

# 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.



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CEO & Founder

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## CITY OF CHICAGO TREASURER STEPHANIE D. NEELY JOINS LAUNCH OF CAMPAIGN TO PUT 1000 LOW-INCOME CHILDREN (AND THEIR FAMILIES) IN SAVINGS ACCOUNTS



The F.L.E.D. Project of The Monroe Foundation (Financial Literacy Equals Deposits), February 9th launch of the campaign "EVERY CHILD NEEDS A SAVINGS ACCOUNT", a campaign of The Monroe Foundation and collaborative banking partners, First Midwest Bank, Guaranty Bank, Marquette Bank and PNC Bank, to put 1000 low-income children and their parents in savings accounts, was a success!

Over 100 families registered for the launch outreach event, held in the Legacy Room of WVON AM 1690, with over four dozen children opening savings accounts, on-site. The Campaign Seeks To Put 1000 Kids (and their families) in savings accounts through Money Smart Week, April 27, 2013.

Treasurer Neely, commended the work of the initiative, and placed an emphasis on the importance of savings, speaking to the assembled crowd of parents, children, community advocates and community banking partners.



financial literacy and financial access products of the collaborative bank partners of The Monroe Foundation."

The Monroe Foundation is planning additional "KIDS SAVINGS ACCOUNT" events in March and April, through the end of

MoneySmart Week, the FDIC's yearly campaign to encourage unbanked individuals and families to learn about the importance of financial education and traditional financial services.



Additionally, Paul A. Labonne, vice president and Community Reinvestment Officer for PNC Bank, and Board Chairman of The Monroe Foundation, stated, "This is what community partnership is about going beyond a flyer, and getting in



front of families that can benefit, economically and educationally from the



To get involved in the KIDS SAVINGS ACCOUNT CAMPAIGN, contact Otis Monroe, CEO, The Monroe Foundation, at (773) 315-9720 or eMail: [omonroe@themonroefoundation.org](mailto:omonroe@themonroefoundation.org)