

2024



MONEY  
MANAGEMENT  
INTERNATIONAL®

# Houston Money Week Impact Report



**“Keeping your Money On The Move  
Through Good Money Habits”**



# ABOUT HMW

At Houston Money Week, we are committed to delivering impactful financial education. The initiative was established to instill confidence and knowledge among participants. This goal is accomplished through instruction from financial experts, equipping the community to cultivate sustainable financial practices.

The collaboration and coordinated efforts by organizations across Houston host informative events promoting access to financial resources and opportunities. Attend any of the events by our partner organizations and start your journey to financial empowerment. Since 2016 Houston Money week and collaboration has resulted in:

43,605

People  
Touched



\$10,000+

Total Given Away  
in scholarships

988

Total Events  
Hosted



Fifteen Year Anniversary



# Our Why



Fifteen Year Anniversary

**According to recent data, 26% of Houstonians identify the economy as the most significant challenge facing the region.** Our goal is to alleviate these concerns by offering free financial counseling and services to the community, thereby creating opportunities for improvement and support.



**Forty-three percent of Houstonians feel they would struggle with a \$400 emergency expense.** Partner organizations are hosting events to provide financial counseling, helping the community manage unforeseen situations. Promoting financial wellness is crucial for achieving and maintaining financial prosperity.



**Approximately 8% of Houston's population is unbanked, while an additional 17% is classified as underbanked.** Among our partners are banking institutions that offer safe and affordable BankOn Certified accounts to address these financial accessibility issues.



**One out of every four households in the Houston area utilizes alternative financial services, which collectively incur over \$3 billion in fees for Americans annually.** Houston Money Week provides an opportunity for individuals to develop better financial habits to steer clear of these costly alternatives.



