

## Financial Literacy: How State Farm Makes An Impact In Communities

April is designated as Financial Literacy Month. It is a time when organizations place special emphasis on teaching and showcasing their financial literacy initiatives. As the majority of Americans suffered through the recent recession and housing crisis of 2008 with the extended recovery, more organizations are beginning to engage in financial literacy efforts year round. This is no different at State Farm®.

In May, State Farm Bank® hosted a financial literacy event at Chicago State University in Chicago, IL called a financial town hall. Town halls are financial literacy seminars hosted by State Farm Bank where agents and other local and national organizations such as housing coalitions, credit counselors, and others with financial expertise are invited to share their knowledge, expertise and resources with the local community. These events are publicized by a local media partner and personalities which help garner attendance and success.

State Farm Bank developed the town hall concept several years ago. These meetings have been held in major cities across the country such as Chicago, Atlanta, and Denver, just to name a few.

The State Farm agent plays a huge role in the success of these events because of their financial background and knowledge. The local or national nonprofit organizations specializing in specific topic add to diversity of the workshops topics.

These seminars benefit everyone, but are especially beneficial to traditionally underserved communities and customer segments. Since State Farm Bank started these town halls in 2011, well over 3500 attendees have participated.

State Farm Bank is also involved in an initiative called ***Make It Possible™*** financial literacy workshops.

State Farm Bank developed five different financial workshops to help our State Farm agents connect to the community and help by providing financial education. These free workshops help participants better understand finances, so they can reach their financial goals. The workshops are conducted in partnership with community-based organizations, State Farm agents and State Farm Bank.

In 2013, State Farm Bank and State Farm agents conducted over 225 workshops in communities across the country. Attendance at these events ranged from 15 to 200 attendees. Feedback received from attendees has been overwhelmingly positive with most attendees sharing that they learned information in the workshops that they were previously unaware of.

Through this unique initiative, State Farm Bank and local State Farm agents make it possible for people manage the risks of everyday life, recover from the unexpected and realize their dreams.