



INDY'S CAMPAIGN for FINANCIAL FITNESS

FACT SHEET

Launched in 2008, Indy's Campaign for Financial Fitness strives to bring economic stability and security to Indianapolis households. Through our three pillar programs – Bank On Indy, Free Tax Preparation and Financial Education – ICFF reaches out via training, assistance and encouragement.

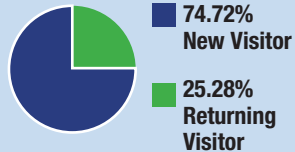


ONLINE

www.indyscampaign.org

Since launching on Aug. 1, 2010 to June 6, 2012:

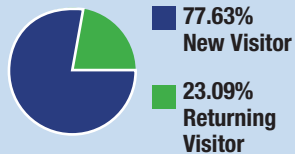
- Pageviews: 29,416



www.bankonindy.org

Since launching on Sept. 23, 2009 to June 6, 2012:

- Pageviews: 41,310



ICFF e-newsletter

This e-newsletter is sent monthly to all city-county employees, community partners and Financial Institution partners who then forward on the valuable information to their front-line staff. Nearly 200 people are currently on the mailing list.

COLLATERAL MATERIAL \$40,000 Value

Multiple collateral pieces in English and Spanish, including:

- ICFF and BOI brochures
- BOI Banners, Flyers, Posters, Window clings, T-shirts
- Financial Education Certificates of Completion
- "Check Mark" Kids' coloring pages

ADVERTISING DONATIONS \$150,000 Value

- Huntington 30-second spot "Connecting With Community" spot on WISH-TV highlighting Bank On Indy
- Bright House Networks ads
- IndyGo ads (hundreds of posters on buses throughout city)
- Clear Channel Billboards (digital ad on I-465 and posters)

GRASSROOTS EFFORTS 33,000+ people touched

Rather than just allowing people to seek out their support, Indy's Campaign for Financial Fitness and Bank On Indy have established a national model for aggressively bringing these services to all city residents from every walk of life.

Bank On Indy's representatives, Federal Institution partners and our mascot, "Check Mark," have hosted hundreds of community events. These include:

- Countywide Apartment Managers Meetings
- Countywide Apartment Community Family Events
- Community Center Family Nights at Christamore House, Boner Center and more
- City parks family centers
- Corporate Partner events including Charles Schwab, Goodwill, Bosma Enterprises, Celadon Trucking Services, IndyGo, RecycleForce and CVS Caremark
- Faith-based organizations
- Mayor's Night Out
- The Children's Museum of Indianapolis

ICFF and BOI also work with criminal offenders to help them re-enter society in a productive manner, including educational workshops for those currently incarcerated in county jails as well as transitioning ex-offenders. This is part of their philosophy of an inclusive effort that reaches out to everyone in the city regardless of background.

ACHIEVEMENTS

- Net number of new bank accounts opened from 2009 start through February 2012 (most recent data available), according to the Federal Reserve Bank of Chicago: more than 25,500.
- Our first-year goal was 8,000 new bank accounts. Actual number achieved was more than 10,700 new accounts, exceeding goal by 34%.
- Total number of Free Tax Return Preparations TY 2011: 5,815 and generated more than \$7.9 million in federal tax refunds.

www.bankonindy.org • www.indyscampaign.org

Taking Our Programs To The People!