# 2024 HIGHLIGHTS

42

Participating  
Partners



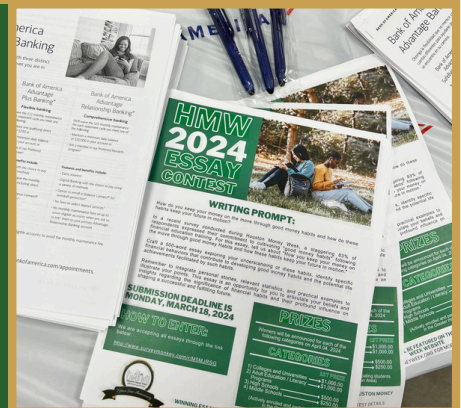
Estimated  
**6,000+**

residents  
impacted in 30  
days



**\$4,500**

Given in  
Awards



113

Events  
Hosted



57

Average  
attendees  
per event

**Houston Money Week 2024**  
*April 6 -14*



Make It, Save It, Spend It, Grow It

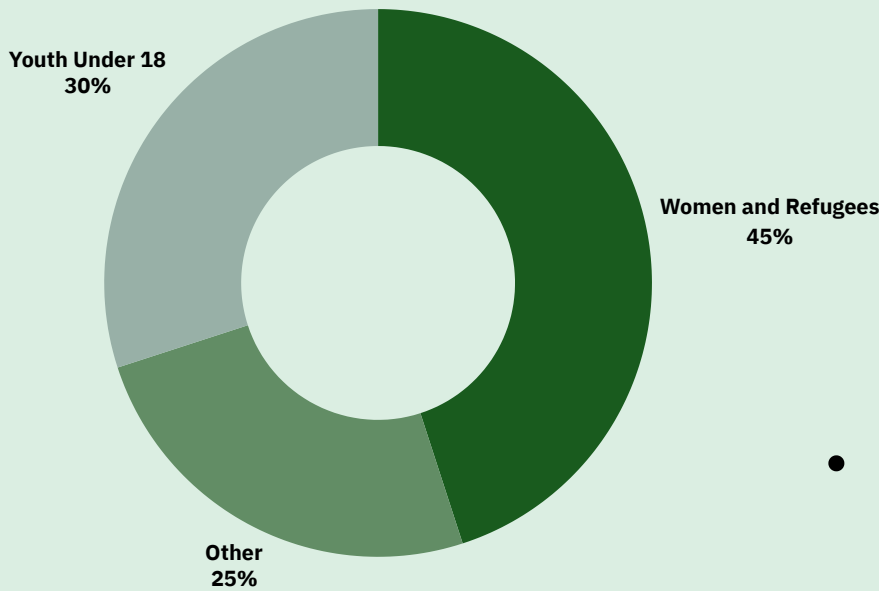


*Fifteen Year Anniversary*

# Quick Highlights



*Fifteen Year Anniversary*



## *Events Tailored to Specific Groups of People*

- 744 youth under 18
- 1,115 Women and Refugees

## *Average Number of Attendees*

- 97% of our events served and directly impacted LMI households and families



*Fifteen Year Anniversary*

## *Who We Served*

**70% Ages 25-39**

**30% Other**

**58 Attendees**

# 2024 ESSAY CONTEST



Fifteen Year Anniversary

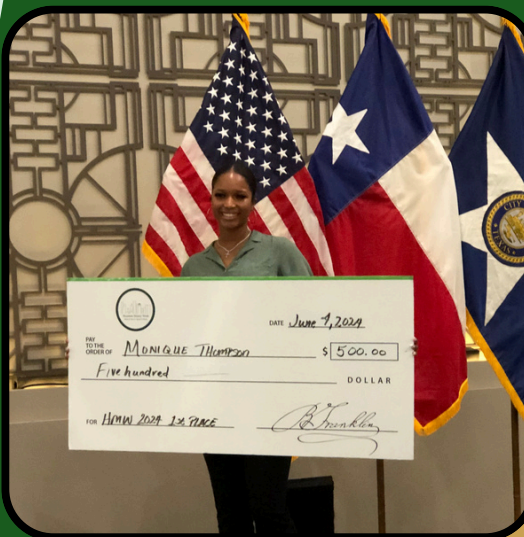
Houston Money Week's Annual Essay Contest engages students and adult learners and is a commendable initiative that demonstrates HMW's commitment to financial literacy.

Participants submitted a 500-750 word essay following the prompt: **How you keep your money on the move through good money Habits and how these habits keep your future in motion.**

Winners were announced at the Houston Money Week Partner Kick-Off Reception.

## Categories:

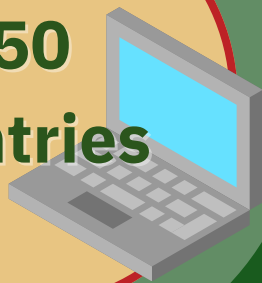
- Middle School
  - 1st - **Faith Auset Hill**, \$250
  - 2nd - **Jhaden Jackson**, ChromeBook
- High School
  - 1st - **Monique Thompson**, \$500
  - 2nd - **Charles Crawford**, ChromeBook
- College
  - 1st - **Kourey Johnson**, \$1,000
  - 2nd - **Chinaemenma Amaobi-Joseph**, ChromeBook
- Adult Learners
  - 1st - **Alexxis Mitchel**, \$1,000
  - 2nd - **Betty Burleigh**, ChromeBook



**\$4500**

Awarded in  
Essay Contest  
Giveaways

50  
Entries



# OUR SIGNATURE EVENTS



*Fifteen Year Anniversary*

## Our Holiday Social

More than 102 participants came together to celebrate and acknowledge their achievements from the past year at the end-of-year event. This year's holiday social is set for December 13, with an open invitation extended to financial institutions and city council members to join the celebration.



# OUR SIGNATURE EVENTS



## All Partners Conference

**At the 2024 All Partners Conference, we were pleased to unite 72 organizations from across Houston to discuss our ambitious objectives for Houston Money Week 2024.** Our primary goal is to host 30 impactful events designed to enhance the financial well-being of Houston residents. During the conference, we introduced our executive team, launched our new website, and emphasized various opportunities for organizational involvement, including sponsorship options. This gathering provided a valuable platform for prospective host organizations to exchange ideas and collaborate towards our shared mission of improving financial literacy and overall community well-being.





# PARTNER Highlights



*Fifteen Year Anniversary*

## Woodforest National Bank

Woodforest National Bank demonstrated exceptional community commitment by hosting 30 events in April alone. They extended their outreach beyond the English-speaking community, also engaging the Spanish-speaking community



## the YMCA International Services

### Financial Literacy Workshop for Refugees

The YMCA hosted a Financial Literacy Workshop for refugees, collaborating with the Houston Women's Center to offer a comprehensive five-day program featuring over ten events. These events were specifically designed to educate refugees about the American financial system, empowering them to better integrate into society. Demonstrating innovation, the YMCA brought in linguistic specialists for each language spoken by the participating refugees, ensuring effective communication and understanding.



## Bank Of America

Bank Of America partnered with the Better Banking program to help educate 120 students Better Money Habbits . They also helped each student open their very first Bank account.



# PARTNER Highlights



*Fifteen Year Anniversary*



## Baker Ripley

Throughout the month, we conducted weekly financial budgeting sessions in both English and Spanish, effectively serving 287 residents of Houston.



