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**Media Release  
FOR IMMEDIATE RELEASE**

**Nonprofit and Faith-Based Groups to Launch Statewide Family Financial Education Initiative**

HONOLULU, HI - In its 10th year as a homebuyer and financial education provider, Hawaiian Community Assets (HCA), in partnership with Faith Action for Community Equity (FACE), will launch a statewide Family Financial Education Initiative in April to commemorate Financial Literacy Month. The initiative seeks to raise awareness and funds to provide youth and families with free financial education services over the next year. 100% of proceeds raised will cover direct costs to provide family financial education and foreclosure prevention services to Hawaii residents across the state.

Employee and customer giving options are available to businesses and organizations by request. Groups and individuals can make tax-deductible donations to HCA through Hawaiian Way Fund by visiting [www.justgive.org](http://www.justgive.org) and signifying HCA as the donor recipient or by mailing checks payable to Hawaiian Community Assets, Family Financial Education, 1050 Queen Street #201, Honolulu, HI 96814. For every \$5 donated up until April 11, donors will receive a ReWards ticket good for savings at 85 stores and chances to win \$100 in gift cards at Ward Center during its Friends\*Family\*Community Weekend, April 9th - 11th. The weekend will feature free entertainment and HCA will be on-site providing hands-on youth financial education activities.

“What it comes down to is that we all know families who are fighting to keep their homes, struggling to find jobs, or having to make tough decisions between buying food or medicine, gas or rent. At the same time, these families are attempting to cope with the tremendous stress due to financial hardship,” says HCA Executive Director, Michelle Kauhane. “This effort (the Family Financial Education Initiative) seeks to bring local businesses, credit unions, faith-based groups, and service providers together around financial education as a tool to build the foundation of sustainable economic security for Hawaii’s families and children.”

Drawing on the personal nature of family finances, FACE plans to organize giving opportunities through local churches and temples and will be recruiting intake volunteers interested in helping HCA serve families at risk of experiencing foreclosure.

"Our families are hurting badly. People at-risk of foreclosure are locked in a quiet struggle with despair that hurts families, neighborhoods, churches, and temples. As faith leaders we see this all the time and it makes us feel helpless," shares FACE Executive Director, Drew Astolfi. "That's why HCA's leadership on this issue is so important. They give us a way to fight back - not just against predatory loans, but against the cloud of despair that is hanging over our people."

As part of the initiative, HCA will also be implementing a pilot financial education project on Hawaii Island in partnership with the YWCA-Hilo and Bank of Hawaii. The pilot will utilize HCA's Kahua Waiwai - Building a Foundation of Wealth curriculum to teach 25 YWCA youth involved in teen court as well as 25 families served through YWCA's Healthy Start and Empowered Women programs.

"The Big Island pilot project will provide us the opportunity to unveil our very first workshops where family members learn important financial skills as a unit," adds Kauhane. "This pilot is a stepping stone for the future of family financial education in the state of Hawaii."

For more information about the statewide Family Financial Education Initiative or Hawaiian Community Assets' financial education programs and foreclosure counseling services visit [www.hawaiiancommunity.net](http://www.hawaiiancommunity.net), call toll-free 1-866-400-1116, or email [jeff@hawaiiancommunity.net](mailto:jeff@hawaiiancommunity.net).

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Hawaiian Community Assets (HCA) is a 501 (c) 3 nonprofit organization that builds the capacity of low and moderate income communities to achieve and sustain economic self-sufficiency with a particular focus on Native Hawaiians. HCA supports homeownership, financial education, and asset building programs to achieve its mission.

Faith Action for Community Equity (FACE) exists to allow its members to live out our common, faith-based values by engaging in actions that challenge the systems that perpetuate poverty and injustice. FACE balances social, economic and community activity with a deep spiritual commitment and represents over 40,000 Hawaii residents from churches, Buddhist temples, Jewish congregations, community-based organizations, and labor unions.