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WEA Trust Member Benefits receives national Excellence in Financial Literacy Award

Wisconsin organization takes home an award for their financial learning game, Don't Be Jack™.

MADISON, WI, April 23, 2012 - WEA Trust Member Benefits competed with over 100 nominees nationally to win the coveted Excellence in Financial Literacy Education (EIFLE) Award for their popular financial learning game, Don't Be Jack™. The Institute of Financial Literacy presents the awards to recognize organizations that have shown exceptional innovation, dedication, and commitment to the field of financial literacy education. Winners were announced on April 18, 2012, at the Annual Conference on Financial Education in Orlando.

“This year’s EIFLE Award winners have distinguished themselves from their peers with their accomplishments in promoting effective financial literacy education in the communities they serve,” said Leslie E. Linfield, Executive Director and Founder of the Institute for Financial Literacy.

Don't Be Jack is a board game designed to help Wisconsin public school employees secure their financial future by illustrating the advantages or consequences of certain financial actions. The game is based on the story of Jack and Jill, who start out on equal footing—same school, same job, same salary—but very quickly their financial situations part ways. Jack makes choices that negatively impact his financial position and future, while Jill avoids common financial mistakes and gets on the fast track to a secure future.

Each turn brings to life real financial principles by stressing the importance of spending less than you earn, having a written budget, having an emergency fund, saving for the future, understanding insurance, understanding your benefits, and being aware of fees associated with financial products.

Member Benefits President and CEO, Dave Kijek, stated, “Financial education is fundamental to our organization. We believe that financial knowledge empowers people to take control of their finances and secure their future. We are extremely pleased to be nationally recognized for our Don't Be Jack game. We hope employees in districts throughout the state of Wisconsin will take advantage of this fun and engaging tool to learn about financial issues that impact themselves and their families.”

David Mancl, Director of the Office of Financial Literacy, Wisconsin Department of Financial Institutions, said, “Financial literacy is about giving people the tools they need to realize their own financial goals. Education provided in the workplace is a benefit to employees and the payoff for employers has been well documented. Member Benefits is a pioneer in providing workplace financial education and the game goes a long way toward promoting financial literacy in the state.”

The game is offered through school districts and education associations at no cost.

For more information on the Don't Be Jack game, contact WEA Trust Member Benefits at 1-800-279-4010 or memberbenefits@weabenefits.com. Visit the Member Benefits Web site at www.weabenefits.com.

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WEA Trust Member Benefits has been helping Wisconsin public school employees achieve their financial goals for over 35 years by providing personal insurance and retirement and investment programs. We operate as a trust that reinvests any profits back into programs that benefit participants. We have no shareholders. This allows us to focus on meeting the needs of those we serve with high-quality products that are competitively priced. We have one of the highest customer retention and satisfaction rates in the industry. Learn more at www.weabenefits.com.