



*“Financial literacy can be defined as the ability to make informed judgments and to take effective actions regarding current and future use and management of money. It includes the ability to understand financial choices, plan for the future, spend wisely, and manage the challenges that come with life events such as ... saving for retirement...”*

*Source: U.S. Government Accountability Office (borrowed from the Evelyn Brust Foundation website)*

In an effort to increase Financial Literacy in the United States, the American Library Association (ALA) has teamed up with the Investor Protection Trust (IPT) to create *Investor Education @ your library*®, a national public education and awareness campaign to help individuals make informed investment decisions. The Reference and User Services Association (RUSA), a division of the American Library Association, is administering the program. The national initiative is part of ALA’s Campaign for America’s Libraries, **a multi-year public awareness and advocacy effort that showcases libraries as places of opportunity — where information is affordable, available and accessible to all people.**

Library’s participation includes:

- Hosting up to two events on a single day, promoting the event, providing the meeting rooms
- Coordinator, as contact person to promote the event, handle Pre- and Event day registration and provide follow-up with the Foundation
- Library Representative, to speak and make introductions on the day of the event

Foundation’s participation includes:

- Providing Seminar Speakers, Workshop Facilitators and the handout materials
- Upon successful completion of the event, to provide the library with a \$2,000 grant check

## **Our Purpose**

With so many investment options to choose from, how do you know if the financial choices you make today are the right choices for the future? According to the Investor Protection Trust (IPT)/Securities Investor Protection Corporation (SIPC) Investor Survival Skills Survey (*December 2005*), the vast majority of American investors do not possess important "investor survival skills" needed to build their savings into a retirement nest egg. Only 17 percent of respondents correctly answered a sufficient number of questions on knowledge and behavior to pass this test. ***Investor Education @ your library* is designed to provide investors with accurate and reliable financial information they need to make smart decisions for themselves and their families.**



## **Investor Education @ your library Seminar**

Twenty library systems around the country have been selected to offer a free seminar on investment education. The seminar has been developed and will be conducted by the Evelyn Brust Foundation. **The non-commercial seminar includes a 90-minute plenary session focusing on the process of investing. The seminar will be followed by optional, one-on-one counseling sessions for participants.**

Representatives from the State Securities Regulators' Offices will address investor protection and fraud issues.

### **Participating Libraries**

Libraries involved in the program are: Anchorage (Alaska) Municipal Libraries; Atlanta-Fulton Public Library System; Bowling Green (Ky.) Public Library; D.C. Public Library; Des Moines (Iowa) Public Library; Detroit Public Library; Fletcher Free Library (Burlington, Vt.); Free Library of Philadelphia; Jacksonville (Fla.) Public Library; Kansas City (Mo.) Public Library; Monroe County Public Library (Bloomington, Ind.); New York Public Library; Norfolk (Va.) Public Library; Onondaga County Public Library (Syracuse, N.Y.); Parmly Billings Public Library (Billings, Mont.); Public Library of Charlotte & Mecklenburg County (N.C.); Sacramento (Calif.) Public Library; SiouxLand Libraries (Sioux Falls, S.D.); Tuscaloosa (Ala.) Public Library; and Wichita (Kan.) Public Library.

### **Resources**

Each participating library has received seven investment booklets from IPT and Kiplinger.

- The Basics for Investing in Stocks
- A Primer for Investing in Bonds
- Mutual Funds: Maybe All You'll Ever Need
- Where to Invest Your College Money
- Maximize Your Retirement Investments
- Five Keys to Investing Success
- Getting Help with Your Investments

Libraries also have received a bibliography, promotional materials and a DVD set of IPT's national "MoneyTrack" series, a new 13-part public television series devoted to helping consumers learn to invest successfully and get control of their personal finances. These resources will be used to enhance the library's investor education collection.



## Investor Education @ your library Team

The **American Library Association** ([www.ala.org](http://www.ala.org)) is the “voice of America’s libraries and the millions of people who depend on them.” The largest library association in the world, the ALA has 66,000 members who are primarily librarians, but also trustees, publishers and others who support the work of the association. The mission of the ALA is to provide leadership for the development, promotion and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all.

The **Investor Protection Trust** ([www.investorprotection.org](http://www.investorprotection.org)) is a nonprofit organization devoted to investor education. Over half of all Americans are now invested in the securities markets, making investor education and protection vitally important. Since 1993 the Investor Protection Trust has worked with the States and at the national level to provide the independent, objective investor education needed by all Americans to make informed investment decisions. The Investor Protection Trust strives to keep all Americans on the right money track.

**Huntington Beach Public Library** - The Huntington Beach Public Library has been providing library and cultural services since 1909. Located in the center of Central Park, the Main library houses a collection of over 317,000 adult and children’s books, 53 public computers, and an annual circulation of over 650,000. The Huntington Beach Public Library also has four branches. **The Huntington Beach Public Library System's mission is to support the educational, informational and cultural needs of our patrons by providing access to library facilities, materials and information for the betterment of the community.**

**California Department of Corporations** ([www.corp.ca.gov/index.htm](http://www.corp.ca.gov/index.htm)), established in 1913, is California’s Investment and Financing Authority. The Department licenses and regulates a variety of businesses that affect your life, including securities brokers and dealers, investment advisers and financial planners, and certain fiduciaries and lenders. We also regulate the offer and sale of securities, franchises and off-exchange commodities. The Los Angeles office is located at 320 West 4th Street, Suite 750, (866) 275-2677. A representative from this office will be on hand to answer any questions.

## **Evelyn Brust Financial Research and Education Foundation**

([www.evelynbrustfoundation.org](http://www.evelynbrustfoundation.org)) is a 501(C) 3 charitable organization established to educate the public about investing wisely and to raise the level of education available to those who serve the public. It forms partnerships with like-minded organizations to provide noncommercial investment education opportunities, and encourages investment research through academic honorariums and awards.

**Kiplinger Washington Editors Inc.** ([www.kiplingers.com](http://www.kiplingers.com)), founded in 1920 by W.M. Kiplinger, developed one of the nation’s first successful newsletters in modern times. *The Kiplinger Letter*, launched in 1923, remains the longest continually published newsletter in the United States. In 1947, Kiplinger’s created the nation’s first personal finance magazine. Located in the heart of our nation’s capital, the Kiplinger editors remain dedicated to delivering sound, unbiased advice for your family and your business in clear, concise language.