

2024

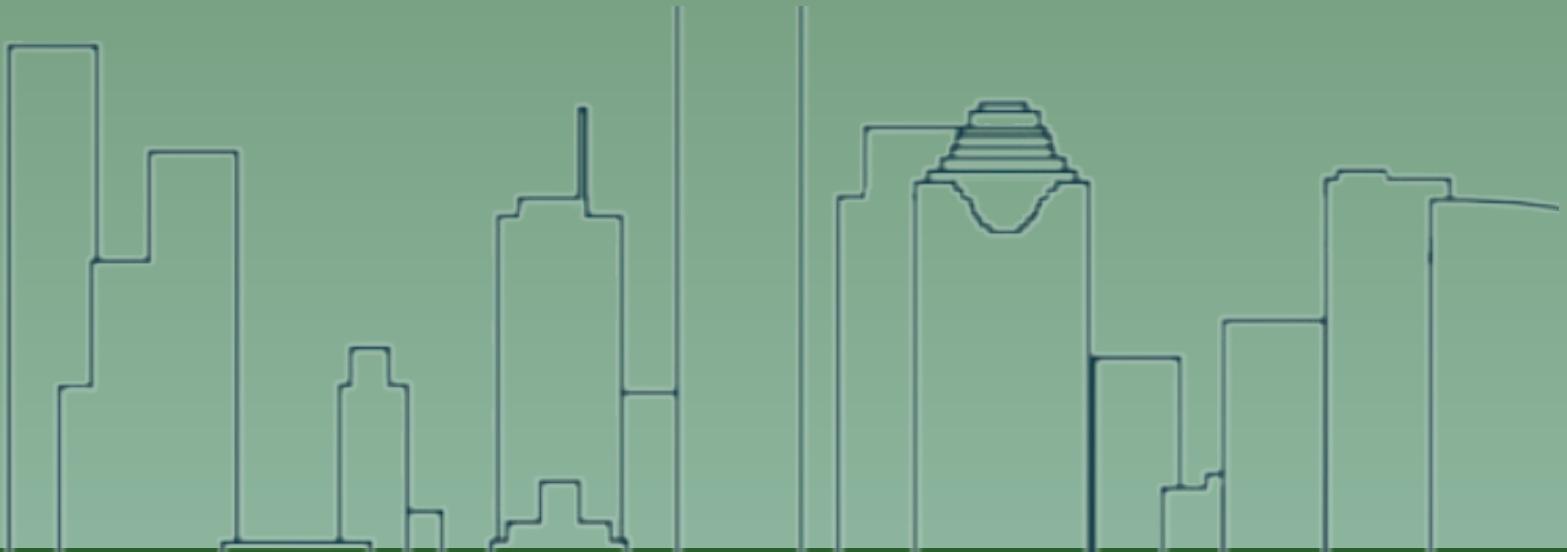


MONEY
MANAGEMENT
INTERNATIONAL®

Houston Money Week Impact Report



**“Keeping your Money On The Move
Through Good Money Habits”**



ABOUT HMW

At Houston Money Week, we are committed to delivering impactful financial education. The initiative was established to instill confidence and knowledge among participants. This goal is accomplished through instruction from financial experts, equipping the community to cultivate sustainable financial practices.

The collaboration and coordinated efforts by organizations across Houston host informative events promoting access to financial resources and opportunities. Attend any of the events by our partner organizations and start your journey to financial empowerment. Since 2016 Houston Money week and collaboration has resulted in:

90,000+
People
Touched



\$10,000+
Total Given Away
in scholarships

988
Total Events
Hosted



Fifteen Year Anniversary



April 6 - 14
<https://houstonmoneyweek.org/>



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<https://houstonmoneyweek.org/>



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Our Why



Fifteen Year Anniversary

According to recent data, 26% of Houstonians identify the economy as the most significant challenge facing the region. Our goal is to alleviate these concerns by offering free financial counseling and services to the community, thereby creating opportunities for improvement and support.



Forty-three percent of Houstonians feel they would struggle with a \$400 emergency expense. Partner organizations are hosting events to provide financial counseling, helping the community manage unforeseen situations. Promoting financial wellness is crucial for achieving and maintaining financial prosperity.



Approximately 8% of Houston's population is unbanked, while an additional 17% is classified as underbanked. Among our partners are banking institutions that offer safe and affordable BankOn Certified accounts to address these financial accessibility issues.



One out of every four households in the Houston area utilizes alternative financial services, which collectively incur over \$3 billion in fees for Americans annually. Houston Money Week provides an opportunity for individuals to develop better financial habits to steer clear of these costly alternatives.



