



News

Department of Employee Trust Funds
February 12, 2016

EMPOWER Campaign Earns Financial Literacy Honor

ETF is pleased to announce that its EMPOWER campaign has received a 2015 Wisconsin Financial Literacy Award from the Governor's Council on Financial Literacy. [Read the Council's press release.](#)

EMPOWER was created to engage and inspire women of all cultures to take charge of their own retirement financial planning and security. ETF partnered with the [Wisconsin Deferred Compensation Program](#) and Affirmative Action Committees at more than a dozen Wisconsin state agencies to roll out the campaign last year. The campaign is coordinated by Tarna Hunter, ETF's legislative liaison, and Shelly Schueller, director of the WDC.

With report after report concluding Americans overall have little to no retirement savings, why focus on women? "Because women are at the epicenter of the crisis," says Hunter. "A woman's road to retirement is less financially secure and her post-retirement sources of income are lower – these include Social Security, private and public pensions, and personal retirement savings."

"Regardless of your age, financial situation or amount of time in the workforce, the reality is this: The sooner you start saving for your retirement, the better," Hunter advises.

EMPOWER has also received the 2015 Innovator Award by *Pensions & Investments* Magazine and the Wisconsin State Council on Affirmative Action 2015 Diversity Award.

Check out these [EMPOWER resources](#) to learn about budgeting, "investments 101" for women, simplifying your money, saving money on a lower income, protecting against identify theft and much more.

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