## First National Bank of Texas

First National Bank hosted over 4 major marketing events to share the HMW Essay Contest and utilized their locations to market and share with the community within local grocery stores they operate out of. Helping Houston Money Week Market to over 10,000 Houston residents of all ages. They also mentored 120 highschool seniors and educated 120 seniors credit.



## Truist Bank

Truist Bank helped get the word out about the HMW essay by volunteering at the 2024 Cactus Jack Foundation HBCU Celebrity Softball Classic.



# 2024 HMW PARTNERS



**Adult Education Center Pearland/Coach's Corner**

**UH Baur College SBDC**

**Truist Bank**

**Harris County Public Library**

**United Way of Greater Houston**

**HTV**

**Comcast**

**Texas Southern University**

**Mayors office of Adult Education**

**BankOn Houston**

**Easter Seals Greater Houston**

**Baker Ripley**

**American First National Bank**

**YMCA Inational Services**

**Regions Bank**

**Credit Coalition**

**Nery's Promise**

**Family Houston**

**Tax-Keeping by AC**

**Wallis Bank**

**SBA**



**The Alliance**

**Ahngelea Bright**

**Wheatley High School**

**Independent Financial**

**Family Scholar House**

**Department of Public Safety**

**Houston Women's Center**

**Houston Area Urban League**

**First National Bank Texas**

**Scholar Ready**

**Red and Black Production,LLC**

**Covenant Community Capital**

**The Mala Market**

**Bank of America**

**Operation ID Main Street Ministries**

**Coach's corner/All Things Financial**

**Copperfield Estates-Sky Active Living**

**City of Houston Highland/De Soto Park Community Center**

**The Earl Carl Institution for Legal & social Policy, Inc.**

**Small Business Administration Houston District Office**





# LEGACY PARTNERS



**FOR OUR FABULOUS 15TH ANNIVERSARY, WE'RE ROLLING OUT THE BENJAMIN GREEN CARPET TO CELEBRATE OUR LEGACY PARTNERS, THE ROCK STARS WHO'VE BEEN INSTRUMENTAL IN OUR JOURNEY SINCE 2008!**

**Aldine Independent School District**  
**Alief Independent School District**  
**Alliance Bank**  
**Alliance Financial Ministries**  
**Alliance for Multicultural Community Services**  
**Alpha Kappa Omega Chapter,**  
**Alpha Kappa Alpha Sorority Inc.**  
**American First National Bank**  
**Angela Vickerman, CPA**  
**Avenue Community Development Corporation**  
**Bank of America**  
**Bank on Houston**  
**Barbara Jordan Endeavors**  
**BB&T Bank**  
**BBVA Compass Bank**  
**Beyond Careers**  
**Brentwood Baptist Development Association**  
**Bliss Finance**  
**Camara de Empresarios Latinos de Houston**  
**Capital One Bank**  
**Central Bank**  
**Central Houston (CHIME)**  
**Children's Books on Wheels**  
**City of Houston**  
**Comerica Bank**  
**Commercial State Bank**  
**Community Impact Newspaper**  
**Conroe Independent School District**  
**Credit Coalition**  
**Credit Recovery Group**  
**CW39**  
**Easter Seals Greater Houston**  
**EastSide University**

**Edward Jones Investments**  
**Elite Image Tax & Notary Service, LLC**  
**Family Houston**  
**FDIC**  
**Federal Reserve Bank of Dallas–Houston Branch**  
**Fifth Ward Community Redevelopment Corporation**  
**First Convenience Bank**  
**First National Bank Texas**  
**Fort Bend Independent School District**  
**Frost Bank**  
**God's Money God's Way Ministries**  
**Goodwill Industries of Houston**  
**Gulf Coast Community Services Association**  
**Harris County Public Library**  
**Hispanic Mortgage Lenders Organization**  
**Holman Street Baptist Church**  
**Houston Area Urban League**  
**Houston Area Urban League–Young Professionals**  
**Houston Black Real Estate Association**  
**Houston Center for Literacy**  
**Houston Community College System**  
**Houston Chronicle**  
**Houston Media Source**  
**Houston Hispanic Forum**  
**Houston Housing Authority**  
**Houston Housewives of Finance**  
**Houston Independent School District**  
**Houston Public Library**  
**Iberia Bank**  
**Integrity Bank**  
**Junior Achievement of Southeast Texas**  
**JPMorgan Chase Bank**



To Join As A Partner, Email:

