurricane Harvey. With connections to local resources, financial workshops and activities for kids, participants could learn about financial services and opportunities by playing games and registering for prizes.



≡ Quadrant 2: Financial Growth and Stability

Woodforest National Bank hosted a Financial Growth and Stability workshop at the Community & Children's Impact Center in Shepherd, Texas. It provided services to low-to-moderate income families, including a resource center for food, clothing, and household necessities at little to no cost.

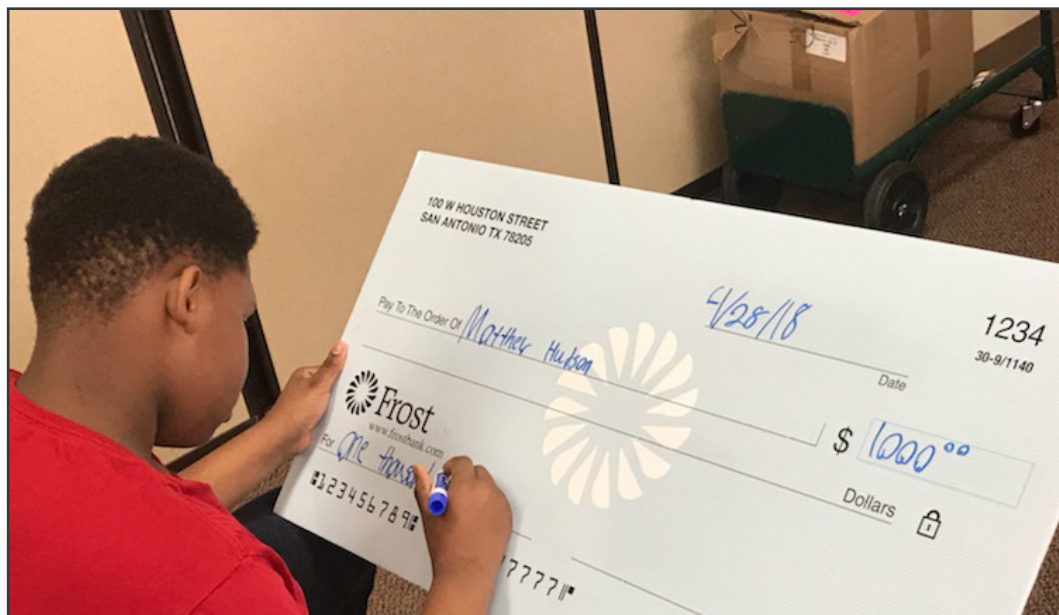
≡ Quadrant 4: Cash Right, Credit Ready

Over ten HMW Partners collaborated to provide presentations, services and resources for participants in a financial fair for the entire family. Topics included Saving our Seniors, Understanding and Conquering Credit and Achieve the Dream of Home Ownership.



≡ Quadrant 3: Let's Get Money Smart

Houstonians attended workshops to gain resources to reduce debt, prepare for home ownership and begin the road to financial freedom. Some students discussed business plans for Lemonade Day while others created vision boards of financial success.



Student Matthew Hudson practices writing a check during Frost Bank's youth presentation.

Signature Events

Partner Kickoff Luncheon

Dr. Earl Suttle, founder and chairman of Leadership Success International, LLC, was an inspiring keynote speaker at this year's luncheon. Every year, we celebrate our partners and encourage them to keep moving forward. Providing financial education and services can be an overwhelming task, but we greatly appreciate the assistance from our partners.



Young Professionals - Know Your Money

Hosted by the Houston Area Urban League Young Professionals and sponsored by the Federal Reserve Bank - Houston Branch, young adults attended this event to discuss the importance of financial planning. Presenters provided attendees with tips on building a foundation, wealth accumulation and preserving their capital.



Veterans - Know Your Financial Worth

Hosted by the Michael E. DeBakey VA Medical Center, this one-day event for veterans and their families focused on the theme "Why Financial Literacy." Presenters focused on home ownership, mortgage acquisition, improving your credit score and savings/retirement. Vendors were on hand to answer questions and pass out supporting materials.



🌀 Star of Hope - Texas Capital Bank Signature Event

At the Star of Hope's Cornerstone Community, our volunteers taught the FDIC Money Smart curriculum, which included budgeting basics and an overview of credit scores to 70 women living at the Women and Family Development Center on their campus. The Mobile Center was also at the event.