2024 HIGHLIGHTS

42

Participating
Partners

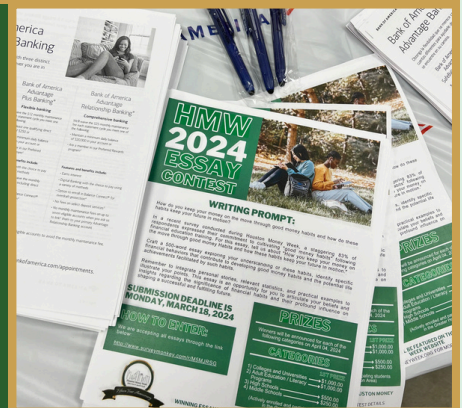


Estimated
6,000+
residents
impacted in 30
days



\$4,500

Given in
Awards



113

Events
Hosted



57

Average
attendees
per event

Houston Money Week 2024
April 6 -14

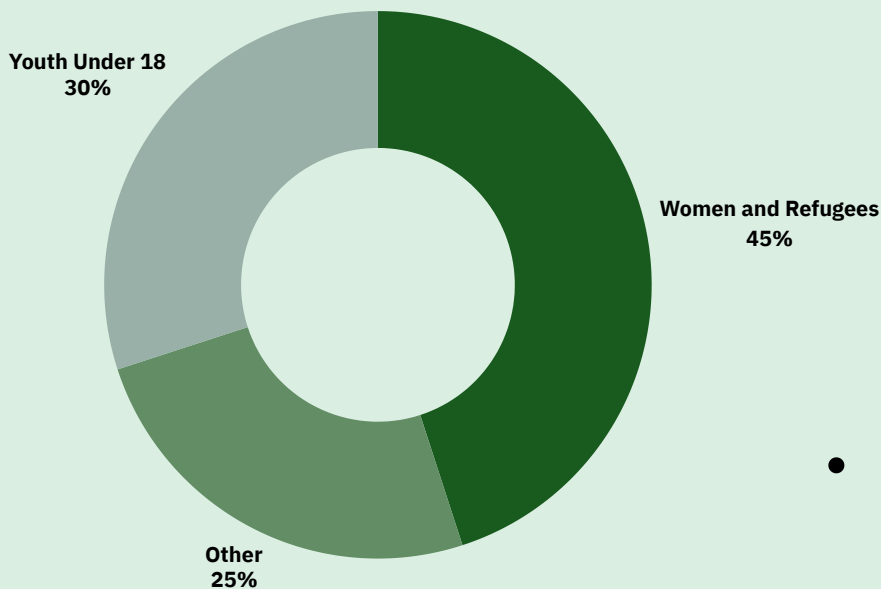
Make It, Save It, Spend It, Grow It



Quick Highlights



Fifteen Year Anniversary



Events Tailored to Specific Groups of People

- 744 youth under 18
- 1,115 Women and Refugees

— **58** —
Attendees

Average Number of Attendees

- 97% of our events served and directly impacted LMI households and families



Fifteen Year Anniversary

70% Ages 25-39

30% Other

Who We Served

2024 ESSAY CONTEST



Fifteen Year Anniversary

Houston Money Week's Annual Essay Contest engages students and adult learners and is a commendable initiative that demonstrates HMW's commitment to financial literacy.

Participants submitted a 500-750 word essay following the prompt: **How you keep your money on the move through good money Habits and how these habits keep your future in motion.**

Winners were announced at the Houston Money Week Partner Kick-Off Reception.

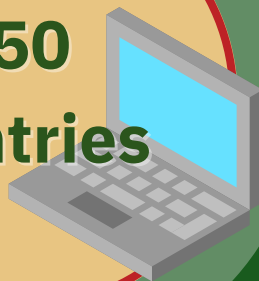
Categories:

- Middle School
 - 1st - **Faith Auset Hill**, \$250
 - 2nd - **Jhaden Jackson**, ChromeBook
- High School
 - 1st - **Monique Thompson**, \$500
 - 2nd - **Charles Crawford**, ChromeBook
- College
 - 1st - **Kourey Johnson**, \$1,000
 - 2nd - **Chinaemenma Amaobi-Joseph**, ChromeBook
- Adult Learners
 - 1st - **Alexxis Mitchel**, \$1,000
 - 2nd - **Betty Burleigh**, ChromeBook

\$4500

Awarded in
Essay Contest
Giveaways

50 Entries



OUR SIGNATURE EVENTS



Fifteen Year Anniversary

Our Holiday Social

More than 102 participants came together to celebrate and acknowledge their achievements from the past year at the end-of-year event. This year's holiday social is set for December 13, with an open invitation extended to financial institutions and city council members to join the celebration.



