

FEDERAL RESERVE BANK
OF CHICAGO



Bright Start 
A Smart Way To Save For College

MoneySmart Kid 2 0 1 0

In support of Chicago's Money Smart Week® 2010 – taking place April 17-24 – the Federal Reserve Bank of Chicago and its partner organizations are once again sponsoring the Money Smart Kid Essay Contest. Students in grades 5-8 are encouraged to answer this year's Money Smart Question (see below) with an essay of 300 words or less. Six finalists will be selected to attend the Money Smart Kick-Off breakfast on April 19 and one student will be named this year's Money Smart Kid, winning a \$5,000 scholarship from HSBC–North America and the chance to spend a year as Chicago's financial literacy ambassador. A \$2,500 Bright Start scholarship will also be awarded to the runner-up from the office of Illinois State Treasurer Alexi Giannoulias.



Jackson Beard, Money Smart Kid 2009, with sponsors and dignitaries, from left, Charles Evans, President and CEO, Chicago Fed; Chicago City Treasurer Stephanie Neely; Beard; Loretta Abrams, Senior Vice President, Consumer Affairs, HSBC – North America; Illinois State Treasurer Alexi Giannoulias; and Kay Kamin, Today's Chicago Woman and committee co-chair.

The 2010 question is:

What is a career you think you may be interested in pursuing? What are the costs and benefits of this choice? How would you prepare financially and educationally now, in order to achieve your career goal(s) later?

Guidelines

CANDIDATES MUST:

- * Be a student in grades 5–8 in their school.
- * Have knowledge of money management skills (decision-making related to spending and saving, investing, use of credit, etc.) appropriate for their age and grade level.
- * Demonstrate how they practice good money management skills in their daily lives.
- * Be able to “think on their feet” — responding to questions from business leaders and media.
- * Be articulate — able to speak in front of large groups and cameras, and respond well to questions.
- * Live in the Greater Chicagoland area.

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To APPLY:

- * Student must be recommended by a teacher using the attached form.
(Note: official school sponsorship is not required. Home-schooled children can submit application with parent permission only.)
- * Student must have parent or guardian permission to apply and participate.
- * Student must write an essay (300 words or less) on the assigned topic.
- * Essays must be typed on plain white paper, double-spaced. The MoneySmart Kid Application Form must be attached to the essay pages.
- * The essay must be the work of the student submitting the essay.
- * The application form must be signed by the teacher and a parent/guardian.
- * No teacher may sign more than three recommendations.
- * The essay and application should be mailed, faxed or emailed as a PDF or scanned attachment to:

Money Smart Kid
Public Affairs
Federal Reserve Bank of Chicago
230 South LaSalle
Chicago, IL 60604
Fax: 312-322-5515 (Attention: Alejo Torres)
Email: Money.Smart@chi.frb.org

*All essays become the property of the Federal Reserve Bank of Chicago and may be used by the Fed to promote financial literacy.
All mailed submissions must be postmarked by March 22, 2010.*

Timeline – Money Smart Kid Contest 2010

DATE	ACTIVITY	ORGANIZATIONS
January 4, 2010	Essay contest question and guidelines released	Federal Reserve Bank of Chicago and Money Smart Week 2010 Partners
March 22, 2010	Deadline for essay submission (Mailed essays must be postmarked by this date)	Teachers, students, parents/guardians
April 5-9, 2010	Finalists interviewed	Money Smart Kid Committee
April 9, 2010	Notify winners, make arrangements	Federal Reserve Bank of Chicago
April 19, 2010	Announce winner at kick-off breakfast	Money Smart Week Committee

Money Smart Kid Committee Members

Brian Frizzell *Economic Awareness Council (Co-Chair)*
Kay Kamin *Today's Chicago Woman (Co-Chair)*
Candice Allen *HSBC-North America*
Dianna Amacker *CME Group*
Ebony Baity *Chicago Department of Children & Youth Services*
Kacy Bassett *Bethel New Life*
Cliff Cadle *Foundation for Financial Education*
Coleman Conley *Ameriprise Financial Services*
Scott Farley *Junior Achievement*
Norma Ghaben *Chicago Public Schools*
Joy Joyce *Illinois Council on Economic Education*
Carl Malone *Harris Bank*

Julie McDermed *KidsWork Children's Museum*
Crystal Phillips *Gentry Group Foundation*
Tiffany Randle *Bethel New Life*
Rene Reyes *Operation Hope*
Helen Roberts *UIC*
Graciela Robledo *Claretian Associates*
Alejo Torres *Chicago Fed*
Melinda Voelcker *Money Savvy Generation*
Robin Willard *Chicago Public Library*
Xernona Woods *Author*
Anita Worthington *Chicago Fed*

For more information, see moneysmartweek.org



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Application

STUDENT NAME _____ AGE _____ GRADE _____

SCHOOL _____

SCHOOL ADDRESS _____

CITY _____ ZIP _____ PHONE _____

HOME ADDRESS _____

CITY _____ ZIP _____ PHONE _____

TEACHER _____

(not required for home-schooled children)

PARENT/GUARDIAN _____ EMAIL _____

(if applicable)

I vouch that the attached essay is fully the work of _____
(student name)

Teacher Signature _____ *Date*

I vouch that the attached essay is fully and solely the work of my child,

(student name)

and I give permission for him/her to participate in the activities of Money Smart Week 2010,
including consent to release photos and personal information for media and promotional purposes.

Parent/Guardian Signature _____ *Date*