



United Way of Northern Shenandoah Valley, P.O. Box 460, Winchester, VA 22604

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## **NEWS RELEASE/MEDIA ALERT**

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### **United Way of Northern Shenandoah Valley to Hold First Time Kids Financial Literacy Event at The Kids Club of Northern Shenandoah Valley**

Winchester, VA, 6/27/18 - To combat the growing financial literacy problem and to encourage healthy savings habits in our area's at-risk youth population, United Way's Society of Emerging Leaders are visiting the Kids Club to teach children about personal finance and making responsible financial decisions.

"Money can be incredibly hard to talk at home - It can feel taboo to discuss it with our family members, especially when then those family members are struggling themselves. The result is that many of us don't know anything about dealing with money when we leave home for the first time. Talking to your kids about saving and spending and allowing them to learn about financial planning early in life will let them realize the difference between want and need, and help them to develop a healthy relationship with money." Said event organizer, Millie Thompson, of United Bank, Winchester.

The event consists of a group activity that focuses on needs vs. wants. Following the program, the club will break up into age appropriate educational activities, modeled after the American Banker's Association's Teach Kids to Save program, where students will learn about saving, earning a paycheck, the value of paper currency and more. The program will also include a mini-store, stocked with donated merchandise that the kids can shop from with their earnings from the day.

"Give a child the tools early, and you can see a financially responsible adult that gives back to the world," said Nadine Pottinga, United Way of Northern Shenandoah Valley, CEO. "We hope that through this event we are able to help our area children begin a lifetime of good financial decisions, giving them some of the tools to be financially stable and successful adults"

United Way will be holding the event on Wednesday, July 11th from noon until 5:00pm to help deliver and assist with easy and predesigned finance-based games and challenges for the Kids Club. The presentations and materials are provided by the American Bankers Association's Teach Children to Save program.

**About United Way of Northern Shenandoah Valley:** Since 1946 the United Way of Northern Shenandoah Valley has worked to impact the community human care needs that matter most to the people of Clarke, Frederick, Shenandoah Counties and the City of Winchester. United Way of Northern Shenandoah Valley convenes the people and organizations necessary to create solutions to our region's most pressing challenges and collaborates with effective partners. United Way of Northern Shenandoah

Valley seeks to serve as the catalyst for community change by supporting over 42 partner agencies in the area on Income, Health and Education. For more information visit our website [www.unitedwaynsv.org](http://www.unitedwaynsv.org).