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Congresswoman Eddie Bernice Johnson of Texas speaking at NFCC's Congressional Briefing

NFCC Releases Financial Literacy Survey Results on Capitol Hill

The National Foundation for Credit Counseling (NFCC) released the findings of its third annual Financial Literacy Survey at a Congressional Briefing on Capitol Hill on Tuesday, April 28.

The Briefing, held in the Cannon House Office Building, was well attended by members of the national press, representatives from government agencies, nonprofit organizations, and Congressional staffers. Congresswoman Eddie Bernice Johnson of Texas also spoke at the Briefing.

"The results of this year's survey are startling, but not surprising," said Susan C. Keating, president and CEO of the NFCC. "We know consumers are struggling financially, and that a lack of financial knowledge is contributing to the problems. It is time that we work together to create a national movement to address the need for more financial education."



Key findings from the survey:

Financial Literacy: 41 percent of U.S. adults, or more than 92 million people living in America, gave themselves a grade of C, D, or F on their knowledge of personal finance, suggesting there is considerable room for improvement. This number is highest among Gen Y adults at 47 percent.



Look for NFCC's Financial Literacy Month Spread, pages 8-11

Leadership Summit

NFCC Leadership Summit Recap

March 30 through April 1, executives from NFCC Member Agencies convened in Baltimore for a Leadership Summit to identify strategic initiatives and priorities critical to Members with special emphasis on what needs to happen over the next 12 months. The Summit could not have taken place at a better time in light of how quickly the world is changing.



NFCC president and CEO Susan C. Keating leading the discussion at the Leadership Summit.

In her opening remarks, NFCC President and CEO Susan C. Keating set the stage.

A couple of years ago we formulated a vision for the NFCC to create a national culture of financial responsibility. Now in 2009, we find ourselves in a position where never before has our vision and what the NFCC has spent decades doing and building been more aligned with the national interest. Since September, unemployment has surged; personal bankruptcies have made a comeback; and foreclosures have reached record levels. As a result, clients have been streaming to our counselors in record numbers-3.2 million clients in 2008 and we estimate the numbers will reach new highs in 2009. Housing in particular is an important area with counseling sessions increasing by 70 percent from the prior year.

Members took the challenge seriously and actively engaged, sifting through multiple options to determine what the NFCC and the Membership will focus on together over the near-term. The Summit discussions

were designed to build upon the input received during the recent seven Regional Meetings.

The Summit work identified the following as the top three strategic priorities for the next 12 months:

1. Capitalize on the current environment by using our voices to drive legislative and regulatory change on the federal level;
2. Pursue funding opportunities that support core services of Member Agencies; and
3. Build new national partnerships and reinforce existing relationships with key organizations.

In addition to these top priorities, tactics were identified to help us accomplish them.

The Summit showcased how much work there is to do to effectively reach the millions in need of NFCC Member Agency services, but based on the enthusiasm and vigor coming out of the Summit, it is evident that the NFCC will move forward and navigate through these unprecedented times to build a stronger future.

On the third day of the Summit, NFCC Member Agency representatives converged on Capitol Hill to educate Members of the House and Senate on three key initiatives: Preservation of the Pre-filing Counseling Requirement in Bankruptcy; Enacting Federal Legislation to Provide Consumer Protections from Debt Settlement Companies; Enacting Federal Legislation to Apply the Same Level of Consumer Protections Applicable to Nonprofit Agencies under IRC 501(q) to For-Profit Counseling Companies; and Supporting Federal Funding of Housing, Mortgage Foreclosure Prevention, and Other Forms of Counseling.



NFCC Launches New Public Web Site



The National Foundation for Credit Counseling (NFCC) has launched its revamped and redesigned public Web site.

The new site, which can be found at either www.NFCC.org or www.DebtAdvice.org, is designed to accomplish the dual goals of connecting consumers with an NFCC Member Agency counselor as quickly and easily as possible, and providing a variety of tools to consumers to understand their finances better and increase their financial literacy.

A new “flashbox” on the homepage provides consumers with videos of real-life consumer success stories as well as a series of videos titled “Financial Fast Facts” covering tips from understanding your credit score to how to find a reputable credit counselor. In addition, finding an NFCC-certified counselor has never been easier online.



www.nfcc.org

Check out the new Financial Literacy Opinion Index (FLOI), a financial literacy-related consumer poll asking consumers the tough questions allowing us to keep a pulse on important issues surrounding financial literacy on a regular basis. These questions will change monthly and results will be posted. During the first week of the new FLOI, nearly 5,000 consumers have answered the question.

As a vibrant, interactive site, look for new features and consumer stories in the coming weeks and months. For more information about the Web site, or to provide your feedback, contact Nick Jacobs at njacobs@nfcc.org.

Some of the Web site's new features include:

- An interactive and printable budget worksheet for tracking monthly expenses;
- Financial calculators to help understand how long it will take to pay off credit card debt, what amount of mortgage debt can reasonably be sustained, or how long it's going to take to save enough money for that special purchase;
- Consumer tips on relevant everyday topics such as saving, credit, debt, and job loss, among others;
- Consumer resources such as NFCC publications and videos and useful links; and
- A “Tell Us Your Story” area for consumers to voice how they're faring in today's economic environment.

