

Build Wealth Not Debt

Become a Cleveland Saver



ClevelandSaves
You Can Build Wealth



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A non-profit coalition of 100 Greater Cleveland-area community organizations, religious groups, employers, unions, and financial institutions that offers free services to help people save and build wealth.

The regional leader of America Saves.

Who is a Cleveland Saver?

Any Greater Cleveland-area resident who agrees to work toward a savings goal such as homeownership, school tuition, retirement, or even debt repayment. Cleveland Savers set a monthly savings goal of as little as \$10 then try to save this amount each month.

How do I become a Cleveland Saver?

Complete, then fax (216-781-8554) or mail (Cleveland Saves, 1228 Euclid Ave., #390, Cleveland, Ohio 44115) us the "I Want to Be a Cleveland Saver" form on this pamphlet. **Or**, call the 24-hour Cleveland Saves Moneyline (216-781-8090) to speak with a Wealth-Building Coach about membership.

Achieve Your Financial Goals and Peace of Mind

What membership benefits are available to me?

- A free calculator and participation in semi-annual raffles of U.S. Savings Bonds, CDs, and other financial products.
- No-fee savings accounts offered to Cleveland Savers by many Cleveland-area financial institutions.
- A free informational and motivational workshop to show how anyone can save and build wealth.
- Free one-on-one planning consultations with a Wealth-Building Coach or financial planner.
- Free seminars by financial experts on how to pay off debts, spend less, get good deals, qualify for a home mortgage, set up a retirement account, or select a savings or investment product.
- Wealth-building clubs run by participants that meet monthly to provide information and assistance.

So what does all this cost me?

No money. Your only obligation is to develop a specific saving goal, select an account, make a deposit in this account each month (or make a debt payment), and let us know that you are working toward your saving goal.

Who controls my savings account?

You do. You open the account in your name. We only advise and encourage.

Who is sponsoring this program?

More than 100 Cleveland-area institutions who are committed to the well-being of Greater Clevelanders and their community. They include:

- non-profit service organizations such as Better Business Bureau and Consumer Credit Counseling Service;
- non-profit community groups such as the Federation for Community Planning, Neighborhood Centers Association, and WECCO;
- religious groups such as the Catholic Diocese and United Methodist Church;
- government institutions such as the Federal Reserve Bank of Cleveland and the regional office of the U.S. Savings Bond program;
- numerous employer and employee groups including the Greater Cleveland Growth Association, the United Labor Agency, and HERE Local 10; and many banks, thrifts, and credit unions.

How are program expenses being paid?

Through contributions from sponsoring organizations, grants from national and local foundations, and support from the non-profit Consumer Federation of America, a national consumer coalition. In cooperation with other national groups, CFA has established America Saves to encourage and assist local savings initiatives such as Cleveland Saves.

Easy Ways to Save and Build Wealth

5 Key Savings Strategies

1 Pay off high-cost debt. The best investment most borrowers can make is to pay off consumer debt with double-digit interest rates. For example, if you have a \$3,000 credit card balance at 19.8% interest, and you pay the required minimum balance of 2% of the balance or \$15, whichever is greater, it will take 39 years to pay off the loan. And you will pay more than \$10,000 in interest charges.

2 Buy a home and pay off the mortgage before you retire. The largest asset of most middle-income families is their home equity. Once these families have made their last mortgage payment, they have far lower housing expenses. They also have an asset that can be borrowed on in emergencies or converted into cash through sale of the home.

3 Participate in a work-related retirement program. Many employees turn down free money from their employer by not signing up for a work-related retirement program such as a 401(k) plan. If they did participate, with a dollar-for-dollar match they would likely receive an annual yield of greater than 100% on their investment.

4 Outside of work, save monthly through an automatic transfer from checking to savings. These savings will provide funds for emergencies, home purchase, school

tuition, or even retirement. Almost all banking institutions will, on request, automatically transfer funds monthly from your checking account to a savings account, U.S. Savings Bond, or stock mutual fund. What you don't see, you will probably not miss.

5 Earn over 5% on many CDs or U.S. Savings Bonds. Most CDs from a bank or credit union, and Series EE Savings Bonds, pay a yield of at least 5%. Series I Savings Bonds pay a yield of more than 6%. All these government insured or guaranteed savings accounts will double your money in 12 to 14 years.

Watch Your Savings Grow

the "Miracle" of Interest Compounding

Few people get rich from their wages alone. But by taking advantage of the "miracle" of compound interest — earning interest on your interest — almost anyone can reach long-term financial goals.

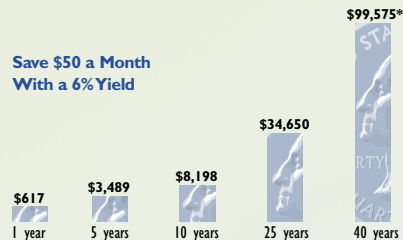
By saving as little as \$10 a month, you can build considerable savings.

The chart tells the story.

Finding Money to Save

Tip	Monthly Saving
Save \$.50 a day in loose change	\$15
Cut pop consumption by 1 liter a week	6
At work, substitute 1 coffee for 1 cappuccino	40
Bring lunch to work (saving an estimated \$3/day)	60
Eat out 2 fewer times a month	30
Purchase 2 fewer lottery tickets a week (\$2)	16
Cut cigarette consumption by 2 packs a week	24
Eliminate premium cable channels	20
Borrow, rather than buying, 1 book a month	15
Comparison shop for gas (saving an est. \$.25/gallon)	4
Maintain checking account minimum to avoid fees	7
Bounce one less check a month	20
Pay credit card bill on time to avoid late fee	25
Pay off \$1000 of credit card debt, reducing interest	15

Save \$50 a Month
With a 6% Yield



* \$40,000 principal and \$59,575 interest.

Yes

I Want to be a Cleveland Saver

If you want expert advice about finding dollars to save or about savings and investment options, call the Cleveland Saves Moneyline, (216) 781-8090, for information about our free financial services.

If you want more information about Cleveland Saves or becoming a Cleveland Saver, call the same Moneyline number, (216) 781-8090.

If you can begin developing a saving/wealth-building plan on your own, complete the following form as best you can then fax (216-781-8554) or mail (Cleveland Saves, 1228 Euclid Ave., #390, Cleveland, OH 44115) it to us. (All personal information will be treated confidentially.) A Cleveland Saves Wealth-Building Coach will call you to discuss your plan and Cleveland Saves membership.

I agree to work toward the following savings goal (e.g., home ownership, emergency fund, retirement) _____

by saving \$_____ a month for _____ months in the following account and institution _____

to which I will make deposits by (method) _____

starting (approximate date) _____

Or, I will add \$_____ a month toward repayment of my debts.

Signature _____

Name _____
(please print)

Daytime phone _____ Evening phone _____

Address _____

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