

Delaware Banks Teach Children the Importance of Saving Through the New Great Investo Savers Club

A FINANCIALLY SAVVY POPULATION is vital to the health and prosperity of the State of Delaware and its local communities. And, the best time to instill a lifelong savings habit is at a young age. That's why for over 20 years the financial services industry has conducted its annual Teach Children to Save Day. Each year banker volunteers visit schools throughout the state and teach thousands of elementary students a lesson on the importance of saving to assure a financially secure future. Earlier this year, Governor Carney proclaimed "Teach Children to Save Week". The General Assembly recognized two decades of teaching children the importance of saving with a joint resolution commemorating the event. Since the program's inception over one-hundred-thousand children in public, private, and parochial schools throughout the State of Delaware have participated in the Teach Children to Save program.

Delaware banks have a long history of being at the forefront of financial literacy. Through our partnership with the University of Delaware's Center for Economic Education and Entrepreneurship (CEEE) and the strong participation of Delaware banks, the program has become one of the best in the country. Author and illustrator Greg Koseluk with the Delaware Bankers Association and the Delaware Financial Education Alliance created a unique series of children's books featuring The Great Investo; the world's worst money magician, and his savvy assistant Penny. These books address a variety of savings concepts and topics in a way that is fun and memorable for children. What makes this program unique to Delaware, and the best in the nation, is the vital role the CEEE plays in preparing the lesson based on the content of the book to meet Delaware's economic education standards.

This year's book, *The Great Investo and the Winning Ticket*, features The Great Investo, the world's worst money magician, who wants to go on vacation, but doesn't have enough money. Penny, his smart assistant, suggests he save for his dream trip, but that's too slow for Investo. Why wait when you can use a mystical crystal ball to win the money? Investo



enters raffles, contests, and lotteries in pursuit of his prize. But alas, Penny is right all along ... every dollar you save is like a ticket that wins!

There is nothing more rewarding and fun than sharing a lesson on saving with a class of eager third or fourth graders. But that's only one hour in one day of a young life. The images and messages that kids are bombarded with daily in our culture can quickly overwhelm the lessons they learn in school, even one as important as saving for a secure financial future. That's why the Delaware Bankers Association and the Delaware Financial Education Alliance created The Great Investo Savers Club.

The Great Investo Savers Club is for all kids between the ages of 8 and 11. And best of all, it's free! Members receive a savings kit including a welcome letter, a membership card, a six-month savings diary, a wall-poster to track their savings progress, and a sheet of stickers to make their own savings bank at home. The kit comes with fun lessons on how to set goals, start saving, keep saving, and make savings grow. And of course, a club needs to meet, so kids can visit the Savers Clubhouse online at DFEA.org. There they will find short videos featuring The Great Investo and Penny doing magic tricks and delivering helpful lessons on saving

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and other money concepts. The videos may also be seen on the Delaware Bankers Association YouTube channel. Kids can send in notes to The Great Investo and Penny on their savings goals. Excerpts are then posted to the club's webpage.

So how do you get kids to join and start saving? You simply go where the kids are! The Great Investo Savers Club kicked off this July as part of Kids' Day at the Delaware State Fair. Kids Day is one of the busiest days of the Fair, packed full of activities and entertainment. The Great Investo and Penny were on hand to perform two magical shows complete with tips on how to save. Hundreds of savers kits were given out. And the magical duo will be performing in school assemblies throughout Delaware in the coming school year. In addition, the club will be promoted online, in libraries, through Scout Troops, on the air, as well as through select banks whose generosity made this new initiative a reality: Barclays, Capital One, Comenity Bank, Fulton Bank, M&T Bank, Shore United Bank, SmartyPig, WSFS Bank, Artisans' Bank, and Taylor Bank.

For more information on how you can join the Savers Club or find out more about the books in The Great Investo saving series, please visit DFEA.org. We hope that The Great Investo Savers Club will help kids throughout the State of Delaware learn the importance of saving a little bit every day. A habit that will serve them well all their lives.

About the Delaware Financial Education Alliance (DFEA)



The DFEA is a 501(c)(3) organization that provides financial literacy education targeted to persons of low- and moderate-income in the State of Delaware through a variety of educational programs designed to promote economic development and stability. The DFEA is also a provider of quality training programs available to employees of member banks in the financial services industry in Delaware.

About the Delaware Bankers Association (DBA)

The DBA is a not-for-profit, private trade association that represents its members chartered to do banking business in the State of Delaware. The Association serves in the areas of State and Federal advocacy, education, community outreach, communications and events. ■



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