NFCC Takes the Plunge Into Social Marketing

The NFCC has started utilizing social media as a part of its efforts on behalf of both our general brand/organization outreach efforts, as well as in support of the National Foreclosure Mitigation Counseling Program (NFMCP) Intermediary.

For the NFCC itself, perhaps the biggest effort has come in the production of our Financial Fast Facts. These are brief videos that we produced to offer consumers basic financial lessons in short, visually engaging videos. Topics covered include: Understanding Your Credit Score, Getting Better Credit Terms, Tax Refund 101, Selecting a Credit Counselor, Debt Settlement, and Surviving Job Loss.

These videos are already attracting a great deal of attention by visitors to the NFCC Web site (www.NFCC.org) as well as by members of the media. We are also planning to use these videos in our iMedia efforts, which are multi-media news releases where the story and video are posted to a TV or radio station's Web site.

NFCC Launches National Counseling Locator Service

The NFCC has launched the National Counseling Locator Service (NCLS). The NFCC's NCLS is a Web-enabled, secure technology platform that links consumers in need of counseling to NFCC Member Agencies, while allowing them to select both the type of counseling (initially Mortgage/Loss Mitigation and Reverse Mortgage) and method of delivery (face-to-face, phone, or Internet). Additionally, the system captures consumer intake information; has documented counseling protocols; provides detailed counseling check lists, outcome, and action plan reporting; captures HUD 9902 data; references foreclosure laws by state; and offers case list and case search abilities. Additional protocols, including budget counseling and bankruptcy pre-filing counseling and post-discharge education and will be available by Fall 2009.

For more information about the NCLS, contact Al Ortwein at aortwein@nfcc.org



The NFMCP social marketing campaign is doing very well so far, with the MortgageHelpNow.org Web site being featured on more nearly a dozen different blogs and video networks that have reached more than 147 million readers/viewers. In addition, we distributed a press release as a social media vehicle, with up to 50 social media bookmarking and tagging options, that had real-time performance on Technorati, Digg, Google, Windows Live and Yahoo, search engine cataloging, campaign logos, live links and streaming video and audio. YouTube, Metacafe, CNBC Money Forum, Money News Daily, Budgets Are Sexy, and Mortgage Advice Forums are some of the prominent blog sites/video networks that have featured the MortgageHelpNow.org Web site.

For more information about the NFCC Social Marketing initiatives, contact Nick Jacobs at njacobs@nfcc.org.



Cooperative Processing Resources (CPR) is the industry's premiere Debt Management System (DMS) software application. For over 14 years, CPR has been serving the credit counseling industry.

Working together as a cooperative in order to ensure continued technical support was the primary reason for creating CPR. Agencies wanted to work together and have control over the enhancements and destiny of their mission-critical software.

The Cooperative's mandate is to provide quality technology-based products and services that enhance each member's ability to provide optimal service to consumers and creditors alike.

Cooperative Processing Resources
801 E. Campbell Road ■ Suite 670 ■ Richardson, Texas 75081
Phone: 214-739-6170 ■ Fax: 214-739-6762 ■ www.cprops.com



Call To Action

Top Credit Card Issuers Support the NFCC's "Call to Action" For Consumer Repayment Relief

Responding to the "Call to Action" of the NFCC, the nation's top 10 credit card issuers have agreed to provide additional relief to consumers struggling to repay their debts.

"This represents a significant action on the part of the creditors to take additional steps to help consumers, which is our collective mission," said Susan C. Keating, president and CEO of the NFCC. "This will provide those in debt with more options to stabilize and rebuild their economic lives."

For more than 40 years, consumers have avoided bankruptcy and benefited from repayment programs commonly referred to as "debt management plans" (DMPs) through which creditors provided some repayment concessions, including waiving late and over the limit fees and a reduction in interest rates. However, in these tough economic times, fewer consumers have sufficient income to be eligible for, or the ability to maintain, a traditional DMP, often leaving bankruptcy as the only option.

In response to a need to make better alternatives available to struggling consumers, the NFCC issued its "Call to Action" last fall, calling on more creditors to take additional steps to make DMPs more affordable for people in troubled financial circumstances. The NFCC also expressed its appreciation on behalf of struggling consumers to those card issuers already providing significant concessions aligned with the "Call to Action." The "Call to Action" set the end of the first quarter of 2009 as the target date for adoption and implementation. Together with the "Call to Action," the NFCC created a strategic partnership of NFCC Agencies and Association of Independent Consumer Credit Counseling Agencies (AICCCA) to work with the top 10 credit card issuers.

As of March 31, the top 10 credit card issuers have agreed to implement the changes necessary to provide both a more affordable "Standard" DMP and a "Hardship" DMP (together, the "Call to Action" DMPs) for

consumers who are seeking to avoid bankruptcy, but who do not have sufficient income to qualify for a traditional DMP. The key elements of these two new DMPs will allow consumers to maintain a reasonable monthly budget, establish a savings account for economic emergencies, make fixed monthly payments more affordable, and be out of debt within 60 months.