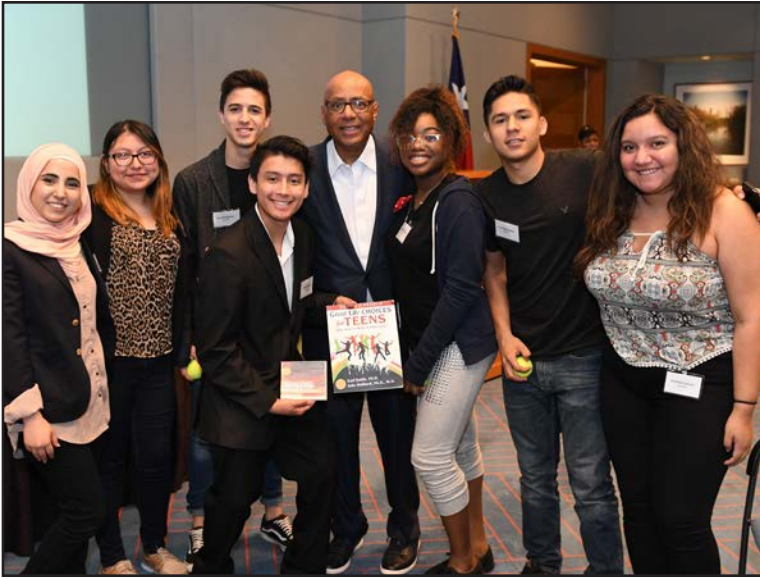


🌀 Bread of Life - Texas Capital Bank Signature Event

Texas Capital Bank volunteers led Financial Education Round Table Discussions. Conversations included topics on banking basics and budgeting. This event served 54 low-income individuals, including 20 Spanish-speaking clients thanks to Diana Gardea, RA - Commercial Real Estate.

100 Teens... Making Houston Money Smart

Over 100 greater Houston-area high school seniors attended a day of financial education. Students received a life skills presentation from special guest and motivational keynote speaker, Dr. Earl Suttle. He specializes in helping organizations to increase productivity by developing people through an international training and consulting company based in Atlanta. Following his presentation, Regions Bank and Federal Reserve Bank – Houston Branch volunteers helped the students with an interactive game focusing on budgeting and preparing for college and careers. The event concluded with the announcement of the high school winners of the 2018 Student Essay Contest.



Dr. Earl Suttle shared his wisdom with high school seniors.



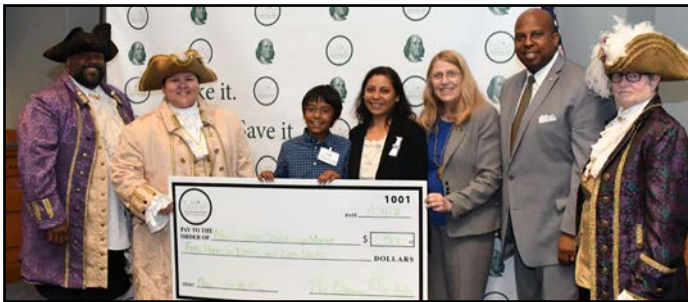
Economic Education Day at the Fed

The Federal Reserve Bank - Houston Branch hosted Stafford High School students for Economic Education Day at the Fed. The day included a presentation on the purposes and functions of the Federal Reserve and an interactive budgeting workshop. Students ended with a tour of the Bank. Sponsored by Comerica Bank, over 25 students and educators were in attendance.



HMW Student Essay Contest

The Student Essay Contest documents the financial knowledge of students in grades 6-12. In the tenth year of the contest, essays were received from students across the greater Houston area. This year's topic focused on tools and resources needed to be financially prepared for a natural disaster. One middle school winner was presented at the Partner Kickoff Luncheon and three high school winners were recognized at the 100 Teens Event. All won scholarships to help with future educational expenses.



High School Division
1st Place
Joe Solis
Foster High School

2nd Place
Alec Plehn
Foster High School

3rd Place
Caroline Billings
Foster High School

Middle School Division
1st Place
Arjun Maitra
St. John's School

“Taking advantage of resources, when in need, can save a family tens, and sometimes hundreds of thousands of dollars. Reconstructing quickly and reconstructing smartly are different things but can easily be the same if the victims are prepared for the disaster.”