OUR SIGNATURE EVENTS

All Partners Conference

At the 2024 All Partners Conference, we were pleased to unite 72 organizations from across Houston to discuss our ambitious objectives for Houston Money Week 2024. Our primary goal is to host 30 impactful events designed to enhance the financial well-being of Houston residents. During the conference, we introduced our executive team, launched our new website, and emphasized various opportunities for organizational involvement, including sponsorship options. This gathering provided a valuable platform for prospective host organizations to exchange ideas and collaborate towards our shared mission of improving financial literacy and overall community well-being.



Fifteen Year Anniversary



PARTNER Highlights



Fifteen Year Anniversary

Woodforest National Bank

Woodforest National Bank demonstrated exceptional community commitment by hosting 30 events in April alone. They extended their outreach beyond the English-speaking community, also engaging the Spanish-speaking community



WOODFOREST
NATIONAL BANK

the YMCA International Services

Financial Literacy Workshop for Refugees

The YMCA hosted a Financial Literacy Workshop for refugees, collaborating with the Houston Women's Center to offer a comprehensive five-day program featuring over ten events. These events were specifically designed to educate refugees about the American financial system, empowering them to better integrate into society. Demonstrating innovation, the YMCA brought in linguistic specialists for each language spoken by the participating refugees, ensuring effective communication and understanding.



Bank Of America

Bank Of America partnered with the Better Banking program to help educate 120 students Better Money Habbits . They also helped each student open their very first Bank account.



PARTNER Highlights



Fifteen Year Anniversary



Baker Ripley

Throughout the month, we conducted weekly financial budgeting sessions in both English and Spanish, effectively serving 287 residents of Houston.



First National Bank of Texas

First National Bank hosted over 4 major marketing events to share the HMW Essay Contest and utilized their locations to market and share with the community within local grocery stores they operate out of. Helping Houston Money Week Market to over 10,000 Houston residents of all ages. They also mentored 120 highschool seniors and educated 120 seniors credit.



Truist Bank

Truist Bank helped get the word out about the HMW essay by volunteering at the 2024 Cactus Jack Foundation HBCU Celebrity Softball Classic.



2024 HMW PARTNERS



Adult Education Center Pearland/Coach's Corner

UH Baur College SBDC

Truist Bank

Harris County Public Library

United Way of Greater Houston

HTV

Comcast

Texas Southern University

Mayors office of Adult Education

BankOn Houston

Easter Seals Greater Houston

Baker Ripley

American First National Bank

YMCA Inational Services

Regions Bank

Credit Coalition

Nery's Promise

Family Houston

Tax-Keeping by AC

Wallis Bank

SBA



The Alliance

Ahngelea Bright

Wheatley High School

Independent Financial

Family Scholar House

Department of Public Safety

Houston Women's Center

Houston Area Urban Leauge

First National Bank Texas

Scholar Ready

Red and Black Production,LLC

Covenant Community Capital

The Mala Market

Bank of America

Operation ID Main Street Ministries

Coach's corner/All Things Financial

Copperfield Estates-Sky Active Living

City of Houston Highland/De Soto Park Community Center

The Earl Carl Institution for Legal & social Policy, Inc.

Small Business Administration Houston District Office





LEGACY PARTNERS



FOR OUR FABULOUS 15TH ANNIVERSARY, WE'RE ROLLING OUT THE BENJAMIN GREEN CARPET TO CELEBRATE OUR LEGACY PARTNERS, THE ROCK STARS WHO'VE BEEN INSTRUMENTAL IN OUR JOURNEY SINCE 2008!

Aldine Independent School District
Alief Independent School District
Allegiance Bank
Alliance Financial Ministries
Alliance for Multicultural Community Services
Alpha Kappa Omega Chapter,
Alpha Kappa Alpha Sorority Inc.
American First National Bank
Angela Vickerman, CPA
Avenue Community Development Corporation
Bank of America
Bank on Houston
Barbara Jordan Endeavors
BB&T Bank
BBVA Compass Bank
Beyond Careers
Brentwood Baptist Development Association
Bliss Finance
Camara de Empresarios Latinos de Houston
Capital One Bank
Central Bank
Central Houston (CHIME)
Children's Books on Wheels
City of Houston
Comerica Bank
Commercial State Bank
Community Impact Newspaper
Conroe Independent School District
Credit Coalition
Credit Recovery Group
CW39
Easter Seals Greater Houston
EastSide University

Edward Jones Investments
Elite Image Tax & Notary Service, LLC
Family Houston
FDIC
Federal Reserve Bank of Dallas–Houston Branch
Fifth Ward Community Redevelopment Corporation
First Convenience Bank
First National Bank Texas
Fort Bend Independent School District
Frost Bank
God's Money God's Way Ministries
Goodwill Industries of Houston
Gulf Coast Community Services Association
Harris County Public Library
Hispanic Mortgage Lenders Organization
Holman Street Baptist Church
Houston Area Urban League
Houston Area Urban League–Young Professionals
Houston Black Real Estate Association
Houston Center for Literacy
Houston Community College System
Houston Chronicle
Houston Media Source
Houston Hispanic Forum
Houston Housing Authority
Houston Housewives of Finance
Houston Independent School District
Houston Public Library
Iberia Bank
Integrity Bank
Junior Achievement of Southeast Texas
JPMorgan Chase Bank