Those creditors supporting the "Call to Action" are American Express, Bank of America, Capital One, Chase Card Services, Citi, Discover Financial Services, GE Money, HSBC Card Services, U.S. Bank and Wells Fargo Card Services. The NFCC urges all other consumer lenders to follow suit.

"This represents a significant action on the part of the creditors to take additional steps to help consumers, which is our collective mission..."

—Susan C. Keating, NFCC President & CEO
For more information, contact Sally Parker at sparker@nfcc.org.

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** Source: 2009 KNSF Usage Study

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Consumer Education

NFCC Initiates Debt Settlement Awareness Campaign

Debt settlement companies often take advantage of well-meaning consumers who want to pay their bills, but are struggling to do so in today's economic environment. They have spent millions of dollars in advertising making promises that have great appeal to desperate consumers. NFCC Members frequently hear from these consumers after they've lost thousands of dollars and don't know where to turn.

As the national organization whose mission includes promoting the national agenda for financially responsible behavior, the NFCC believes it is our role to educate consumers about the risks of working with a debt settlement company, and to inform them that there is legitimate help available through an NFCC Member Agency.

In January, the NFCC began developing the messaging and tools for a national outreach campaign to educate consumers about the risks of debt settlement.

Having commenced in February, this outreach campaign includes a number of communication components whose messaging has reached millions of consumers in the first few months. To date, these communications have included: radio public service announcements; multimedia, radio, and print news releases; a satellite media tour; video consumer tips; social media outreach (blogging, etc.); victim testimonials; and op-eds. Additionally, the NFCC produced a member toolkit for use in local outreach and messaging.

The radio PSAs launched in mid-February and instantly received significant airplay, and through the end of April had more than 7,300 times with audience impressions of nearly 17 million. In the media – on the radio and in print – the debt settlement issue has attracted a significant amount of coverage and the NFCC has led the charge in bringing these issues to the forefront.

Debt Settlement Working Group

As the NFCC conducted its recent regional meetings, addressing Debt Settlement companies emerged as our Members' number one priority. Consequently, the NFCC has established a new Debt Settlement Working Group which is chaired by Colleen Benjamin from Bank of America. The Working Group will operate primarily through three sub-groups:

- Regulatory
- Consumer Awareness/Communications
- Product

These sub-groups have been meeting regularly since mid-March, and have been tasked with developing strategies and a plan for their execution. They will be reporting on these plans to the full Working Group and NFCC Membership in the coming weeks.

For more information about this Working Group, contact Sally Parker at sparker@nfcc.org.

Save The Date

NFCC Annual Leaders Conference

**Monday September 14, 2009 —
Thursday September 17,
2009**

Omni Shoreham Hotel

**2500 Calvert Street NW
Washington, DC 20008**

202.234.0700 P

202.265.7972 F

www.omnishorehamhotel.com



The NFCC will hold its 44th Annual Leaders Conference at the Omni Shoreham Hotel in Washington, DC from September 14-17, 2009. Hotel Reservations are now being accepted and can be made via the Internet or by phone - please note details below. Inquiries regarding any NFCC Meetings may be directed to Mary Ann Reott at (301) 576-2513 or mreott@nfcc.org.

Protect Your Identity Week

National Protect Your Identity Week 2009



Last year was the first year for National Protect Your Identity Week (PYIW). It provided a very successful launch accounting for 134 events held in 36 states and serving more than 15,000 consumers, 6,000 in-person. A consumer Web site www.ProtectYourIDNow.org

was established and more than 4,000 consumers took the Identity Theft Risk Check.

Events held by NFCC Member Agencies last year were very successful and included: document shredding events, identity theft seminars, credit report reviews, and information displays.

This year, National Protect Your Identity Week will be held October 18 to 24.

Planning for Protect Your Identity Week 2009 is well underway. For more information, contact 2009 PYIW Steering Committee Chair Mark Foster at markf@ccoacares.com.

www.ProtectYourIDNow.org



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Financial Literacy Month 2009

Providing Education, Creating Awareness



Even though every month is Financial Literacy Month at the NFCC, April takes on a special significance when the NFCC and its Member Agencies seize the opportunity during this official national month-long celebration to create a new awareness around financial education.

This year, the NFCC proudly continued its 50+ year mission of promoting financial literacy with a month-long series of events.

“The NFCC continues to set the standard as we strive to realize our vision of creating a national culture of financial responsibility in this country,” said NFCC president and CEO Susan C. Keating. “Financial Literacy Month offers the opportunity to focus and maintain attention on this critical issue.”

Events held and/or organized by the NFCC in April included:

National Financial Literacy Poster Contest

The NFCC’s National Financial Literacy Poster Contest culminated in April. The contest is designed to get young students thinking about how



2009 Poster entries being judged

to manage money effectively and offers them a creative outlet to demonstrate their knowledge. It also offers the opportunity for local and national recognition for student artwork and rewards winners with U.S. savings bonds and other prizes.

The theme of the NFCC’s 2009 Contest was “I’m going to be a millionaire because I...”

Entries were judged on expression of the theme, artistic style, and creativity.