Caroline Billings, Third Place Winner, HMW 2018 Student Essay Contest

Success Story

As a teenager and young adult with no in-depth training, I did not successfully manage my finances. At the time, I operated unknowingly with negative financial behaviors, such as failing to track my spending, which led to paying bills late and a negative impact on my credit report. As a result, I incurred late fees and paid additional interest due to a low credit score. I was clueless and unaware of long-term consequences due to a lack of financial education and money management skills. I've come to understand the saying “You don't know what you don't know.” However, I don't believe in having a victim's mentality and my lack of knowledge was no excuse to continue following the same self-destructive path.

I attended a financial education class at The Women's Resource of Greater Houston, where I was inspired to increase my knowledge and improve my money management skills. The information provided made a monumental difference in my life. The changes I implemented will allow me to better serve my community as well as leave a legacy for my daughter.



Shanell Foster

“Comerica Bank’s support of the Art Contest during Houston Money Week is just one of the unique ways our bank promotes the importance of financial education. It is never too early to introduce money management skills – art was just a fun and engaging avenue to showcase these concepts.”

Vanessa Reed
AVP, CRA and Consumer Compliance Manager
Comerica Bank



Congratulations to all the student artists who participated in The Art & Sound Auction.



🎨 The “Art” of Saving Contest

Houston Metropolitan Chapter of Continental Societies, Inc. (HMCSI) and HMW co-hosted an art contest displaying financial literacy concepts for Houston area schools. The Art & Sound Auction and the Art of Saving Contest highlighted the artwork of local students which were featured in a local art gallery. As patrons of the arts perused the various media, they also enjoyed the delightful sounds of a jazz trio. This event was generously underwritten by Comerica Bank in collaboration with SpotOn Public Relations and The Cannon. The contest announced four elementary school winners who received scholarships towards their education.



“Time is Money”
First Place - Artist: Aaliyah Rogers



“Super Pig E. Banks Saves the Day”
Second Place - Artist: Eilora Brown



“A Piggy Bank”
Third Place - Artist: Arielle Blandford



“The Save You Money Jar”
Fourth Place - Artist: James Williams

🎵 Houston Money Moves Jingle Contest

Houston Community College's #HoustonMoneyMoves Scholarship Contest created an opportunity to do more than preach to students. This year, students used the microphone to share their perspective about the importance of financial literacy. Over 50 students entered the inaugural contest. Six winning jingles were chosen and their songs will continue encouraging others to make smart money moves.



#HoustonMoneyMoves Contest Winner
Deprey "Truly Preezy" Lane



#HoustonMoneyMoves Contest Finalists

Devin Wilburn, Jarvis Jones, Tkyh Jones, Secola Brandon, and Jasmine Taylor

College Students

Financial Literacy Fair and Simulation Game

Through an experimental learning approach, Houston Community College students learned how to manage their finances while in college and after graduation. Students will gain knowledge on budgeting to project finances for their daily lives, saving for future purchases and emergencies, maintaining a satisfactory credit report for lending opportunities and job prospects, student loan management to limit their student loan debt, and lastly career prospects and salaries.



Mind Over Money

Texas Southern University hosted a seminar for current students and the Houston community to teach students about tools needed to program their minds for wealth.

The Lifestyle Calculator

During Financial Literacy Week at Sam Houston State University, over 30 students participated in the Lifestyle Calculator workshop. This interactive session allowed students to match their current education path with their career and lifestyle goals. Students discussed financial planning and goal setting.



The BIG TAKEAWAY

College Scholarship Contest

≡ The BIG Takeaway College Scholarship Contest

College students who attended HMW classes or events on their campus were asked to share their “big takeaway” to be entered in a drawing for a \$250 scholarship. Six HMW partner colleges and universities hosted events, and **over 500 students participated** in the contest.

“As a 2017 scholarship winner, this reward provided some much needed financial aid that allowed my parents some relief. HMW and the Student Money Management Center have laid a proper foundation on how to appropriately handle financial situations and for that I am truly grateful.

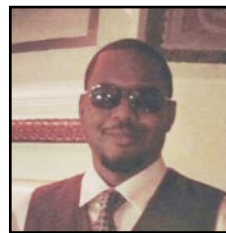
Reneshia Gilder
Mass Communications major
Sam Houston State
University



The BIG Takeaway Contest winners were presented at the HMW 2018 Wrap-up & Awards Event on June 5, 2018. From left to right: Drew Raphael (Houston Community College - Central), Thomas Santellana (Houston Community College - Northwest), Lee Alston Jr. (Prairie View A&M University) and Melyssa Navarro (University of Houston). Not pictured - Shaundra Arceneaux (Houston Community College - Northeast). Additional contest winners pictured below.



