



# FINANCIAL LITERACY WORKSHOPS

## United Way Monterey County's Role in Asset Building

UWMC's asset building programs provide a portfolio of financial support services to help families and individuals become economically self-sufficient, including free tax preparation services and financial literacy education workshops.

### Empower Our Community

Residents living in financial hardship may lack the resources to achieve financial stability for themselves and their family. UWMC's Financial Literacy Education workshops benefit those whose earnings are below the federal poverty level. These workshops, offered in Spanish and English, prepare participants to be prudent managers of financial resources and help them understand personal and societal consequences of their financial decisions.

The workshop curriculum teaches participants how to set financial and career goals, manage a budget, understand and repair credit, and inform them about available child care and subsidy programs. These workshops also raise awareness about UWMC's VITA free tax preparation service and the 211 resource and referral helpline.

### Invest in Our Community

- Inform participants of resources and services that help develop financial self-sufficiency
- Provide information about quality and affordable child care allowing parents to participate in the workforce
- Motivate participants to set financial and career goals to provide adequate income that leads to strengthening of our local economy
- Invest for a stronger and more equitable Monterey County.



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# INVEST IN A SPONSORSHIP

Sponsor Levels	Financial Stability Sponsor	Community Sponsor	Corporate Sponsor	Corporate Partner
	\$500	\$1,000	\$2,500	\$5,000
Name/Logo recognition on UWMC website	Name	Name	Logo	Logo
Name recognition on UWMC Social Media	One mention	Two mentions	Three mentions	Five mentions
Recognition on UWMC Newsletter	N/A	N/A	N/A	X
Name/Logo recognition on UWMC promotional materials	Name	Name	Logo	Logo
Monterey County Weekly sponsor recognition ad (November)	Name	Name	Logo	Logo



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