



Make A Difference Wisconsin

Media Kit

MISSION & VISION

Our mission: Provide financial literacy programs and resources that empower students 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.

59,000

teenagers empowered
with financial skills since
2006

700

volunteers from the
business community
deliver lessons

115

schools and community
groups partnering with
us in 2016 -17

81%

of teens who 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 Byron Trott.

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.



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“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 these 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



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