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**2020**

## **Governor's Financial Literacy Award Recipients**

*Awards Recognize Individuals & Organizations for Elevating the Financial Literacy, Capability, and Financial Inclusion of Wisconsin's Residents*

### **Individual Category**

#### **Coretta Herring**

Financial Clinic Director, Riverworks  
Milwaukee

Over the past 17 years, Coretta has dedicated her career to breaking the cycle of multi-generational poverty by motivating families to realize their full potential. During the COVID-19 pandemic, Coretta headed a Financial Health Clinic resulting in 64 people with improved FICO scores; 13 people received job placements; 26 families received tax coaching; 19 families purchased homes; and 37 families received help obtaining their unemployment benefits.

#### **Johvon Holmes**

Realtor, First Weber Group Inc.  
Milwaukee

As a realtor, Johvon's expertise in credit and homeownership allowed the Wisconsin Women's Business Initiative Corporation, or perhaps better known as WWBIC, to provide a more knowledgeable approach specific to the needs of WWBIC's Financial Capability clients in a down-to-earth manner. Overall, a total of 223 improved their spending and saving behaviors through Johvon's passion to help empower others to take control of their financial future. As a result, 12 participants were able to purchase a home, 88 participants paid-down debt allowing them to break generational poverty and practices.

#### **Steve Martin**

Business Education Teacher  
Germantown High School

Steve has dedicated his life to financial literacy. He led the effort to make financial literacy a graduation requirement in the Germantown School District in 2019. Now 1,400+ students are receiving financial literacy programming every four years. Before this initiative, many of our most vulnerable students did not receive this information. Due to COVID-19, Steve created an

online, blended course, which allowed him to continue providing content to students. During a typical calendar year, more than 300 students are reached. Now, all Germantown School District students are involved and a much more inclusive model for delivery is being made available.

**Bill Nasgovitz**

Chairman, Heartland Advisors Inc.  
Milwaukee

Bill is the founding sponsor of Money Path, a one-of-a-kind financial planning and education app, and his recent lead gift expanded access to Money Path at no cost to all high school students in Wisconsin. In the 2020-2021 school year so far, over 4,000 students have been reached by Money Path. Of those students who completed Money Path, 87% increased their knowledge of important financial concepts, 92% say that Money Path is helpful in building a plan for the future, 94% are more likely to determine a student loan amount that is manageable for them, and 97% are more likely to set-up a savings plan.

**Peggy Olive**

Financial Capability Specialist  
Center for Financial Security and UW-Extension Cooperative Extension  
Madison

When COVID-19 shut down the economy in March of 2020, Peggy quickly and expertly pivoted to create a website. The website provides the public with up-to-date financial information and resources from a credible source, UW-Madison Cooperative Extension. Peggy's initiative resulted in the creation of the "Financial Resources for COVID-19" website, daily and weekly email blasts, short informational videos, and social media campaigns, which reached thousands of Wisconsinites with crucial information to overcome the financial crisis resulting from the pandemic. The website had over 33,000 page views in April 2020 alone!

**Christine Whelan, Ph.D.**

Clinical Professor  
UW-Madison

Dr. Whelan is a clinical professor in the Consumer Science Department at the University of Wisconsin – Madison and the founder and director of the “Money, Relationships, and Equality Initiative.” Dr. Whelan is passionate about translating academic research into small-step programs to make a difference in the lives of individuals of all backgrounds. Dr. Whelan was a calm voice of evidence-based, purposeful financial and social well-being during the pandemic – for her students, for the Wisconsin community, and for the nation as a whole.

**Pa Houa Xiong**

Financial Aid and Financial Wellness Advisor  
UW-Madison

Pa Houa has implemented financial literacy and financial wellness programming and curriculum for many UW-Madison campus partners and colleagues over the past year utilizing the Canvas platform. The end result of Pa Houa's work is thousands of students and campus colleagues are now able to access additional financial knowledge and competencies. Pa Houa's approach allows others to feel comfortable and welcomed as they grow their financial wellness confidence and abilities.

**Organization Category****7 Rivers Region Chapter of Credit Unions**

La Crosse

The 7 Rivers Region Chapter of Credit Unions has partnered with Asset Builders of Wisconsin to host an annual Finance & Investment Challenge Bowl in the coulee region. The Finance & Investment Challenge Bowl is a financial literacy program for high school students which culminates in a live, college bowl tournament where teams compete to determine regional champions that then advance to the state championship tournament. Thanks to the generosity of the Wisconsin Credit Union Foundation Inc. and its "REAL Solution Grant," the 7 Rivers Region Chapter of Credit Unions were able to award over \$6,000 in scholarships to help students finance their higher education.

**100 Black Men of Madison**

Madison

The mission of 100 Black Men of Madison is to improve the quality of life within our communities and enhance educational and economic opportunities for all. The youth-serving programs are the backbone of this organization. Within the Financial Literacy area, the organization has four programs that are offered: Hands on Banking Project, Junior Investment Program (known as the Stock Market Game), Dollars and Sense Financial Literacy Project, and Wallet Wise Financial Literacy Project. Over 200 students have participated.

**Test Drive Digital by Royal Credit Union**

Eau Claire

Test Drive Digital is the virtual version of Royal Credit Union's in-person reality fair "Test Drive...Next Stop Reality." In the spring of 2020, Royal Credit Union was preparing to host four in-person reality fair events, which would have reached over 1,000 students. The goal was to offer high school students a real-life simulation of managing money and finances to help them gain a better understanding of what it takes to make it on their own as a 25 year-old young adult. Almost overnight Royal Credit Union created this digital simulation and now over 1,200 students have participated.

## **Legacy Category**

The legacy award is given to an organization, business, or individual whose purpose and heritage is ingrained in sustained financial literacy and capability efforts, and whose reputation in doing so is held in high regard in serving as a model for others in carrying on the work of supporting financial literacy and expanding opportunities through financial capability. This lifetime recognition is intended to be conferred only once to recipients.

### **Centro Hispano of Dane County**

Madison

Through the CAMINOS Finance Career Pathway training program, Centro Hispano's goal is to address the wealth gap and underrepresentation of Latinos in the finance field. Their program engages participants in a finance training pathway where they gain the necessary skills to start a meaningful career and ensure upward mobility for generations to come. With over 30 years in the Dane County, Centro Hispano of Dane County serves over 6,000 families and individuals yearly, offering more than 15 different programs for youth, adults, and families.

### **Educators Credit Union**

Mt. Pleasant

Educators Credit Union's 84-year history is deeply rooted in transformative financial literacy. At the center of this strong history is a great drive to continuously provide financial empowerment and education. Educators innovatively provides a plethora of outlets for students to easily access free, in-depth financial education, such as Reality Check Day, Junior Achievement, EverFi, Banzai, MPS Homeless Back Packs, Educators Credit Union Scholarships, High School Branches and so much more.

### **Majel Hein**

Senior Financial Literacy Counselor, Marine Credit Union Foundation

La Crosse

Majel has been a financial counselor and financial wellness advocate in the La Crosse area for 8 years. In this role, Majel cultivated relationships with local colleges, school districts, homeless shelters, domestic violence shelters, addiction houses and organizations, various businesses, and prison re-entry programs. Majel has helped thousands of clients find their way to financial wellness. Marine Credit Union Foundation hired Majel to build a homeownership program which includes clients of color to help them on their journey to financial stability and homeownership.