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**FINANCIAL LITERACY A PRIORITY IN BUILDING WEALTH
& SELF SUFFICIENCY**

TRC coordinates interactive & informational classes free to the public



STAFF PHOTO/Stephanie Duffey
Rural Development Manager Calvin D. Askew of USDA hands out literature about home ownership & improvement programs available through his organization.

GARYSBURG, N.C. - There's a lot to learn about money.

Many individuals do not know how to manage their money. Even those in the middle and upper tax brackets can find themselves in a bind if they can not manage their income. On the other hand, those of modest means can build a significant financial future not only for themselves, but for their families if they are well informed and diligent in their practices.

That's what the financial literacy workshops coordinated by REDI (Roanoke Economic Development, Inc., the Roanoke Electric Cooperative non-profit subsidiary housed at The Roanoke Center) are designed to accomplish. Diana Mitchell of The Roanoke Center (TRC) explains "that with improved basic money management and financial planning skills, citizens are in a better position to own homes, raise healthy families, educate their children, and invest in small businesses. Consumers with the necessary skills to make informed financial decisions will certainly be economically better off than those lacking those vital skills."

To raise awareness and support the efforts to become more financially secure, The Roanoke Center implemented a financial literacy program. Ann Riddick, VISTA (Volunteers In Service To America) for CISNE (Communities In Schools of the Northeast) works with The Roanoke Center to share the financial literacy message in area churches, community centers, work first programs, and schools, hoping to increase awareness about budgeting, banking, and money management.

Over the past year Riddick has succeeded in enrolling 100 plus individuals as participants in the NC Saves program, a state-sponsored savings initiative sponsored by North Carolina's State Treasurer Richard Moore. This campaign is making the region one of the most active in the country to encourage citizen savings. To find out more about how you can become an NC Saver, visit: www.nctreasurer.com "fiscal literacy" section or contact Ann Riddick at TRC.

The Roanoke Center's collaboration with outside organizations plays a central role in the Center's support for broader economic education. This past summer, TRC again brought agencies to the table that helped provide free workshops to educate the public that the key to financial freedom isn't more money, but learning to manage the money you already have. In addition to REDI, past sponsors of the workshops include: the United Faith Coalition, Roanoke Chowan Community College, Roanoke Salem Baptist Church and Hertford County Department of Social Services. Guest speakers/presenters include: USDA (United States Department of Agriculture), First Citizens Bank, Social Security Administration, North Carolina Mutual Insurance, ViQuest and Hertford County Baby Love Plus.

You can visit www.roanokecenter.org for more information about our financial literacy program or call 252-539-4600.