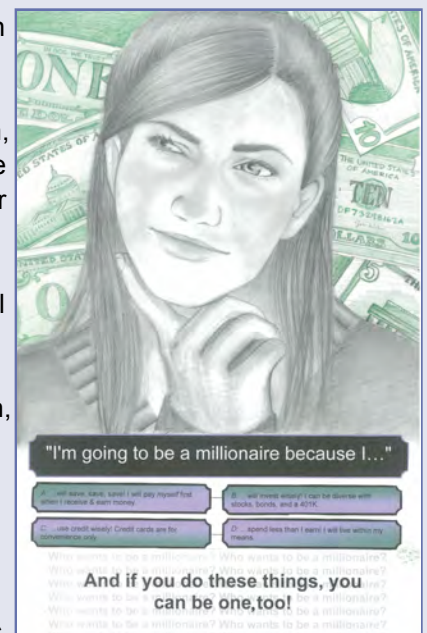
In early March on Capitol Hill, a distinguished national panel of judges evaluated the more than 80 national finalists that were selected by NFCC Member Agencies across the country from the more than 4,000 posters received (nearly tripling last year’s totals!) This year’s panel consisted of representatives from: Capitol Hill, Office of the Comptroller of the Currency, Federal Trade Commission, National Education Association, Jump\$tart Coalition, HUD, and the national news media.

Leah Ellyson, an 11th grade student from North Marion High School in Farmington, West Virginia was the 2009 National Winner and was honored at the Jump\$tart Coalition for Personal Financial Literacy Annual Awards Dinner in Washington, DC. (See story on page 10)

A special thanks to the national organizations who joined with the NFCC to support and promote this youth financial literacy initiative. They include: American Bankers Association



The entries were judged on expression of the theme, artistic style, and creativity



Education Foundation, Jump\$tart Coalition for Personal Financial Literacy, Junior Achievement USA, and National Education Association Member Benefits.

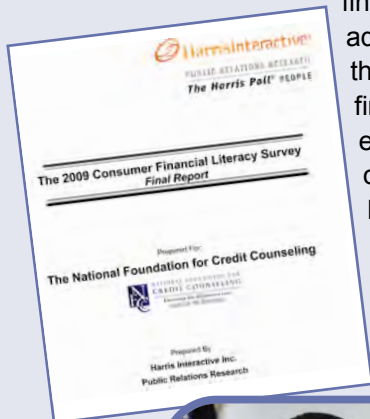
For more information about the 2009 contest including all winning entries visit:

www.MoneyWisePosterContest.org.

Presentation of National Survey Results on Consumer Financial Literacy

In its third year, the NFCC's Annual Consumer Financial Literacy Survey, conducted by Harris Interactive, Inc. once again focused on how closely Americans monitor and keep track of their own

finances, who they turn to for advice and help, how receptive they are to professional financial advice and education, and their overall financial health. The complete results of this survey were released at a Congressional Briefing on Capitol Hill on April 28. (See story on page 1.)



Direct Consumer Assistance Through Special MSN Message Board Event

On April 28, NFCC-certified counselors were on-hand on the NFCC-MSN Money "Ask a Counselor" message board to discuss a topic on everyone's mind: How to Put the Financial Basics in Place and Become Financially Stable. On this day alone, the Boards received more than 80,000 page views.



Add to these activities the hundreds of events held by NFCC Member Agencies across the country in April and we are pleased to report that we have once again reached millions of consumers throughout the country during Financial Literacy Month; bringing financial education directly to those in need as well as needed attention to the challenges our country faces in this area.

FINANCIAL LITERACY MONTH "SURPRISE": PRESIDENT BARACK OBAMA'S STATEMENT ON FINANCIAL LITERACY MONTH

PRESIDENT BARACK OBAMA ISSUED THE FOLLOWING STATEMENT ON APRIL-- "FINANCIAL LITERACY MONTH:"

THE WHITE HOUSE
WASHINGTON, DC
APRIL 2009

"Sound financial planning and responsibility are essential to our families and our economy, and I am pleased to join all who are observing Financial Literacy Month.

It is more important than ever to understand how to balance a checkbook, budget wisely, plan for retirement, and avoid accumulating debts that could harm your financial future. A strong American economy depends on everyone – from individuals and homeowners, to investors and entrepreneurs – practicing financial responsibility. We must pass along such fundamental knowledge to our family and friends, because financial literacy empowers all of us.

The emphasis on financial literacy awareness and education must extend beyond April. I hope the insights you have gained this month will continue to improve the quality of life for you, your family and community, and I wish all of you the best."

2009 Poster Contest

West Virginia High School Student Wins National Financial Literacy Poster Contest

A panel of judges representing a cross-section of the media, government, education, and consumer groups, concurred that this year's theme of "I'm going to be a millionaire because I..." was best represented through the artwork submitted by Leah Ellyson, 11th grader from North Marion High School in Farmington, West Virginia. Leah submitted her poster through Consumer Credit Counseling Service of North Central West Virginia (CCCSNCWV) located in Clarksburg, WV.

"It's a real privilege for us to honor Leah as the 2009 national poster contest winner," said Susan C. Keating, NFCC president and CEO. "It is so critical to instill the idea of financial responsibility into our youth, and Leah has done an outstanding job of showing how important setting financial goals can be."

As the National Winner, Leah received the following:

- An all-expense paid trip to Washington, DC to receive the award;
- Award recognition plaque; and
- \$500 savings bond.

