



**Make A Difference**  
*Wisconsin*  
Money Smart. Life Smart.

# Media Kit

## MISSION & VISION

**Our mission:** Provide financial literacy programs and resources that empower teens to make sound financial decisions.

**Our vision:** Build strong communities where students and their families make informed financial decisions and take control of their financial future.



## ABOUT US

Make A Difference–Wisconsin, Inc. is a 501(c)3 nonprofit agency founded in 2006 by area financial leader Lloyd Levin to bring together businesses, professionals and educators on the challenge of providing a solid financial education to every Wisconsin teenager. Over the past decade, Make A Difference – Wisconsin programs have evolved and grown into a series of successful, measurable and timely lessons that prepare 16-to-18-year olds on a range of real-life money matters before they enter adulthood.

**50,000**

teenagers empowered  
with financial skills since  
we started

**700**

volunteers from our  
community deliver  
financial literacy lessons

**85**

schools and community  
groups partnering with  
us in 2015 -16

**81**

percentage of teens who  
immediately utilized  
savings and money  
management tips

Make A Difference — Wisconsin is a two-time recipient of the Governor's Financial Literacy Award, and in 2015, we received the Governor's Legacy Award recognizing our continued commitment to increasing the personal finance skills and knowledge of teens in Wisconsin. Make A Difference –Wisconsin was named 2014 Small Nonprofit of the Year at the BizTimes Media Nonprofit Excellence Awards. Each spring, we also hold our signature fundraising event, the Make A Difference — Wisconsin Investment Conference, which brings together financial leaders from the region for networking and advice from top money thinkers like David Einhorn and Bill Ackman.

## LEADERSHIP

### President and CEO Brenda Campbell

Brenda Campbell has led Make A Difference – Wisconsin since its inception in 2006. Campbell has years of experience in program development, management and evaluation in the areas of financial literacy, education, workforce development and child welfare. She was honored as one of Milwaukee's Women of Influence by the Milwaukee Business Journal in 2010. Brenda's ongoing passion for teen financial literacy comes from the life-changing behavioral changes she has seen teens make in applying what they've learned in the program.



**Make A Difference**  
*Wisconsin*  
Money Smart. Life Smart.

# Media Kit

## BOARD OF DIRECTORS

### Board Chair

Nicole Best  
Heartland Advisors

### Board Vice Chair

Pam Evason  
Windermere Wealth Advisors

### Secretary and Treasurer

David Frieder  
US Bank

### Founder

Lloyd Levin  
American Fidelity Mortgage

Margaret MacLeod Brahm  
MMBrahm Executive & Consulting Services

Mike Conmey  
Northwestern Mutual

Linda Edmondson  
connected communications

Murray Friedman  
Aurora Healthcare

Nina Johnson  
Guaranty Bank

John McDonald  
Godfrey & Kahn, s.c.

Elmer Moore  
Scale Up Milwaukee

Rebecca Neumann  
UW-Milwaukee

Michael Schelble  
Provident Trust Co.

Joe Schlidt  
Godfrey & Kahn, s.c.

Christine Smyth  
SJA Financial Advisory

Dan Tranchita  
R.W. Baird

Dean Urbanski  
BMO Harris Financial Advisors

Sara Walker  
Associated Bank

"Without Make A Difference, I can honestly say that I wouldn't be where I am today – especially financially. I would be stuck in the Dark Ages. I shared Money Sense lessons with my family and have used them to start my driving school."

-Jeremy Cain, Milwaukee Public School graduate



"It has been very encouraging for me to be engaged with the students to see with my own eyes what really goes on beyond the headlines. These young adults have a ton of potential."

-Tom Parks, Retirement Specialist and Make A Difference volunteer



"You can never underestimate the power of a single action. Our future really is now, right in front of us, in how [students] are sharing their experiences with their families."

-Dr. Darienne Driver, Milwaukee Public School Superintendent, on results from Make A Difference programs



### Headquarters

310 N. Plankinton Ave., Ste. 710  
Milwaukee, WI 53203  
414.273.8101  
info@makeadifferencewisconsin.org

### Media Contact

For interviews or more information contact:  
Justin Kern, Marketing & Communications Manager  
414.273.8101 ext. 204  
justin@makeadifferencewisconsin.org

[www.makeadifferencewisconsin.org](http://www.makeadifferencewisconsin.org)

