



Financial Fitness Greater Austin

History & Purpose

Financial Fitness Greater Austin (FFGA)

Financial Fitness Greater Austin (FFGA) is an education and awareness initiative in partnership with the Alliance for Economic Inclusion, Senator Kirk Watson and more than 60 entities in the Greater Austin area. The goal of FFGA is to provide financial awareness and information to the Greater Austin community and emphasize the importance of financial literacy and the need for consumers to be proactive about managing their finances.

How FFGA got started

Financial Fitness Greater Austin (FFGA) began as a coordinated effort of the Alliance for Economic Inclusion, Senator Kirk Watson, the Financial Literacy Coalition Central Texas and over 65 organizations in the Greater Austin area. Members agreed to share resources and ideas to achieve greater public awareness of the programs and services available in the Austin area. The result is Financial Fitness Greater Austin - a week long opportunity for members of the community to attend financial seminars and educational activities. The effort will showcase different programs, help consumers get information, bring together different organizations – many for the first time – and help these organizations share expertise and leverage limited resources.

The program was replicated from the Money Smart Week program in Chicago, Illinois.

The Purpose of Financial Fitness Greater Austin (FFGA)

The goal of FFGA is to teach financial education and skills to Austin-area residents to help them find the American Dream. Participating organizations provide financial awareness and information to the Greater Austin community and emphasize the importance of financial literacy and the need for consumers to be proactive about managing finances and building wealth.

During the week of April 21st-29th, there will be multiple events sponsored by partner organizations offering classes and resources on topics such as owning your own home; wise credit card use; spending and budgeting; and your credit report and credit score. With half of all Americans living paycheck to paycheck and rising credit card and household debt, financial literacy is more important than ever.

Why Financial Literacy Education is Important

Basic financial education provides the tools Texans need to build a secure future for themselves and their families. It helps them to avoid roadblocks which can make realizing their dream impossible. Family and financial security contribute to emotional stability in families and strengthened communities. From choosing a checking account to allocating funds in a 401k, consumers must understand the different alternatives and comprehend the implications of their choices. Helping consumers make wise purchase decisions, build their credit history and reduce debt are some of the offerings available to those who participate.

As the National Endowment for Financial Education (NEFE) explains, "People with the least amount of money and education can least afford financial mistakes, but have the most difficulty making smart financial decisions."

Financial Fitness Greater Austin (FFGA) Partners

A Financial Fitness Greater Austin partner is an organization that actively participates during Financial Fitness Greater Austin. Current partners include businesses, financial institutions, schools, not-for-profits, government agencies and the media.

The Alliance for Economic Inclusion

The Alliance for Economic Inclusion (AEI) is the Federal Deposit Insurance Corporation's national initiative to bring the unbanked and underserved populations into the financial mainstream through broad-based coalitions of financial institutions, community-based organizations and other partners. AEI is active in nine markets across the country, including Austin, which has a strong coalition of 65 members.

Junior Achievement Central Texas

Since 1919, Junior Achievement's purpose has been to educate and inspire young people to value free enterprise and understand business and economics to improve the quality of their lives.

Junior Achievement's programs are taught by classroom volunteers from the business community across America and in over 103 countries worldwide. These volunteers use their personal experiences to make the Junior Achievement curricula practical and realistic, providing children with positive adult role models, who illustrate ways to build self-confidence, develop skills and find avenues of success in our free enterprise system.

The Financial Literacy Coalition of Central Texas

The Financial Literacy Coalition of Central Texas (FLCCT) offers educational programs delivered by trained volunteers to individuals, community groups, workplace programs and youth groups. The organization partners with organizations, schools or employers who want to provide financial education classes to their audience.

FLCCT's vision is to be a leading, trusted, unbiased and credible source of personal financial education. Its mission is to foster financial literacy by enhancing the knowledge and skills Central Texans need for improved financial decision-making.

Texas Agri-Life Extension Service - Travis County is the founding collaborator of the Financial Literacy Coalition of Central Texas and provides staffing and housing for the 501(c)(3) non-profit organization.