To Join As A Partner, Email:

AskBenHoustonMoneyWeek@gmail.com



LEGACY PARTNERS



Katy Independent School District
Kemsley Law Center
Keystone Community Development Corporation
KHOU CBS Channel 11
Klein Independent School District
KMAZ 102.5 FM
KPFT 90.1 FM
KTRK ABC Channel 13
KYND 1520 AM
Kyle Vesevick
Marshall Wealth Management
Mays Consulting Group
Michael E. DeBakey VA Medical Center
Marc Mortel
Ministry Assistance of the Near Northwest Alliance (MANNA)
Money Management International
Millionaire Mommy Society
My Money My Future
National Association of Hispanic Real Estate Professionals
National Hispanic Professional Organization
BakerRipley (formerly Neighborhood Centers, Inc.)
Neighborhood Recovery Community Development Corporation
New Bethlehem Missionary Baptist Church
New Hope Housing
North Channel Area Chamber of Commerce
Northwest Assistance Ministries
Office of Houston City Controller Chris Brown
Office of the Comptroller of the Currency
Office of Veteran Affairs
Operation HOPE
PeopleFund
Plains State Bank
Post Oak Bank
Prairie View A&M University
Primerica Financial Services
Page One Productions
Radio One Texas
Red and Black
Regions Bank

Sam Houston State University, Student Money Management Center
Smart Wealthy Millennial
San Jacinto College
Single Parents Igniting Relationships in Truth, Inc.
Spirit of Texas Bank
Stafford Municipal School District
Star Realty Services
Suburban Houston-Fort Bend Alumnae Chapter-Delta Sigma Theta Inc.
Texas Capital Bank
Texas Council on Economic Education
Texas Department of Banking
Texas Dow Employees Credit Union
The BridgePath
Texas Southern University-Jesse H. Jones School of Business
Texas Southern University-Thurgood Marshall School of Law
Texas Southern University
The Fountain of Praise
The Kingdom Builders Center
The Society for Financial Awareness
The Women's Resource of Greater Houston
The Workfaith Connection
Trustmark National Bank
Trademark Creative
U.S. Department of Veterans Affairs
U.S. Small Business Administration
United Way of Greater Houston-THRIVE
Unity Bank
University of Houston-C.T. Bauer College of Business
University of Houston Bauer College Small Business Development Center
Univision Communications Inc.
Wallis State Bank
Wesley Community Center
Whitney Bank
Woodforest National Bank
World Financial Group
World System Builder



2024 Executive Teams



Sabrina Lewis
HMW Chair & Director

Events Team

Advisory Board



Jacqueline Aguilera
Founder, Events Chair



Dischunara Brown
Events Chair



Rich Simmonds
Advocate and Advisory

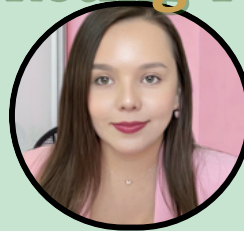
Website and Marketing Team



Sheila Westmoreland



Allison Holden



Maria Franco



Ismael Tamez

Fundraising and Treasury Team



Carmella Walker



Daniel Scholl



Bill Pitre

PLATINUM PATRON SPONSOR



stellar BANK™

“As the largest community bank headquartered in Houston, we are committed to enhancing the well-being and vitality of our local community. And it starts with understanding financial matters. Having a financial education equips you to build the future you want. We are proud to support Houston Money Week and their mission to help the City of Houston provide access to free financial education.”

Demetrius Morgan

Stellar Bank CRA Community Development Officer

Thank you for being the ultimate guardian of Benjamin's vision.



PLATINUM PATRON SPONSOR



Marcus Bowers TV



"HMW unites parents, youth, and the community around financial literacy which plants deep roots for financially resilient families to confidently invest, save, or make their entrepreneurial dreams come true!"

Marcus Bowers

Globalpreneur, Philanthropist, and US Navy Veteran

Founder of Marcus Bowers TV

Co Founder of She' Happy Hair



Thank you for being the ultimate guardian of Benjamin's vision.



THANK YOU TO OUR 2024 GOLDEN DOLLAR DEFENDER SPONSOR



WALLIS BANK



Thank you for embracing
Benjamin's wisdom.



THANK YOU TO OUR 2024 BRONZE BENJAMIN BELIEVER SPONSORS



American First National Bank
First Community Foundation



Thank you for championing the
quest for a more equitable
Houston!

