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Money Matters | Build your financial IQ during April's Money Smart Month

By TRACY ST. JOHN

You may be street smart or even book smart, but are you money smart? April is Money Smart Month in Kansas City. In its fifth year, the campaign is designed to advance financial education through public awareness and the sponsorship of several events that will raise your money IQ.

Money Smart Month is an annual campaign coordinated by the [Federal Reserve Bank of Kansas City](#) in conjunction with [The Financial Planning Association of Greater Kansas City](#), financial institutions, non-profit organizations, schools, libraries and government agencies. The main goal of the campaign is to provide workshops, seminars, programs, events and financial resources for all demographics and income levels. There is no cost to attend any of the events throughout the month.

The kick-off event is Money Smart Day on Saturday, March 31st and will be held at [American Century Investments](#), located at 4500 Main Street, Kansas City, MO, from 9 a.m. until 4 p.m. It is open to the public and will include about 30 different financial education presentations (four topics per hour). These presentations range from how to organize your financial records to avoiding fraud and identity theft, budgeting, retirement planning, saving for college or learning about credit. A full list of the events for the day and registration information can be found at www.kc.frb.org/events under the "[Money Smart Day](#)" link.

A new feature of the kick-off event this year will be the opportunity for attendees to sign up for a "Free Financial Tune Up" with a [Certified Financial Planner™ Professional](#) and member of the Greater Kansas City chapter of the Financial Planning Association (FPA). These 30-minute sessions will be held from 9:00am to 2:00pm.

The entire list of all the events for Money Smart Month can be found at www.moneysmartkc.org. If you use [Facebook](#), consider going to the Money Smart KC page and select "Like" to follow all of the upcoming events for the month.

For those workshop or event attendees that welcome the chance to win free stuff, make sure that you fill out the evaluation form for a chance to win an iPad, Kindle and Kindle Fire. There is no purchase necessary and winners will be notified by May 16th. Other organizations may give away prizes at any of the events that they sponsor.

The [Financial Planning Association](#) is committed to helping educate the public about financial literacy through community outreach programs. Take advantage of Money Smart Month and its resources by attending a session or workshop. You will gain additional knowledge to help you to make smarter financial choices, which will improve your financial well-being.

The Money Matters column is written by members of the Financial Planning Association of Greater Kansas City. This week: Tracy St. John, founder of Financial Avenues, LLC, Kansas City.

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