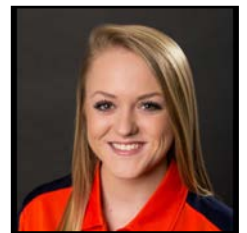
Benjamin Nguyen
Texas Southern
University



Damon Cato
HCC Southwest



Claudia Martinez
HCC Southeast



Melanie Rowland
Sam Houston State
University

≡ Business Financial Symposium

The University of Houston's C.T. Bauer College of Business hosted a financial symposium for current UH students and the Houston community. The symposium provided information on basic financial topics, curriculum options for financial education, and careers in financial services, including commercial banking, financial analysis and personal financial planning.



≡ Prestamistas y Prestatarios (Lenders and Borrowers)

Educación Financiera es el primer paso de poner sueños en acción. (Financial Education is the first step of putting dreams into action.) Eager borrowers met with local lenders to pitch their small business finance needs. Participants had the opportunity to meet with multiple lenders, similar to a speed dating format. Representatives from banks and credit unions were available to discuss funding options. Other HMW contributing partners included U. S. Small Business Administration, SCORE, Small Business Development Center and Money Management International.



≡ Mobile Site for Tax Preparation

In partnership with the IRS, Children's Books on Wheels is a VITA site providing volunteer income tax assistance for families with an annual income of \$57,000 or less by IRS Certified volunteers at mobile sites. Seventy-five percent of the population served by CBOW is at or below the poverty level.



≡ First Time Homebuyer Education Workshop

Future homeowners had an opportunity to become more informed and prepared for purchasing their first home through Neighborhood Recovery CDC's First Time Homebuyer Education workshop. Attendees learned how to create a budget, understand how much they could afford, discuss how to gaining financing, review negotiating a fair price, how to close the deal and protecting the investment.



Adult Literacy Essay Contest

In collaboration with Houston Center for Literacy, HMW hosted the second annual Adult Literacy Essay Contest. HMW Partners encouraged their adult education programs and counterparts to engage their clients to submit essays. Contest participants had the opportunity to win scholarships for their educational needs and goals. This year, the contest question focused about being financially prepared for a natural disaster.



From left to right: Jackie Aguilar of Houston Center for Literacy, Marina Aranda (Third Place), Opal Daniel-Cambrite (First Place), Patricia Lagos (Second Place) and Erika Jones of the Federal Reserve Bank of Dallas - Houston Branch.



Money Stories

Houstonians who attended Money Stories, hosted by The Workfaith Connection, had the opportunity to better understand the impact their personal financial story has made on their financial habits. The program included testimonials from Workfaith graduates, a panel of financial industry representatives and an interactive game. Participants gained knowledge on how to take steps toward healthy finances.

Success Story

Collaborative partners work together to advocate for, encourage and integrate safe and affordable bank/credit union accounts to unbanked citizens through the Bank On Houston program. Over 43% of Houston households don't have an emergency savings to live above the poverty level, while a combined 31.6% of individuals either don't have a bank account or use costly alternative financial services even if they have an account. More than just a name, Bank On Houston allows participants to gain tools to help them manage their money and "bank on" Houston to help.

"Looking from the outside, what I've observed is that too often we don't always understand why individuals struggle with money and how systems play a part in that struggle. I don't know the solution, but I do know that Bank On Houston's efforts are a great start," said Yvonne Green, program director. "Bank On Houston is helping to build a discipline of savings by working with communities and organizations, integrating access to low cost bank accounts and financial education."



Bank On Houston

🌀 Thrive by Five-Teaching Your Preschoolers About Spending and Saving

Texas A&M AgriLife and the Harris County Parker Williams Branch Library partnered to conduct a session that introduced parents to free activities and resources to encourage healthy attitudes about money in young children. A booklet was provided and the kids completed a piggy bank decorating activity. Having a special money holder helps preschoolers get used to putting money in one place. The library staff also gathered children's books that focus on financial literacy themes to encourage the families to read about the subject together.



🌀 Plan for a Healthy Business

Wallis State Bank, SCORE and the U.S. Small Business Administration provide a road map for entrepreneurs through financial education. Small business owners were encouraged to create or update their business plan. This session focused on outlining the steps to be successful, preparing for risks, and focusing on the future.