She was presented with her award during the Jump\$tart Coalition Awards Dinner on April 1 in Washington, DC.



National Poster Contest Winner Leah Ellyson with Federal Reserve Chairman Ben Bernanke

Grade category winners of this year's poster contest were as follows:

High School Winner: Stacia Shewmaker, 12th grade, Blackman High School, Rockvale, TN (submitted through Consumer Credit Counseling Service of Consumer Credit Counseling Service of East Tennessee)

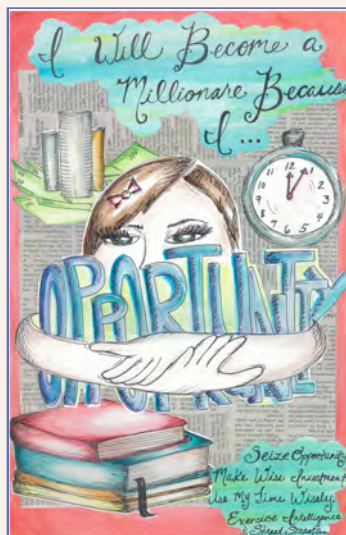
Middle School Winner: Jessica Sheno, 8th grade, School of St Mary, Tulsa, OK (submitted through Consumer Credit Counseling Service of Oklahoma)

Elementary School Winner: Jenna Fink, 4th grade, Sparks Elementary, Frisco, TX (submitted through Consumer Credit Counseling Service of Greater Dallas)

Poster Winner's Visit to Washington

In addition to receiving her National Award, during Ms. Ellyson's trip to Washington she and her family had the opportunity to both

see the city and meet some of the nation's financial policymakers.



High School Winner



Middle School Winner



Elementary School Winner

"...it's a real privilege for us to honor Leah..."

—Susan C. Keating,
NFCC President & CEO

2009 Poster Contest continued

On her first morning in Washington, Leah was treated to an “insider’s” tour of the Treasury Department and following that had a quick lunch across the street at the Old Ebbitt Grill, another Washington landmark.

Following lunch and a stroll past the White House (and a few pictures), Leah’s next stop was the Federal Reserve and a meeting with Federal Reserve Board Chair Ben Bernanke. This was a real highlight of the day and a real honor.



Leah Ellyson shows her creative poster to Senator Robert Byrd (WV)

The next day started bright and early with a tour of the Bureau of Engraving and Printing. From there it was up to Capitol Hill for a tour of the Capitol and a brief appointments with Congressman Allan Mollohan, whose district includes Leah’s hometown, and Senator Robert Byrd.

From there it was back to the hotel to get ready for the Awards Dinner. On receiving her award, Leah delivered an amazingly insightful and poignant speech, the text of which follows:

My name is Leah Ellyson. It is an honor to have my poster chosen as the national winner of the 2009 Financial Literacy Poster Contest. I am grateful to the National Foundation for Credit Counseling for providing me with this exciting opportunity. I am a junior at North Marion High School and am from the small town of Carolina, West Virginia, but that has never stopped me from having big dreams. On my poster, I state the four things I would do to become a millionaire. That is how I intend to pursue all of my dreams: by breaking them down into smaller, more manageable steps.

When I sat down and thought about financial responsibility and what it meant to me, I didn’t have to look any further than my parents. They have taught me a lot about financial responsibility over

the years. This summer, I got my first job at McDonalds. I could have easily spent my paychecks in one afternoon at the mall if I hadn’t been encouraged to pay myself first. My parents have invested in my college education since I was born. They are encouraging me to work hard for scholarships so that I will incur as little debt as possible when I am out of college. For years, my parents have set a budget for our family and we have lived within it. I see that they never spend more than they make, and they always stress to me that they only use credit cards as a convenience. The basic outline on my poster follows the common sense rules that they have modeled for me.

One thing I didn’t mention on my poster but that I think is just as important is giving. Whether it is to your church, a favorite charity or someone in need, the benefits that come from sharing part of your income for a worthwhile cause can’t always be measured in dollars and cents.

I believe financial responsibility is for everyone; not just parents or adults. It begins at a young age so that good habits can be carried on throughout a lifetime. It has been a privilege to be able to share my ideas and be a positive role model in this area.

It remains to be seen whether or not I become a millionaire but I am wealthy in many ways: I have a family who loves and supports me, inspiration all around me, and a God-given talent that has taken me from drawing a picture at my kitchen table and turning it in to a great experience like this.

Thank you.

“...I believe in financial responsibility for everyone...”

—Leah Ellyson, 2009 Financial Literacy Poster Contest Winner



Leah Ellyson with her parents and Susan Keating at Awards Dinner

Member Agency Spotlight

CCCS of Nebraska *Swing for Financial Literacy*

The first annual “Swing for Financial Literacy” golf tournament fundraiser was held in September of 2006. Born as a request from CCCS of Nebraska’s board chairman, Maurice Mashek, an avid golfer and staunch supporter of CCCS of Nebraska, the annual golf tournament has since flourished, becoming a much-anticipated annual event.



Don Leu hits the links

Don Leu, president and CEO, acknowledges that “the tournament is designed to promote the benefits financial literacy education contributes to the community and we are proud of the many partnerships we have established with our colleagues and clients.”