**AskBenHoustonMoneyWeek@gmail.com**



# LEGACY PARTNERS



Katy Independent School District  
 Kemsley Law Center  
 Keystone Community Development Corporation  
 KHOU CBS Channel 11  
 Klein Independent School District  
 KMAZ 102.5 FM  
 KPFT 90.1 FM  
 KTRK ABC Channel 13  
 KYND 1520 AM  
 Kyle Vesevick  
 Marshall Wealth Management  
 Mays Consulting Group  
 Michael E. DeBakey VA Medical Center  
 Marc Mortel  
 Ministry Assistance of the Near Northwest Alliance (MANNA)  
 Money Management International  
 Millionaire Mommy Society  
 My Money My Future  
 National Association of Hispanic Real Estate Professionals  
 National Hispanic Professional Organization  
 BakerRipley (formerly Neighborhood Centers, Inc.)  
 Neighborhood Recovery Community Development Corporation  
 New Bethlehem Missionary Baptist Church  
 New Hope Housing  
 North Channel Area Chamber of Commerce  
 Northwest Assistance Ministries  
 Office of Houston City Controller Chris Brown  
 Office of the Comptroller of the Currency  
 Office of Veteran Affairs  
 Operation HOPE  
 PeopleFund  
 Plains State Bank  
 Post Oak Bank  
 Prairie View A&M University  
 Primerica Financial Services  
 Page One Productions  
 Radio One Texas  
 Red and Black  
 Regions Bank

Sam Houston State University, Student Money Management Center  
 Smart Wealthy Millennial  
 San Jacinto College  
 Single Parents Igniting Relationships in Truth, Inc.  
 Spirit of Texas Bank  
 Stafford Municipal School District  
 Star Realty Services  
 Suburban Houston-Fort Bend Alumnae Chapter-Delta Sigma Theta Inc.  
 Texas Capital Bank  
 Texas Council on Economic Education  
 Texas Department of Banking  
 Texas Dow Employees Credit Union  
 The BridgePath  
 Texas Southern University-Jesse H. Jones School of Business  
 Texas Southern University-Thurgood Marshall School of Law  
 Texas Southern University  
 The Fountain of Praise  
 The Kingdom Builders Center  
 The Society for Financial Awareness  
 The Women's Resource of Greater Houston  
 The Workfaith Connection  
 Trustmark National Bank  
 Trademark Creative  
 U.S. Department of Veterans Affairs  
 U.S. Small Business Administration  
 United Way of Greater Houston-THRIVE  
 Unity Bank  
 University of Houston-C.T. Bauer College of Business  
 University of Houston Bauer College Small Business Development Center  
 Univision Communications Inc.  
 Wallis State Bank  
 Wesley Community Center  
 Whitney Bank  
 Woodforest National Bank  
 World Financial Group  
 World System Builder



# 2024 Executive Teams



Sabrina Lewis  
HMW Chair & Director

## Events Team

## Advisory Board



Jacqueline Aguilera  
Founder, Events Chair



Dischunara Brown  
Events Chair



Rich Simmonds  
Advocate and Advisory

## Website and Marketing Team



Sheila Westmoreland



Allison Holden



Maria Franco



Ismael Tamez

## Fundraising and Treasury Team



Carmella Walker



Daniel Scholl



Bill Pitre

# PLATINUM PATRON SPONSOR



*Fifteen Year Anniversary*



*Fifteen Year Anniversary*

stellar BANK™

“As the largest community bank headquartered in Houston, we are committed to enhancing the well-being and vitality of our local community. And it starts with understanding financial matters. Having a financial education equips you to build the future you want. We are proud to support Houston Money Week and their mission to help the City of Houston provide access to free financial education.”

**Demetrius Morgan**

**Stellar Bank CRA Community Development Officer**

Thank you for being the ultimate guardian of Benjamin’s vision.



# PLATINUM PATRON SPONSOR



Marcus Bowers TV



"HMW unites parents, youth, and the community around financial literacy which plants deep roots for financially resilient families to confidently invest, save, or make their entrepreneurial dreams come true!"

**Marcus Bowers**

**Globalpreneur, Philanthropist, and US Navy Veteran**

**Founder of Marcus Bowers TV**

**Co Founder of She' Happy Hair**



Thank you for being the ultimate guardian of Benjamin's vision.





# THANK YOU TO OUR 2024 GOLDEN DOLLAR DEFENDER SPONSOR



# WALLIS BANK



Thank you for embracing  
Benjamin's wisdom.



# THANK YOU TO OUR 2024 BRONZE BENJAMIN BELIEVER SPONSORS



American First National Bank  
First Community Foundation



Thank you for championing the  
quest for a more equitable  
Houston!