“Houston Money Week helps empower people to create financial growth and stability. With this knowledge, it will help families reach their financial goals and dreams. If we can help one family reach their dreams then we have accomplished our goal!”



Allen Choy
Vice President
Woodforest National Bank

🌀 Self-Love is the Business - a Financial Wellness Retreat

A one-day financial wellness retreat held at The Woman's Earth Studio provided an opportunity for women business owners to receive crucial financial tools to help their businesses grow and alleviate financial stress. Topics presented included budgeting, business loans, insurance, tax filing and business plans. As an added bonus, participants engaged in yoga, meditation and stress relieving techniques.





» Earning Power: More Than a Paycheck

BBVA Compass Bank and the Federal Reserve Bank - Houston Branch held financial education seminars at a one-day event hosted by Windsor Village. The event focused on earning potential, career plans, employee benefits, lifestyle and life stages. Adults, teenagers and children received valuable tips and resources to make better financial decisions. All children present received a Money Savvy Piggy Bank which features four individual chambers - save, spend, donate and invest.



» Community Financial and Health Services Fair

IberiaBank offered a family friendly event for all ages at their Beltway Branch location. Vendors who specialized in financial services, health and wellness spoke with attendees. The day included entertainment, free vaccinations, eye exams and a blood drive.

The fair included free health screenings, haircuts, fun activities, backpacks and school supplies. There were several vendor booths providing assistance and education about additional services available in the community.

Our Voice



HMW's advertising and public outreach campaign's purpose was to make Houstonians aware of available financial education activities and events. Radio advertising was provided by Radio One and Univision Communication, Inc. HMW partners from Texas Capital Bank, Family Services, Continental Societies, Inc. and the Women's Resource of Greater Houston gave radio and webcast interviews with local radio stations and pocasters.



Money Matters Show
KPFT 90.1 FM

Radio One Texas
KMJQ Majic 102.1 FM

Univision Radio
106.5 FM



Sunday Morning Live Show
KMJQ 102.1 FM

Houston Housewives of Finance
The Sphere Podcast Network

Wise Bread
Tweet Chat

Our Sponsors

≡ PLATINUM LEVEL \$10,000

Texas Capital Bank

≡ GOLD LEVEL \$5,000+

Allegiance Bank
Capital One Bank
Comerica Bank
Frost Bank
Regions Bank

≡ SILVER LEVEL \$2,500+

BB&T Bank
BBVA Compass Bank
Whitney Bank

≡ BRONZE LEVEL \$1,000+

American First National Bank
Central Bank
Iberia Bank
Moody National Bank
Post Oak Bank
Spirit of Texas Bank
Wallis State Bank

≡ FRIEND LEVEL up to \$999

First National Bank Texas

*Money Management International, a
501(c)(3) nonprofit organization, serves as
the fiscal agent for Houston MoneyWeek.*

≡ ADDITIONAL IN-KIND

Comerica Bank
Regions Bank
Texas Capital Bank

Thank you to the
financial institutions
who have been partners
and/or sponsors since
2008!

Platinum Sponsor

Texas Capital Bank generously sponsored \$10,000 towards the 2018 anniversary campaign of Houston Money Week. Vice President Jenny Guzman said, "What Houston Money Week has built by convening this initiative over the last 10 years extends beyond HMW initial reach. As I talk with my colleagues in other cities, I've come to realize that our art of collaboration is unparalleled to that of other similar initiatives. Through HMW, banks/financial institutions and the host of so many other partners have collaborated for so long on this initiative and it has really fostered a best practice of collaboration in general."

Jenny believes that the banks in Houston have developed this habit of collaboration because of HMW. "We all work together to do something greater and it is because of the collaborative culture that has been developed over 10 years. Bank partners have grown to learn from each other, partner on events, lead together, and build relationships instead of territories. For me, this is a huge value-add to the community development world in Houston."



Congratulations to our 2018 Outstanding Service Award Winners!

Rickey Jimenez - Allegiance Bank



Rickey has served on the HMW Leadership Team for a number of years and has truly given more than expected. He has given his heart to the mission. This year, HMW entered the Art Car Parade. Without hesitation and with full excitement, Rickey led this effort. There were many bumps in the road. He spent countless hours getting the car up to speed and ready for viewing. Rickey even painted it hot pink himself! Above that, his knowledge and contribution to HMW has been the key to its success. "It has been an honor to serve on the Leadership Team and to work alongside a group of people who truly care about making a difference in Houston and the surrounding areas," Rickey said. "The amount of collaboration and hard work required by all of our volunteers each year is extraordinary and I'm proud to be a part of it."

