



Voice of the Neighborhood  
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# Gazette

6th Annual  
Taste of Willy Street  
support GWABA and  
Common Wealth Development's  
Youth Programs  
May 8th  
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## COMMON WEALTH DEVELOPMENT RECEIVES THE GOVERNOR'S 2007 FINANCIAL LITERACY AWARD

The Governor's Council on Financial Literacy selected Common Wealth Development to receive the 2007 Governor's Financial Literacy Award. The award recognizes Common Wealth's excellence in promoting financial literacy among Wisconsin citizens, specifically disadvantaged youth within the Madison area. First Lady Jessica Doyle, honorary chair of the Council, presented the award to Marianne Morton, Common Wealth's Executive Director, and Tariq Pasha, Youth Programs Director, at a ceremony at the Executive Residence on Tuesday, March 27.

Winners of the Governor's Financial Literacy Awards were selected based on four criteria: innovative implementation, demonstrated measurable results, collaboration with partners, and scope - either statewide or having the potential to be statewide or focused on need-based groups. Common Wealth Development was the only Madison-based organization selected this year.

Steven Goldberg, Executive Director of the CUNA Mutual Group Foundation nominated Common Wealth Development for the award. In addition to the CUNA Mutual Group Foundation, the following groups provide major funding for Common Wealth's Youth Programs: the CBM Credit Education Foundation, the City of Madison, American Family Insurance,

the Attic Angel Association, the Evjue Foundation, Great Lakes Higher Education Guaranty Corporation, the Madison Rotary Foundation, and Staples Foundation for Learning. "It is this broad-based and generous support that enables us to deliver high quality and much needed financial education to community youth," says Tariq Pasha.

There is a significant need for quality financial literacy programming, especially for youth. In a nationwide study conducted in 2006 by the National Jump\$tart Coalition, Wisconsin high school seniors scored lower on a test of their financial knowledge than they had in surveys conducted in 2002 and 2004. While their average score of 53.1 percent was above the national average of 52.4 percent, it was still clearly a failing grade on any scale. The survey also demonstrated that scores were distributed unevenly across races. Nationally, African-American and Hispanic students scored significantly lower on average, 44.7 percent and 46.8 percent respectively, compared to their

Caucasian peers, who scored 55.0 percent. Youth from low-income homes also scored lower than teens from more affluent backgrounds.

The overall goal of Common Wealth Development's youth financial education programs is to help low-income and disad-



Left to right: Elizabeth Burmeister, State Superintendent of Public Instruction; Jessica Doyle, Wisconsin's First Lady; Marianne Morton and Tariq Pasha, Common Wealth Development; Lorrie Keating Heinemann, Secretary of the Department of Financial Institutions.



**Board Meetings usually held fourth Monday of the month, 6:30 pm at Common Wealth, 1501 Williamson St. Call 256-3527 ext. 12 for details.**

**Mission**

To continue to build and sustain a vibrant, diverse, engaged, inclusive and safe community.

**Goals**

- to provide job training, placement, financial education and mentoring for low-income teens;
- to promote the creation of new living wage jobs for low-to-moderate income people while improving the local business climate;
- to create affordable housing for people with limited incomes;
- to preserve and improve older housing-stock while preserving the community's socio-economic diversity; and
- to involve the people living and working in our neighborhoods in community-building activities.

**Staff**

- Marianne Morton, *Executive Director*  
 Ted Parker, *Financial Manager*  
 Jen Adams, *Yabara River View Apartments On-Site Manager*  
 Diane Bougie, *Housing Manager*  
 Greg Cooper, *Rehabilitation Specialist*  
 Ryan Dugger, *Youth Employment Counselor - Business Liaison*  
 Kati Fernandez, *Youth Employment Counselor*  
 Mark France, *Rehabilitation Specialist*  
 Sarah Hole, *Facilities Director, Madison Enterprise Center & Main Street Industries*  
 Paul Jasenski, *Housing Development Manager*  
 Shelli Lawler, *Administration Assistant*  
 Tom Otto, *Assistant Facilities Director, Madison Enterprise Center & Main Street Industries*  
 Tariq Pasha, *Youth Programs Director*  
 Kristin Sage, *Yabara River View Apartments Resident Manager*  
 Richard Slone, *Public Market Project Manager*  
 Tom Thao, *AmeriCorps Youth Employment Specialist*

**Board of Directors**

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**LITERACY**

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vantaged teens become better personal money managers. Common Wealth offers three distinct financial literacy programs: the Youth-Business Mentoring Program, Earn\$ave, and Your Money and You to help them achieve this goal. Participants in these programs learn about saving and goal setting, budgeting, using credit, being savvy consumers, using financial institutions, investing, and avoiding common pitfalls in money management. In Earn\$ave, a Youth Individual Account program, teens are also provided with the opportunity and incentive to save toward a personal goal in a matched savings account. In 2006, Common Wealth helped 166 teens take steps toward brighter financial futures by providing them with high quality financial education. For more information on any of Common Wealth Development's youth programs, contact their Youth Programs Director, Tariq Pasha, at (608) 256-3527, ext. 13 or email him at [tariq@cwd.org](mailto:tariq@cwd.org).



- May 5  
**Costello & His Big City Honky Tonk; The Blueheels**  
 9:30pm
- May 6  
**Piccolissimo**  
 3pm
- May 10  
**New Mountain Kickers**  
 9:30pm
- May 12  
**Crustacean Records showcase with Droids Attack; Mad Trucker Gone Mad; The Skintones**  
 9:30pm
- May 26  
**Dear August**  
 9:30pm
- June 3  
**Piccolissimo**  
 3pm
- EVERY TUESDAY  
**Hometown Sweethearts**  
 9:30pm

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