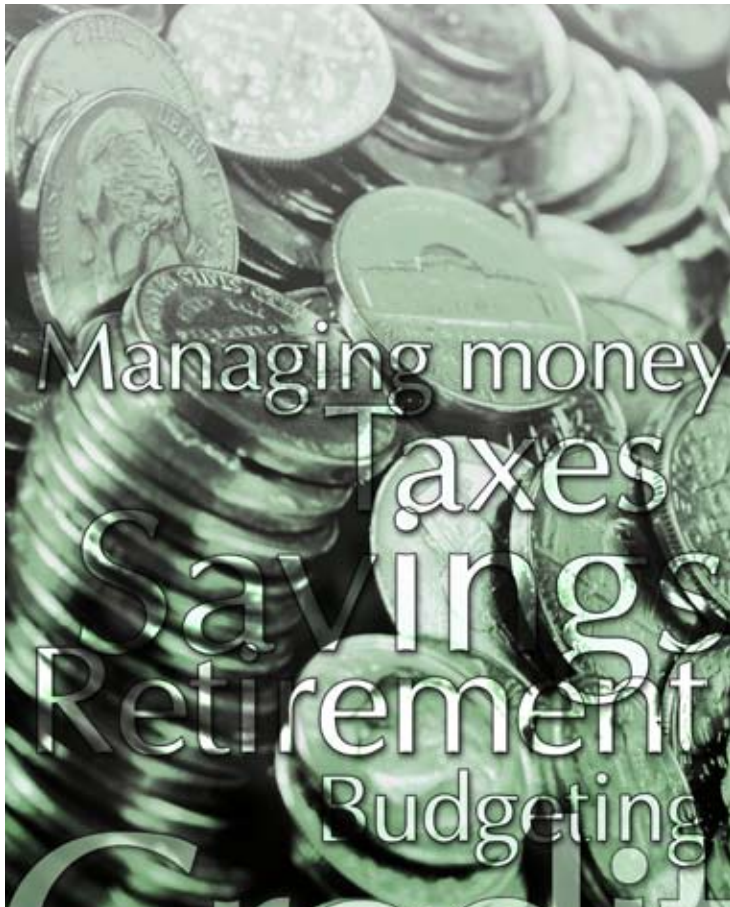




**Virginia Society of
Certified Public
Accountants**

Improving the financial health of Virginians
www.financialfitness.org



The Virginia Society of Certified Public Accountants (VSCPA) offers a financial literacy initiative to help improve the financial health of Virginians. Called Financial Fitness, this award-winning campaign is part of a national effort of the CPA profession to reach out to the community and educate the public — from schoolchildren to retirees — on topics related to money management and fiscal responsibility.

Highlights of the comprehensive initiative include:

Virginia Financial Literacy Month

Since 2004, the VSCPA has served as a catalyst for Virginia Financial Fitness Week — a governor's proclamation to increase awareness of the importance of financial literacy in the Commonwealth as well as recognize and encourage other Virginia organizations to make a difference in financial education. New for 2007, Virginia Governor Tim Kaine approved a proclamation recognizing April as the first-ever Virginia Financial Literacy Month. The VSCPA has developed a variety of supportive resources to help Virginia organizations get involved in the commemorative month, including a special logo, press release template and 10 promotional ideas. These resources are available at **www.financialfitness.org**.

Financial Fitness Day

A community service event developed in 2004, the VSCPA holds an annual Financial Fitness Day statewide to provide free financial literacy resources to the public. The event has been a huge success, receiving state and national media attention, and is only made possible with the support of Virginia CPAs. Each year, 50 CPA member volunteers man booths on a Saturday at grocery stores, shopping malls and other community venues to offer free financial resources and materials. Approximately 5,000 Virginians are reached and given financial literacy information on Financial Fitness Day.

Financial Fitness Calendar

An integral educational resource in the VSCPA Financial Fitness campaign includes an award-winning Financial Fitness Calendar as a free resource for people of all ages. Besides serving as a 12-month wall calendar, it also serves as a financial literacy resource guide — loaded with year-round financial advice on topics like budgeting, saving, understanding credit, investments as well as important tax and financial dates to remember, definitions of common financial terms and contact information for additional financial assistance. Copyrighted by the VSCPA, the calendar is sponsored by the American Institute of CPAs and is used nationwide by numerous other state CPA societies. The calendar can be downloaded online at **www.financialfitness.org** or free hard copies can be requested by e-mailing **financialfitness@vscpa.com**.

Financial Fitness Website

The VSCPA also has a special website, **www.financialfitness.org**, to serve as a clearinghouse of financial resources, including free financial planning articles, a downloadable template for a personal budget plan, online sign-up for a free *Financial Fitness Insider* e-newsletter, financial IQ check-up quiz and more.

