

# Money Power Day 2009 Impact

As of 3/23/09

<b>Total Attendance</b>	Over 1500 participants attended Money Power Day on 3/21/09 106 volunteers dedicated their time throughout the day
<b>Credit Café</b>	150 people pulled their free credit report 50 people were advised on how to obtain a credit report 80 individuals received one-on-one credit counseling
<b>Tax Preparation</b>	60 people were screened for free tax preparation services 34 tax returns were filed for low-income taxpayers
<b>Exhibitors</b>	Over 40 for-profit and non-profit service providers participated in the exhibitor hall
<b>Workshops</b>	15 workshops, with repeating sessions, were offered on topics ranging from basic investing to starting a small business 25 people attended a cooking demonstration on Healthy Cooking on a Budget
<b>Youth Zone</b>	173 youth participated in the SECU Power Bucks game 127 children and their families participated in Port Discovery's Money Game 65 youth attended youth-specific workshops
<b>Foreclosure Clinic</b>	29 homeowners facing foreclosures received pro bono legal advice related to their mortgages
<b>Document Shredding</b>	158 people shredded secure documents on-site totaling 5,432 pounds
<b>Medical Screenings</b>	107 people received free blood pressure screenings and health education Individuals were also connected to <i>EarnBenefits</i> and Baltimore HealthCare Access to learn more about medication programs and access to healthcare
<b>Opening Ceremony</b>	<ul style="list-style-type: none"> <li>• 175 people attended the opening ceremony</li> <li>• Speakers included: Congressman Elijah Cummings, Congressman John Sarbanes, Maryland Secretary of State John McDonough, Maryland State Delegate Dana Stein, Baltimore City Council President Stephanie Rawlings-Blake, City Councilwoman Sharon Green Middleton, Bishop Walter Scott Thomas, Westley Moore, and Konan from 92Q emceed</li> <li>• On behalf of Governor Martin O'Malley, Secretary of State John McDonough presented a proclamation declaring March 21, 2009 as Money Power Day in the state of Maryland</li> <li>• Baltimore City Council President Stephanie Rawlings-Blake and City Councilwoman Sharon Green Middleton also presented a resolution congratulating the Baltimore CASH Campaign for hosting the 4<sup>th</sup> annual Money Power Day</li> </ul>
<b>Media and Outreach</b>	<p><i>Television</i></p> <ul style="list-style-type: none"> <li>• <b>CNN recorded three live shots</b> while on location at Money Power Day on 3/21/09</li> <li>• Three Money Power Day segments were recorded live for WBFF Fox 45's Hometown Hot Spot on 3/19/09</li> </ul>

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	<ul style="list-style-type: none"> <li>• Sponsors, partners, and committee members participated in interviews and PSAs on the following television stations prior to, or the day of, the event: Mayor’s Cable Station, WJZ, WBAL, WMAR, and WBFF</li> </ul> <p><i>Radio</i></p> <ul style="list-style-type: none"> <li>• Radio One stations Magic 95 and 92Q, two of the highest rated stations in Baltimore, provided advance coverage and day-of on-site broadcasting.</li> <li>• Money Power Day received advance coverage from many of the local radio stations including WERQ/92Q, WWIN/Magic 95, WWIN/Spirit 1400, WCAO/Heaven 600, WLOB-AM, WEAA, WLOY, WYPR, and WBAL-AM</li> </ul> <p><i>Print</i></p> <ul style="list-style-type: none"> <li>• Articles about Money Power Day appeared in the March 22<sup>nd</sup> issue of the <i>Baltimore Sun</i> and in the March 2009 issue of the <i>Urbanite</i> magazine</li> <li>• Over 100 community-based organizations distributed 15,000 flyers and information about Money Power Day</li> </ul> <p><i>Website – www.moneypowerday.org</i></p> <ul style="list-style-type: none"> <li>• From January-March 2009 there were 90,276 website hits from 2,450 unique visitors</li> <li>• 13% of the event attendees pre-registered online using the Money Power Day website</li> </ul>
<b>Partners</b>	<p>Baltimore CASH Campaign  Seedco/EarnBenefits  Maryland CASH Campaign  Office of U.S. Congressman Elijah Cummings  Office of U.S. Congressman John Sarbanes  Office of Mayor Sheila Dixon  The Tax and Mortgage Shop  Maryland Council on Economic Education</p>
<b>Sponsors</b>	<p>M&amp;T Bank  MECU  SECU  Bank of America  Citi  Maryland and DC Credit Union Association  Associated Black Charities  Consumer Credit Counseling Service of Maryland and Delaware, Inc.  Maryland Department of Housing and Community Development  Securityplus Federal Credit Union  Provident Bank  Alpha Kappa Alpha Sorority, Inc. – Rho Xi Omega Chapter  BGE  Maryland Association of CPAs</p>