

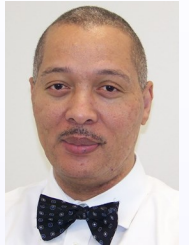
# Grass Roots

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The Monroe Foundation is a publicly supported not for profit organization that seeks to educate, link and fund community development projects in low-income communities in the State of Illinois.



Otis C. Monroe, III  
CEO & Founder

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The campaign to put 1000 kids in savings accounts ended on Saturday, April 27th with over 30 families opening accounts 35 children at "EVERY CHILD NEEDS A SAVINGS ACCOUNT KIDS BANK DAY" at Marquette Bank, 63rd & Western in Chicago's West Englewood community.

**"EVERY CHILD NEEDS A SAVINGS ACCOUNT" Campaign... Ends With 30 Families At Marquette Bank. The Campaign To Successfully Reach 1000 Households To Open Kids Savings Accounts and Learn Money Management.**

A mobilization effort of community young mothers with their young children came energetically to the bank with \$5 bills, ready to open children's savings accounts, and plan for the financial future of their children, and sign-up for money management seminars provided by the **Marquette Bank**.

The young mothers were organized for this event by the nonprofit advocacy group, **21st Century Mom**, led by **Kimberly Johnson**, executive director, who stated, "*Empowering mothers to empower their children is our solution for creating change in our communities and participating in the Marquette Bank Kids Savings Day event has economically empowered our moms with a fresh perspective on savings, strategic planning and the importance of a united community.*"

Assisted by a team of committed financial services representatives of the bank that included **Darnell Estes, Linda King, Gloria Dominguez, Jewell Maddox, and Danny Pineda**, organized by community outreach officer, **Sandy**

**Turner**, families were provided with information on the money management and home-ownership education programs of the bank, while assisting them with the account opening process for both themselves and their young children.



Illinois State Representative **Esther Golar**, (6th District), "kicked-off" the "**KIDS BANK DAY**"

and opened a savings account for a family member, too.

The campaign was organized by the Monroe Foundation, and "kick-off" on February 9th with City of Chicago **Treasurer Stephanie D. Neely**, and involved several community banking partners of the foundation, each focusing on a **KIDS SAVINGS DAY** in target "**BANK ON CHICAGO**" communities.

Coming up next The Monroe Foundation will launch "**SECOND CHANCE SATURDAYS**", a campaign to promote

financial education and second chance bank accounts in the Chicago area. To become involved in the consumer banking and public policy advocacy work of **The Monroe Foundation**, contact **Otis C. Monroe, III**, CEO, at (773) 312-9720 or [omonroe@themonroefoundation.org](mailto:omonroe@themonroefoundation.org).

For information about **The Monroe Foundation**, visit [www.themonroefoundation.org](http://www.themonroefoundation.org)