Ashley Shepherd - BakerRipley



Ashley goes above and beyond by hosting productive and efficient Quadrant meetings. She helped to keep partners organized and created marketing materials to make the information more streamlined. Her positive attitude helped to keep the momentum of this annual initiative going strong. She is a wonderful HMW partner who is passionate about helping the community. As BakerRipley's manager of economic opportunity, she is no stranger to building out new programs, event planning and advocacy. "Houston Money Week is a collaboration of amazing organizations and professionals. Everyone has the same goal - to make Houston a place of financial opportunity. It is truly inspiring to see what an incredible impact HMW has on thousands of Houstonians every year."

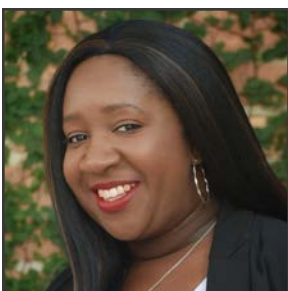
Congratulations to our Special Recognition Award Winners!

Rochelle Scott - Rochelle Scott Design



Rochelle has been an instrumental part of the HMW Marketing Team. She was eager to assist with this year's anniversary requests. From creating two t-shirt designs and postcards for the Art Car Parade to updating our outside display banners, Rochelle worked diligently to accommodate our needs. Rochelle was in the corporate graphic design industry for over a decade when she decided to return to school, completing her undergraduate degree in Graphic Design, finishing at the top of her class with a 4.0 GPA.

Whitney Furlough - Whitney Public Relations



Whitney helped keep Houston Money Week "social" for this campaign season. As our social media manager, Whitney maintained our online presence and engaged with our audience. She created content that was visually appealing and kept Houstonians wanting more. Whitney worked in Public Relations for eight years, handling music and performing artists exclusively. Recently, she expanded her scope of services to include small business, corporate and non-profit entities.

Congratulations to our 2018 Stellar Award Winners!



Delta Sigma Theta Sorority, Inc. Suburban Houston - Fort Bend Chapter

Delta Sigma Theta Sorority, Inc. has been a member of HMW for several years. Their tireless efforts in addressing and raising awareness in the community about personal financial literacy have not gone unnoticed. Chapter members planned and hosted Smart Families, Smart Money, a financial education community event. This year, they also supported other HMW partners to increase their impact on the greater Houston Area. Members collaborated with HCC Financial Coach Shanell Foster for her financial simulation event and they presented a youth workshop at Let's Get Money Smart, a Quadrant 3 event.



Sam Houston State University Student Money Management Center

A HMW partner since 2015, SHSU's Student Money Management Center offered classes and outreach to over 800 students and their parents! The SMMC's notable contributions includes FAFSA information sessions, scholarship application workshops, vendor booths, hands-on workshops, and financial literacy classes. This year's activities included a display at the campus library, four workshops, the Good Credit game, story time events with the Huntsville Library and Head Start programs, and vendor booths at both the College Preview Days - Saturdays @ Sam, the college preview program for high school students.

Congratulations to our 2018 Innovation Award Winners!



Dominique Brown & Shar-day Campbell Houston Community College

Dominique Brown and Shar-day Campbell agreed that a new approach was necessary to get college students more engaged in financial literacy events and activities. They decided to stop preaching and start reaching the students where they were. That was how Houston Community College's #HoustonMoneyMoves Scholarship Contest was born. Created by Dominique and Shar-day, and in partnership with HCC Financial Coaches and Houston Money Week, this contest awarded scholarships to HCC students with the best smart money move songs during Financial Literacy Month. Dominique and Shar-day lead the charge to produce the contest, create and star in a commercial

and encourage student participation. Their commitment and dedication was above and beyond! The success of this contest is a direct reflection of how strategic partnerships can move an idea from thought to execution.