Tournament planning starts at the beginning of the year and involves the board and a host of volunteers. Various sponsorship packages are offered including tee and hole sponsorships. New opportunities will

abound this year with the addition of business booths and food vendors on the course. The community is very receptive to the need for financial literacy and generous in their donations. Winning golf teams are rewarded handsomely with various prize certificates and raffle winners make out well with donated winnings from prestigious hotel accommodations in California to Taylor Made drivers. The Noon shotgun start is popular and the networking between the golfers takes place while enjoying a fun competitive spirit.

“Providing financial literacy gives us the potential to improve the quality of life for thousands of area residents. ‘Swing for Financial Literacy’ has added great exposure and offers a wonderful opportunity to fundraise for our mission,” Leu states.

For more information, contact Cindy Pierce, Golf Tournament Coordinator, at CPierce@cccsnebr.org.



CCCS of Maryland & Delaware *Consumers Cutting Credit Cards*

They’re tough to miss. As soon as you step off the elevators at the main offices of CCCS of Maryland & Delaware (CCCSMD) you see them: two empty five-gallon water jugs in their main reception area. Only they’re not empty. On closer examination, the jugs are filled with hundreds of chopped up credit cards.



“I don’t really remember where the idea came from,” said CCCSMD President Jim Godfrey. “But now it has become a pretty big thing.”

More than a big thing, it has also become something of a ritual. Before consumers officially enter into a DMP, or Debt Management Plan, they chop their cards in half and into the jug they go.

The jugs have even taken on a life of their own. According to Godfrey, relatives of clients who have

come in for counseling on their own have asked about and contributed to the cut up cards in the water jugs. Indeed, there are multiple jugs scattered throughout CCCSMD’s offices. There’s also a bulletin board filled with chopped up credit cards.



symbolic about it too. It really gets folks motivated and excited.”

“Clients get really excited about this,” continue Godfrey. “On one hand they’re a little afraid because it’s that last step before the DMP, but there’s something

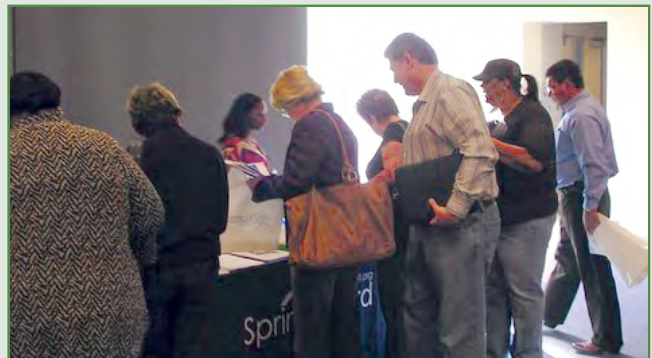
Springboard Non-Profit Consumer Credit Management *Making a MOVE on Housing*

As foreclosure filings hit record highs in 2008 throughout California, the Inland Empire (counties of Riverside and San Bernardino) emerged as the second most profoundly affected market in the country, with one in every 43 households falling victim to foreclosure.

Springboard's Community Outreach and Education Department pursued an innovative "take it to the streets" strategy. The outreach effort, known as MOVE (Mobile Outreach Valuable Education) Financial Workshops, enabled Springboard to go beyond their brick and mortar walls to teach foreclosure prevention and financial literacy workshops at accessible venues around Southern California.

The agency's community outreach and education team, along with HUD-approved housing counselors participated in Homeownership Preservation Foreclosure Prevention Workshops, Clinics and Seminars held at community centers, military bases, and school auditoriums.

The workshops pool housing counseling agencies, fair housing agencies, and other public agencies into one location to give a one-stop shop of counseling resources and educational workshops. It aims to connect distressed homeowners with housing counseling, credit counseling, fair housing counseling, and



Springboard's Michelle Mealey helps distressed homeowners and community stakeholders at Springboard's Educational Resource table at the Moreno Valley, CA Foreclosure Prevention Workshop.

"Foreclosure affects everyone – homeowners, businesses, local governments and communities," said Todd Emerson President & CEO of Springboard. "We are proud of the efforts that lenders and legislators are making to address the problem and continue to offer hope to those who are facing foreclosure. Having distressed homeowners hear about access to HUD-approved free housing counseling and the ability to attend foreclosure prevention workshops, events and clinics lets them know where they can turn when there's a problem, and what resources are available to them."

agencies that can help their plight. At some events various lenders' loss mitigation teams are on site to help their borrowers/customers. The events are a portal which enables the distressed homeowner access to existing resources and services. Many workshops are sponsored by elected officials, community stakeholders, and the military community.

The workshops promote awareness of foreclosure prevention options and the need for homeowners to discuss their situation with their lender; provide tools for homeowners to strengthen household budgeting skills and improve debt management

behavior; educate on how to avoid foreclosure rescue scams; and provide knowledge of community resources.

For more information and questions about Springboard's MOVE program, contact Melinda Opperman at Melinda.Opperman@credit.org.



Got News?

NFCC Notables wants to print it!

Send your news, with high resolution photos if available, to Nick Jacobs at njacobs@nfcc.org or contact him at (301) 576-2537 for more information.

