

ALABAMA SECURITIES COMMISSION

Post Office Box 304700 Montgomery, Alabama 36130-4700
Telephone: (334) 242-2984 or 1-800-222-1253 Fax: (334) 242-0240
Email: asc@asc.alabama.gov Website: www.asc.alabama.gov

Financial Empowerment Program for Women “SHE CAN” ACCOMPLISH HER FINANCIAL GOALS

MONTGOMERY, ALABAMA (September 15, 2020) - The Alabama Securities Commission (ASC) proudly announces a new and ongoing program called *She Can* that provides free financial resources to women in Alabama.

This year marks the 100th anniversary of the ratification of the 19th Amendment to the United States Constitution which afforded women the right to vote. The passing of this constitutional right emboldened women to further pursue equality and to reach new heights. Through acts of courage and determination, like flying solo across the Atlantic, refusing to give up a seat on a bus, and earning a presidential nomination, women have forged a permanent path of success and continue to make great strides. As the nation reflects and applauds women for all they have accomplished, the ASC is committed to providing women in Alabama the financial education resources they need to make the coming years even more remarkable.

“Despite the recent advancements of women socially, politically, and professionally, some women lack financial confidence, which can put them at a disadvantage. Financial education is one of the ways women can gain and restore confidence. Financial decisions are made at every stage of life, with the circumstances surrounding those decisions different for each person, so we wanted to develop a program to equip women with the knowledge necessary to enable them to make the right decisions- regardless of age and circumstance,” said ASC Chief Deputy Director Amanda Senn.

She Can consists of learning modules tailored for women in different seasons of their lives and careers. The program offers free training seminars and educational materials. The content includes vital information on budgeting, saving, investing, fraud prevention and a variety of other financial subtopics. To help provide this information, several experts, including Alabama women, that have overcome life’s obstacles have been recruited to speak at events and participate in future training videos.

Faith Feaga, Public Information Specialist for the ASC and coordinator of the program, distinguishes *She Can* from other financial education programs. “Our program is unlike other financial education programs in that it is completely free; there is no sales pitch because we have nothing to sell; and we are able to customize each presentation to the audience’s needs. For example, we can provide women with the financial information they need during life’s unexpected events, like divorce, death of a spouse and even navigating the financial stress of a one income household,” says Feaga.

Another key aspect of the curriculum is life-stage specific information on wise saving, credit management, investing, and fraud prevention. Older populations are frequently preyed upon by romance scammers while those in their 20’s and 30’s are more likely to be the target of a social media con. Additionally, the

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ASC covers the ways someone is most likely to be targeted by criminals, and how to research investments and financial professionals. Alabamians can access most of the “She Can” resources by visiting www.asc.alabama.gov/shecan.aspx. Residents can stay up to date on the program by following [shecan.alasecuritiescommission](https://www.instagram.com/shecan.alasecuritiescommission) on Instagram.

The ASC cautions citizen investors of all ages and experience to thoroughly scrutinize and research any investment opportunity or offer. Contact the ASC at 1-800-222-1253 to check out any person or financial professional offering an investment opportunity or investment advice for a fee, and the products they offer for proper registration. Contact the ASC to report suspected fraud, inappropriate securities business practices or to obtain consumer information. The ASC provides free investor education and fraud prevention materials in print on our website and through educational presentations upon request.

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The ASC would like to express their sincere gratitude to Kerry Hannon for her dedication to women’s financial empowerment and for the opportunity to use the synopsis of her book Money Confidence. Also, special thanks go to the following researchers for their work: Haiyang Chen and Ronald Volpe for Gender Difference in Personal Financial Literacy Among College Students; Annamaria Lusardi and Olivia Mitchell for Planning and Financial Literacy: How do Women Fare?; Gary R. Mottola for In Our Best Interest: Women, Financial Literacy, and Credit Card Behavior; Annamaria Lusardi for Numeracy, Financial Literacy, and Financial Decision Making and The FINRA foundation for the Financial Capability Studies.

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For further information, to schedule a virtual presentation or an in-person presentation when social distancing permits, contact the ASC Women’s Outreach Project Officer, Faith Feaga by email at faith.feaga@asc.alabama.gov or call her at (334) 353-7628.

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