Our Partners

Aldine Independent School District
 Alief Independent School District
 Allegiance Bank
 Alliance Financial Ministries
 Alliance for Multicultural Community Services
 Alpha Kappa Omega Chapter, Alpha Kappa Alpha Sorority, Inc.
 American First National Bank
 Avenue Community Development Corporation
 BakerRipley (formerly Neighborhood Centers, Inc.)
 Bank of America
 Bank on Houston
 Barbara Jordan Endeavors
 BB&T Bank
 BBVA Compass Bank
 Beyond Careers
 Bliss Finance
 Bread of Life, Inc.
 Brentwood Baptist Church
 Brentwood Business Development Association
 Cadence Bank
 Café College
 Camara de Empresarios Latino de Houston
 Capital One Bank
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 Color of Life
 Comerica Bank
 Community Impact Newspaper
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 Easter Seals Greater Houston
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 Federal Reserve Bank of Dallas – Houston Branch
 Fifth Ward Community Redevelopment Corporation
 Fig Loans
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 Fort Bend Independent School District
 Frost Bank
 God's Money God's Way Ministries
 Goodwill Industries of Houston
 Gulf Coast Community Services Association
 Hancock Whitney Bank
 Harris County Public Library
 Harvesting Wealth LLC
 Hispanic Mortgage Lenders Organization
 Houston Area Urban League
 Houston Area Urban League - Young Professionals
 Houston Black Real Estate Association
 Houston Center for Literacy
 Houston Community College System
 Houston Federal Credit Union
 Houston Habitat for Humanity
 Houston Hispanic Forum
 Houston Housewives of Finance
 Houston Housing Authority
 Houston Independent School District
 Houston Public Library
 Iberia Bank
 Integrity Bank
 Iota Phi Lambda Sorority, Inc. - Epsilon Chi Chapter
 Junior Achievement of Southeast Texas
 Katy Independent School District
 Keystone Community Development Corporation
 Klien Independent School District
 KPFT 90.1 FM - Money Matters Radio Show
 Lemonade Day Houston
 Literacy Advance of Houston
 Literacy Council of Fort Bend County
 Lone Star College
 Marshall Wealth Management

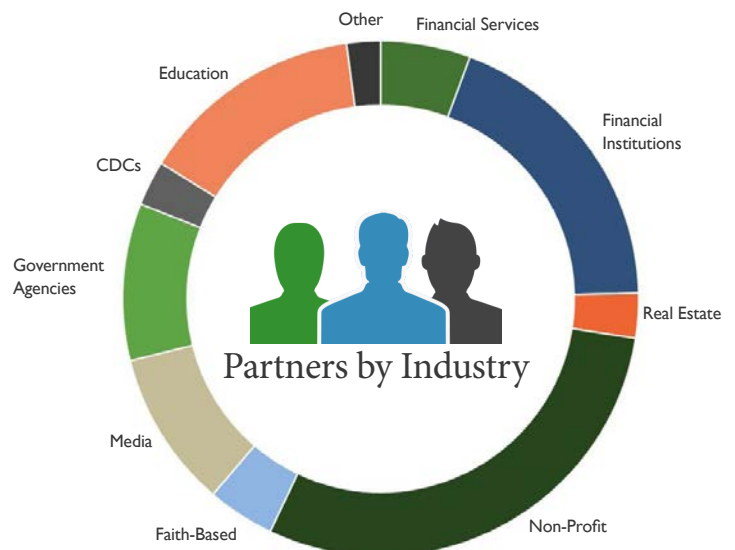


Mays Consulting Group
 Memorial Assistance Ministries
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 Ministry Assistance of the Near Northwest Alliance (MANNA)
 Money Management International
 Montgomery County South Regional Library
 Moody Bank
 National Association of Credit Management Gulf States
 Neighborhood Recovery Community Development Corp.
 New Bethlehem Missionary Baptist Church
 New Hope Housing
 Northwest Assistance Ministries
 Office of City Controller Chris Brown
 Office of the Comptroller of the Currency
 Office of Veteran Affairs
 Operation HOPE
 PeopleFund
 Post Oak Bank
 Prairie View A&M University
 Primerica Financial Services
 Radio One Texas
 Red and Black
 Regions Bank
 Rochelle Scott Design
 Sam Houston State University -
 Student Money Management Center
 SCORE
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 Star Realty Services
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 Texas Southern University
 Texas Southern University - Jesse H. Jones School of Business
 Texas Southern University - Thurgood Marshall School of Law
 The BridgePath
 The Kingdom Builders Center
 The Society for Financial Awareness
 The Woman's Earth
 The Women's Resource of Greater Houston
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 United Way of Greater Houston - THRIVE
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