

# THE MONEY CONFERENCE FOR WOMEN

A PROJECT OF  
eliminating racism  
empowering women  
**ywca**  
hartford region

The *Money Conference for Women* is a *free* conference, hosted by YWCA Hartford Region with honorary chair Connecticut State Treasurer Denise L. Nappier, focusing on money management, investment strategies and retirement planning for women of all ages, economic backgrounds, and levels of financial knowledge. The program is designed to address the special challenges women face in their work and personal lives.

The Conference features recognized leaders in the financial services industry who offer practical advice and tools to help participants design and implement effective money management strategies.

**Date:** Saturday, October 23, 2010

**Location:** Connecticut Convention Center

**Time:** 7:30am – 2:00pm

## Keynote Speaker

*Michelle Singletary* is back by popular demand due to her spectacular presentation at the 2009 Money Conference. A syndicated columnist for *The Washington Post* whose popular personal finance column appears in more than 120 newspapers; she's also a mother of three children who understands what it's like to live on a budget. In a plainspoken, sassy, no-nonsense voice, Michelle will provide answers to the financial issues that confront almost every household: how to teach children the value of money; how to address money issues in a relationship or marriage; household saving tips; getting the best loans; and much more.

## Financial Focus Workshops

Following Michelle Singletary's overview of money management, participants can attend two Financial Focus Workshops on a topic suited to their life stage and needs. Presenters offer practical tools on a variety of topics that have included:

- Money Matters: Basic Budgeting
- Your Financial Makeover: Real Tips and Tools
- Getting Started in Investing
- Advanced Investing and Estate Planning Basics
- Retirement Planning: A Reality Check
- Preparing for Homeownership
- Protecting your Assets
- Making Debt and Credit Work for you
- Making it on your own: Financial independence for young women
- Energy Matters



## Financial Expo

Conference registrants may explore different services provided by various vendors in the financial services industry as well as other services available to women and their families.

## 2010 Money Conference for Women Sponsorship Opportunities

### **\$20,000 Presenting Sponsor**

Logo recognition on YWCA and Money Conference website, email communication with registrants, conference tote bags and print materials, including conference day program book cover, and other outreach materials

- Logo recognition on banner displayed in main ballroom, banner at conference registration, signage at workshop locations and introductory power point presentation during main conference session
- Opportunity to place corporate promotional literature/items in participant tote bags
- Corporate name mention in all radio ads & PSAs, and any print advertisement
- Recognition by State Treasurer and YWCA during acknowledgment portion of opening remarks
- Option to have a corporate representative make brief remarks during the program
- Opportunity to present TWO Financial Focus Workshops
- Option of double booth (two 8' x 30" skirted table) at Conference Vendor Expo;  
*\*Premier placement as Presenting Sponsor*

### **\$10,000 Platinum Sponsor**

Logo recognition on YWCA and Money Conference website, email communication with registrants, conference tote bags and print materials, including conference day program book cover, and other outreach materials

- Logo recognition on banner displayed in main ballroom, banner at conference registration and signage at workshop locations
- Opportunity to place corporate promotional literature/items in participant tote bags
- Corporate name mention in all radio ads & PSAs and logo recognition on any print advertising
- Recognition by State Treasurer and YWCA during acknowledgment portion of opening remarks
- Opportunity to present ONE Financial Focus Workshop
- Option of booth (8' x 30" skirted table) at Conference Vendor Expo;  
*\*Optimal placement*

### **\$7,500 Gold Sponsor**

- Logo recognition on YWCA and Money Conference website, email communication with registrants, conference tote bags and print materials including conference day program book cover, and other outreach materials
- Logo recognition on banner displayed in main ballroom, banner at conference registration and signage at workshop locations
- Opportunity to place corporate promotional literature/items in participant tote bags
- Opportunity to present ONE Financial Focus Workshop
- Option of booth (8' x 30" skirted table) at Conference Vendor Expo

### **\$5,000 Silver Sponsor**

- Logo recognition on YWCA and Money Conference website, conference day program inside listing, and conference tote bags
- Logo recognition on banner displayed in main ballroom and banner at conference registration
- Option of booth (8' x 30" skirted table) at Conference Vendor Expo

### **\$2,500 Bronze Sponsor**

- Name recognition on YWCA and Money Conference website, and conference day program inside listing
- Logo recognition on banner with other \$2,500 sponsors and listing on banner at conference registration area
- Option of booth (8' x 30" skirted table) at Conference Vendor Expo

## Hartford Region 2009 Money Conference for Women

The 8<sup>th</sup> Annual *Money Conference for Women*, held on Saturday, November 14, 2009 at the Crowne Plaza in Hartford, was attended by 310 participants, 59 expo vendors, 24 volunteers and 16 workshop presenters. The conference addressed the unique financial issues women of all ages face in their personal and work lives.