FinancialFitness.org also provides information about the VSCPA's free pro bono assistance and online guides for nonprofit organizations. The online nonprofit guides contain information about important tax issues; liability and responsibility of Board members; a budgeting guide; and a toolkit for nonprofit auditing committees.

Financial Fitness Workshops

The VSCPA launched a financial literacy workshop series for women in June 2005, and expanded the workshops to all consumers in 2006. The free seminars are designed to address financial issues people face in their professional and personal lives, and are led by Virginia CPAs. Participants of the workshops hear tips and tools to get their finances in shape, including topics like budgeting, saving, credit, retirement planning, estate planning and more. Visit www.financialfitness.org for a calendar of upcoming workshops and registration information.

Financial Fitness Speakers Bureau

The VSCPA offers a pro bono Speakers Bureau to connect CPA speakers with organizations that seek training on financial literacy topics. Virginia CPAs are available to speak to various audiences statewide, including nonprofits, schools, civic groups, chambers, media and other organizations. Topic examples include preparing a budget, saving and investing, understanding credit, estates, retirement planning, taxes, small business advice, nonprofit financial issues, school presentations and more. E-mail financialfitness@vscpa.com or call (800) 733-8272 to request a CPA speaker for your next event!

Tax & Financial Pro Bono Assistance

Since CPAs are the premier financial advisor, the VSCPA has numerous pro bono and tax season community service programs. These include managing a Tax Resource Center on its consumer website with a free tax help e-mail program, NBC12 Tax Help in Richmond, Roanoke Public Radio and TV Tax Shows, Virginia Military Tax Help, Virginia Disaster Recovery Help and the "Ask a CPA" E-mail Program. The VSCPA also provides free financial assistance to Virginia nonprofits and charities. Called the VSCPA Nonprofit Pro Bono Assistance Program, the program matches CPAs with nonprofits that have 501(c)3 status. Visit www.financialfitness.org for more information on tax and nonprofit resources.

Feed the Pig PSA Campaign

The American Institute of CPAs partnered with the VSCPA and other state CPA societies to launch a national Public Service Announcement (PSA) campaign with the Ad Council. Called "Feed the Pig," the campaign uses the traditional image of savings, a piggy bank character called Benjamin Bankes, to encourage 25- to 34-year-olds to save money for their futures. Media used in the campaign include TV, radio, print, online and outdoor advertising. Each year, the VSCPA donates 100 piggy banks to Toys for Tots charity to teach children the importance of saving and to encourage parents to consider money-minded toys as holiday gifts. Visit www.feedthepig.org or www.financialfitness.org for more information.

Financial Fitness University

The VSCPA launched a free workplace education and training program in October 2007, designed to improve the personal finances of Virginia employees. Called Financial Fitness University, the program provides knowledgeable CPA instructors to address personal financial issues with employees on site. Presentation topics focus on eliminating credit card debt, contributing to a 401(k) plan, preventing identity theft and more. In addition, Virginia employers can download free resources, such as articles, paycheck inserts, flyers and table tents, for continuing financial education. Visit www.financialfitness.org to access these free materials and request a CPA speaker.

Virginia Jump\$tart Coalition for Personal Financial Literacy

The Jump\$tart Coalition for Personal Financial Literacy is a 501(c)3 nonprofit that leads a nationwide effort to improve personal financial skills in students and young adults. The VSCPA led the charge to create a Virginia Jump\$tart Coalition. The Coalition now has more than 100 members, including credit unions, government agencies, nonprofits, financial planning groups and educational institutions. Among other initiatives, the Coalition holds an annual Virginia Financial Literacy Summit, which draws more than 300 attendees. Visit www.vajumpstart.org for more information.

Ongoing Financial Literacy Programs

Financial Fitness also builds on previous VSCPA financial education efforts. For example, the VSCPA offers a wealth of programs to educate Virginia students and educators about accounting, finance and business principles. The VSCPA provides free *Money Management* articles to the media and public on personal finance and as well as other existing programs like CPA Referral Online, a free online database that assists the public in finding a CPA that meets their needs.

How Can We Help?

For more information on the VSCPA's Financial Fitness initiative, contact VSCPA Vice President of Member & Public Relations Tina Lambert, CAE, tlambert@vscpa.com, VSCPA Community Relations Coordinator Tracey Zink, tzink@vscpa.com, or VSCPA Media & Public Relations Specialist Shawnte Reynolds, sreynolds@vscpa.com, at (800) 733-8272, or you can visit www.financialfitness.org.

The **Virginia Society of Certified Public Accountants** (www.vscpa.com) is the leading professional association dedicated to enhancing the success of all CPAs. Founded in 1909, the VSCPA has approximately 8,300 members who work in public accounting, industry, government and education.