Agency News



Hasson

Patricia Hasson, President of CCCS of the Delaware Valley, has been honored by the United Way of Southeastern Pennsylvania with their 2009 Champion of Impact Award. The award was presented in Philadelphia on May 1, 2009.

CCCS of North Central WV a service of CRISS-CROSS, Inc. has hired a new Education Coordinator, **Tammie Flesher**.



Flesher

CCCS of North Central Texas has recently promoted several individuals within their organization. **Bud Hackerson** has been promoted to Vice President of Operations. **Rita Cates** was promoted to Vice President of Counseling. **Deb Taylor** has been promoted to Director of Education. **Kim Barber** has been promoted to Creditor Relations Coordinator.

Also, the following have joined CCCS of North Central Texas: **Anna Graham** as Budget Counselor, **Anita Murphy** as Budget Counselor, **Beth Rourke** as Account Specialist, **Brandy Gregory** as Housing Counselor, **Rhonda Lewis** as Housing Counselor and **Terry Wooster** as Housing Counselor.

Consumer Credit Counseling Service of Buffalo has hired **Zia Bhaisa** as a new Counselor.

Additionally, **CCCS of Buffalo** celebrated it's third annual nomination for The Business First of Buffalo's Best Places to Work.

CCCS of Greater Dallas has a number of new faces. **Sharon King** has joined CCCS of Greater Dallas as Vice President of Development. **Jennifer Stewart** has been promoted to Education and Housing Director. **Tawnya Walters** has been promoted to Director of Housing Counseling. **Linda Davis** has joined as Assistant Housing Director.

CCCS of Amarillo recently won the Better Business Bureau of the Texas Panhandle's Torch Award for Marketplace Ethics in the nonprofit category. The agency was presented the award at a ceremony at Amarillo's Globe-News Center for the Performing Arts on February 19.

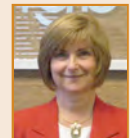
Consumer Credit Counseling Service of Northeastern Pennsylvania hired **Amy Burd** as a new full-time Credit Counselor for its State College Office.



Lockhart receives award

Dawn Lockhart of Family Foundations was honored by the Jacksonville, Florida Mayor's Commission on the Status of Women with one of the Women in Leadership Awards.

Kate Graham, Esq. joins Springboard Nonprofit Consumer Credit Management as the agency's new General Counsel.



Graham

Sandra Dunaway, President of CCCS of Mobile, will be celebrating her 30th anniversary with the agency in May 2009.

Credit Counseling of Arkansas (CCOA) recently hired **Crystal Chestnut** as its Community Outreach Coordinator. She will be responsible for grant writing, conducting seminars, and publicity outreach for CCOA.



Chestnut



Amaral

CCOA also recently added **Jorge Amaral** to its team as a Mortgage Delinquency Counselor.

Mary Hurlburt, Community Outreach Director for CCCS of Central OH's Cincinnati branch, was honored as the 2009 Financial Services Champion of the Year by the U.S. Small Business Administration, Columbus, Ohio District office at a recognition dinner on, April 22, 2009. Mary, who has been with CCCS of Central Ohio for 15 years, teaches financial education classes and establishes partnerships to address community financial issues in the Greater Cincinnati area.



Hurlburt receives award

Member-at-a-Glance — As of April 2009

Total Members:106
 Total Physical Locations:.....843
 Freestanding Agencies70
 Multi-service Agencies36

Certified Credit Counselors.....
2,754
 Certified Housing Counselors
1,848

Re-Accredited Agencies

CCCS of Northwest Indiana,
Gary Indiana
 Advantage Credit Counseling Service,
Pittsburgh, PA

PARTNERSHIP

The Council on Accreditation (COA) is a not-for-profit independent accreditor of the full continuum of community-based human service organizations in the United States and Canada.

COA Accredits:

- The Full Continuum of Child and Family Services
- Behavioral Health Services
- Public Agencies
- Network Services
- Financial Education and Counseling Services
- Employee Assistance Programs
- Opioid Treatment Programs
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For more information about COA accreditation, contact **Joseph Seoane**, Director of Client Relations by phone at 212.797.2000 extension 263 or by email at jseoane@coanet.org.

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August 9, 10, 11 in New York City.
For more information, contact **Rose Chew** at rchew@coanet.org.

Financial Literacy Survey continued

NFCC Releases Financial Literacy Survey Results on Capitol Hill ...continued from page 1

In addition, 80 percent of adults agree that they would benefit from advice and answers to everyday financial questions from a professional.

Budgeting: Showing no improvement since 2007, less than half of adults (42 percent) keep close track of their spending. Nearly 16 million adults (7 percent) don't know how much they spend on food, housing, and entertainment, and do not monitor their overall spending.

Debt and Credit Cards: 26 percent, or more than 58 million adults, admit to not paying all of their bills on time. Among African-American adults, this number is at 51 percent. In the last 12 months, 15 percent of adults, or nearly 34 million people, have been late making a credit card payment and 8 percent (18 million people) have missed a payment entirely. More than 13 million adults (6 percent) report that their household carries credit card debt of \$10,000 or more from month to month, and the same number have debts in collection, are seriously considering filing for bankruptcy, or have already done so within the past three years.