**Women earn less than men working in the same position and continue to work in jobs that pay less. The discrepancy between income levels for women of color is even larger.**

- Women who work full time earn about 77 cents for every dollar that men earn.
- 60% of women work in low-wage jobs (clerical, sales, and service) that often do not offer pension plans.
- Median earnings for full time, year round workers are: men (\$46,367) and women (\$35,745). The gap widens severely for women of color: African American (\$31,489) and Latinas (\$26,846).

**As primary caregivers for their children, women do not spend as much time in the workforce as men do. Women live longer than men, on average, and need more resources to support longer lives.**

- Women average 27 years in the workforce compared to almost 40 years for men.
- Today a woman who is 65 years old can expect to live to age 85, while a man can expect to live to 82.

**Disparities in life increase a woman’s likelihood to suffer financial insecurity and live in poverty during her later years.**

- Only 28% of women age 65 or older receive pension benefits, versus 45% of men.
- Half of all elderly women would live in poverty without Social Security benefits.

The Money Conference brings together a very diverse group of women primarily from the greater Hartford area, (We moved the conference to Hartford for that reason.) but representing about 100 cities and towns.

Participants range in age from under 20 to over 70 but about 70% are in their prime income earning years of 30 to 60. They are racially and ethnically diverse, with 54% African American and 14% Latina.

The conference featured recognized leaders in the financial services industry who offered practical advice and tools to help each participant design and implement an effective money management strategy. Participants were able to attend two Financial Focus Workshops on topics suited to their life stage and needs.

Our keynote speaker, Michelle Singletary, brought a unique perspective to managing both your money and your life. She is a nationally syndicated columnist and author of *Spend Well, Live Rich*.

Attendees completed a brief survey to help us evaluate the effectiveness of the conference. The scores were overwhelmingly positive. They were inspired by Michelle and agreed the event will have a positive impact on their financial futures. Results of the participant survey include:



Workshops	Satisfaction*
Making It On Your Own	100%
Financial Makeover	96%
Retirement Planning	95%
Protecting Your Assets	95%
Financial Housekeeping	95%
Making Debt & Credit Work for You	94%
Advanced Investing	94%
Money Matters	94%
Energy Matters	90%
Getting Started in Investing	90%
Preparing for Homeownership	88%

Conference Evaluations	Rating
Opening speaker’s knowledge level *	100%
Opening speaker’s ability to communicate ideas *	100%
Conference resource materials *	94%
Agreed that the conference was helpful	99%
Felt more confident in making financial decisions	96%
Feel more knowledgeable about financial issues	97%
Believe the conference will make a difference in how they handle future financial issues	97%

\* Includes responses of either “good” or “excellent”

## Hartford Region 2009 Money Conference for Women

Here are a few testimonials from our participants:

- Attendees overwhelmingly felt more knowledgeable about financial issues and more confident in their ability to make better financial decisions. One respondent said, **“I truly feel more prepared for financial challenges ... the foundation has been poured!”**
- Most attendees had not been to a previous conference. Those who had attended before indicated that the 2009 conference was the best yet. One woman noted, **“This is my fourth year attending and each year I take away at least one new thing. Each year gets better and better.”**
- It was Michelle Singletary’s first year as our keynote speaker and one woman’s response summed up everyone’s feelings **“(Michele) is caring, wonderful and people can deal with her values (and) her being so down to earth.”**



“The Money Conference for Women has made me more confident in handling my finances by showing me there are many ways to manage money.”



“Spend well. Live rich! I learned to save more.”



Wow! What a surprise! I learned so much.”

**empowering women with financial knowledge...**

Thank you to our sustaining sponsors:



The Northeast Utilities System

Thanks to our 2009 sponsors: Beatrice Fox Auerbach Foundation Fund at Hartford Foundation for Public Giving, ING US Financial Services, St. Joseph College, Connecticut Housing Finance Authority, Smith Whiley & Co., and State Farm Insurance Companies