FINANCIAL SERVICE CENTERS OF NEW YORK, INC.
A Trade Association

Fact Sheet: Key Community Initiatives

FSCNY Raises Funds and Provides Other Superstorm Sandy Relief

- Virtually all FSCNY members remained open for business during and immediately after Superstorm Sandy, providing critical financial services to New Yorkers.
- Immediately following the Storm, FSCNY initiated an industry-wide fundraising campaign through which participating member stores donated $3 to the American Red Cross for every FEMA disaster assistance check cashed in their locations. Funds are still being collected for this effort. In addition, FSCNY members offered their stores to local officials as a resource for recovery programs. They served as distribution centers for information and as impromptu meeting halls for officials and area residents.

FSCNY Members Help Raise Nearly $300,000 for Haiti Relief

- FSCNY partnered with Western Union on a collaborative fundraising effort under which the Western Union Foundation would match funds raised by FSCNY members.
- Mobilizing employees and customers in the aftermath of the earthquake, FSCNY members raised nearly $150,000for the FSCNY Haiti Relief Fund.
- The money was collected through in-store collections at hundreds of check cashing locations across the state and from direct donations from company owners.
- With Western Union matching funds raised by FSCNY, the total amount of money raised by the industry for Haitian relief was nearly $300,000.
- All funds contributed through this initiative are being donated to Mercy Corps.

FSCNY Supports Financial Education in NYC Public Schools

- In May 2009, FSCNY initiated the ***My Money & Me – Becoming A Money Smart Kid*** financial education initiative. The program is still in operation today.
- This initiative, a collaboration with American Credit Alliance (ACA) and New York City's Department of Education, provides educational tools to elementary school teachers to help them instruct young students about saving, spending and sharing money.
- Since its inception more than 2,500 students from 25 schools in Manhattan, Brooklyn and the Bronx have received a unique financial education.
- The program has been such a great success that 125 additional schools have expressed a desire to participate in the program.

FSCNY Voter Registration Program - Helping Get Out the Vote

- In 2012, FSCNY re-launched its voter registration program – "Democracy for All" – aimed at encouraging all New Yorkers to register to vote.
- FSCNY member stores actively supported the voter registration drive.
- Participating members posted decals and posters in their stores urging customers to register to vote.
- Registration forms were available at all participating stores.
- Completed forms were collected at the participating stores and submitted to the New York State Board of Elections.

Making Sure New Yorkers Get Counted

- FSCNY has partnered with the U.S. Census Bureau to help make sure every New Yorker is counted.
- Participating FSCNY members are making available census forms, displaying posters, and keeping collection boxes and promotional brochures in their locations to help promote full participation in the 2010 Census.
- Informational materials are available in various languages to make certain that all individuals receive valuable information on completing the Census correctly.