Housing: 42 percent of adults, or more than 94 million people, currently have a home mortgage and, of those, 28 percent say that the terms of their mortgage somehow turned out to be different than they expected, including: either payment or terms of loan were different than



NFCC President & CEO
Susan C. Keating

expected, the interest rate or its duration were different, or they had no knowledge of

PMI (private mortgage insurance).

Savings: One-third of adults (32 percent), or 72 million people, report that they have no savings and only 23 percent are now saving more than they did a year ago because of the current economic climate. Nearly half (48 percent) of Gen Y adults- more than any other age group- report having no savings. Of those with no savings, more than one in four report that, if faced with an emergency, they would charge that expense to a credit card (29 percent) or take out a loan (26 percent), thus adding to their debt load.

The 2009 Financial Literacy survey was conducted by telephone within the United States by Harris Interactive on behalf of the NFCC between March 13 and March 16, 2009 among 1,000 adults ages 18+. Results were weighted for age, sex, geographic region, and race where necessary to align them with their actual proportions in the population.

The full survey results and final report are available at www.nfcc.org.

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Public Service Announcements

NFCC Active on the Airwaves

2009 has seen the National Foundation for Credit Counseling (NFCC) more active on both television and radio airwaves than ever before.

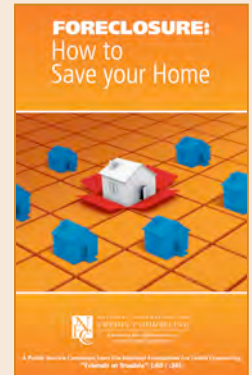
As in previous years, the NFCC has established a significant presence on the radio with a series of radio public service announcements. Mentioned previously, the first PSA focused on the debt settlement issue and has been a huge success. The NFCC will continue to utilize radio as a way to keep the focus on this issue. Other PSAs will focus on themes more closely associated with the NFCC brand, stressing the idea that consumers do not need to feel as though they are alone in trying to get out of debt and that there is help out there in the form of an NFCC Member Agency.

The NFCC also just finished production on a television PSA, focusing on showing consumers the difference between NFCC Member Agencies and some of the bad actors they compete with. The ad will begin distribution in mid to late May.

As many of you know, the NFCC received a \$16 million grant from NeighborWorks® America to support foreclosure prevention counseling efforts through its

Member Agencies. As a part of those funds, a brand new PSA has been produced and is being distributed to raise consumer awareness about NFCC Agencies that are participating in the NFMCP and to encourage them to come in for housing counseling. Entitled “Friends In Trouble,” the PSA is available to NFCC NFMCP Intermediary agencies, and can be customized (better known as “re-tagging”) at no cost to the agency.

This is a great promotional opportunity for agencies to educate and inform their communities about how to avoid foreclosure, and heighten their presence. A Spanish version of the PSA—entitled “Proteja su casa y a su familia” (Protect Your House And Your Family)—has also been produced and distributed to more than 100 Spanish TV stations and Web sites.



Other News

NFCC Welcomes South Korean Counterparts

In December, the NFCC hosted a delegation from Credit Counseling and Recovery Service in South Korea (CCRS). As a relatively young organization, CCRS requested the meeting to learn more about credit counseling in the United States and how the NFCC is structured. The meeting concluded with the NFCC and CCRS signing a ceremonial Memorandum of Understanding and a commitment to keep in touch.



Susan Keating with PCRS President Sung-Pyo Hong

**In the last
12 months,
6%
of all adults (13
million people)
have been reject-
ed for a new
credit card.**

**2009 NFCC Financial
Literacy Survey, conducted
by Harris Interactive**

Spring/Summer 2009 Notables

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NOTABLES is produced twice annually by the National Foundation for CreditCounseling, Inc.® (NFCC) for its membership and stakeholders. The newsletter provides information and resources to advance the organization's mission. Editorial contributions and comments are always welcomed.

Mission Statement

The NFCC promotes the national agenda for financially responsible behavior and builds capacity for its members to deliver the highest quality financial education and counseling services.

2008 Communications Stats

	2008 Numbers	vs. 2007	
Media Outreach			
News Releases Distributed	85	+9	+11%
Media calls to NFCC:	774	+508	+190%
Known Media Placements:	5,872	+2,952	+101%
Known Audience Impressions:	1,033,964,908	+709,120,766	+218%
National Locator Line			
Number of Calls	412,804	+108,018	+35%
Web Sites			
Traffic			
Number of Visitor Sessions	2,778,339	+ 758,292	+37%
HousingHelpNow			
English site	163,822	+142,186	+657%
Spanish site	13,966	+11,541	+475%
MSN Money Message Board			
Page Views	2,483,108	-201,736	-7%
Public Service Announcements			
(TV and Radio Campaigns)			
Airings	163,983	+98,997	+152%
NFCC Web site Downloads	17,689	+ 8,587	+94%
Audience Impressions	479,577,451	+181,886,751	+61%
Total 2008 NFCC Communications			
Audience Impressions:	1,519,412,087	+891,811,109	+142%

2009 Notables Calendar

Issue	Release	Materials Due
Fall/Winter	September 30	Sept. 1