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Agenda

- Bureau of Consumer Financial Protection
- Money As You Grow
- Money As You Grow Bookshelf
- Q&A
The Bureau and Its Libraries Project
The Bureau’s Statutory Objectives - DFA

OBJECTIVES. – The Bureau is authorized to exercise its authorities for the purposes of ensuring that, with respect to consumer financial products and services –

1) Consumers are provided with timely and understandable information to make responsible decisions about financial transactions;

2) Consumers are protected from unfair, deceptive, or abusive acts and practices and from discrimination;

3) Outdated, unnecessary, or unduly burdensome regulations are regularly identified and addressed in order to reduce unwarranted regulatory burdens;

4) Federal consumer financial law is enforced consistently, without regard to the status of a person as a depository institution, in order to promote fair competition; and

5) Markets for consumer financial products and services operate transparently and efficiently to facilitate access and innovation.
CEE: Mission and Approach to Financial Education

MISSION
CEE creates opportunities for people to enable themselves to make choices about money that better serve their own life goals.

APPROACH
CEE accomplishes this mission by developing and maintaining tools, programs, and initiatives that provide information to consumers, help to build skills, and serve individual financial well-being. We help Americans:

1. Connect with information and tools to help understand money management and other money topics

2. Develop overall financial capability skills in financial decision making, to support people as they identify and respond to the opportunities and challenges of their financial lives, build individual wealth, and prepare for ongoing and later life financial security

3. Take steps to prepare the next generation for financial success by developing money management habits and skills for youth
Community Financial Education Project

Participate
Publications
Programs
Partnerships
Patrons
Money As You Grow
Money as You Grow: for Parents and Caregivers

Make it easier for:

- Age-appropriate tips, activities, and resources
- Reinforced by Bureau research on children’s financial development
- Blogs, social media, and e-mail

consumerfinance.gov/MoneyAsYouGrow
Money As You Grow
Bookshelf
Money As You Grow Bookshelf: How it fits

- Books for kids 4-10 to help families build key money skills

Money as You Grow Bookshelf

Use this guide to set up and start Money as You Grow Bookshelf in your library. Facilitators can be anyone interested in helping parents and young children start building positive attitudes and habits around money.

Money as You Grow Bookshelf is a family financial education program that uses children’s books to help families talk about and discover new skills. It helps children and their caregivers learn key money concepts through reading, play, and quiet one-on-one talks.
The 2017 Pilot

- Pilot program, under the title Money as You Grow Book Club
- 28 libraries in 11 areas of the country participated
- Included rural, suburban, and urban libraries
- June 12 through September 12, 2017
- Libraries received supporting learning resources and community communications tools
  - Also received copies of the 16 books and parent reading guides (2 in Spanish)
Components of the program

- Display stand
- Discussion guides with activities for parents and children
- Folders and stickers to track reading and participation
- Flyers and posters for the library and as take-ones
Supporting materials and communications

Community communications:

- Paid banners to drive people to their local library
  - Social media
  - Search results
  - Cross outreach via library partners
- Print and online support
  - Colorful printed banner
  - Posters, flyers
  - Newsletter, blog posts
Money As You Grow Bookshelf 2018
Money as You Grow Bookshelf: Available now!

- 16 parent reading guides in English
- 2 in Spanish
- Check your shelves for these well-loved children’s books

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<th>Spanish Title</th>
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Inside each Parent Reading Guide

- Summary of the story
- Key money ideas in the story
- Ideas the parent can think about
- Ideas to talk about with the child
- Activities that reinforce the key money ideas
Materials to use at the library

- Kiosk for displaying parent reading guides
- Large poster to place anywhere parents can see it
- Sticker to easily identify books for reshelving
Online guide to getting started

- Find the online guide in the Resources for Libraries section
- Five steps to starting and running Money as You Grow Bookshelf

Bring Money as You Grow Bookshelf to your library

1. Order or gather program materials

This section will explain the materials you need to start Money as You Grow Bookshelf and show you how to get them.

Get the program materials you need

2. Get the word out to patrons

We have tips for how to promote Money as You Grow Bookshelf and answers to common parent questions.

Find out how to get the word out to patrons
Order now and allow four to six weeks for delivery

- Order at no cost to you
- [https://pueblo.gpo.gov/CFPBLibs/CFPBLibsPubs.php](https://pueblo.gpo.gov/CFPBLibs/CFPBLibsPubs.php)
- Or, visit [consumerfinance.gov](http://consumerfinance.gov) and click Library Resources, then click the link under Free Publications
Connect With Us

More information at consumerfinance.gov/library-resources

LinkedIn – Financial Education Discussion Group

Share your comments and questions financialeducation@cfpb.gov