

ALABAMA SECURITIES COMMISSION

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Alabama Governor Declares March as Women’s Financial Empowerment Month

MONTGOMERY, ALABAMA (March 13, 2024) –Alabama Governor Kay Ivey signed a proclamation declaring March as Women’s Financial Empowerment Month in Alabama. The Alabama Securities Commission (ASC) leads initiatives to equip women with the tools and resources to achieve economic stability through the *She Can* Women’s Financial Empowerment program.

“Empowering Alabamians to make wise investment and financial decisions while protecting our markets from fraud is critical to our mission at ASC,” said ASC Director Amanda Senn. According to a TIAA Institute Financial Survey, Women consistently score lower than men on financial literacy tests, especially in the areas of saving and investing. Studies show that women with low financial literacy are 5 times more likely to have difficulty making ends meet and 3 times more likely to be debt constrained. “Through *She Can*, we focus on helping women boost their confidence when making financial decisions; let’s turn the stats around for women in Alabama,” said Senn.

ASC’s *She Can* Women’s Financial Empowerment Program was launched in 2020, commemorating the 100th Anniversary of the 19th Amendment, which gave women the right to vote and propelled women forward to reach new heights both personally and professionally. Through this program, ASC provides free financial educational resources, learning modules, and interactive content designed to help women achieve and maintain financial confidence and stability. Women-focused groups, associations, organizations, and clubs can also request for a presentation to their group, completely free of charge, through this program. *She Can* covers the primary areas on managing finances, including budgeting, investing, spending, and financial protection, and is designed for women of all ages, demographics, and walks of life.

The ASC partners with several nonprofit and government agencies to enhance financial education in local communities. The ASC collaborates with the Alabama Department of Senior Services, Alabama Jump\$tart Coalition, AARP, the Better Business Bureaus of Alabama, SHORT the Squirrel and many others to tap into and target demographics in order to reach women across generations. “*She Can* would not be successful without the support of community partners and our colleagues in state government,” said ASC Director Amanda Senn.

Connect with ASC’s *She Can* program on Instagram and via our website at <https://asc.alabama.gov/for-investors/she-can/>. Organizations can request an in-person or virtual speaking engagement by contacting Mikala McCurry, Public Affairs Specialist and Women’s Program Lead, at Mikala.mccurry@asc.alabama.gov or 334-353-7258.

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For further information, contact 1-800-222-1253 and ask for Public Affairs.

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