



NATIONAL FOUNDATION FOR
CREDIT COUNSELING

*Knowing the difference can
make all the difference.*

NFCC PRESS RELEASE

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NATIONAL FOUNDATION FOR CREDIT COUNSELING SUPPORTS AMERICA SAVES WEEK

Silver Spring, MD – The National Foundation for Credit Counseling (NFCC) is proud to support America Saves Week February 21-28, 2010.

“The importance of saving cannot be over-emphasized, particularly in these unstable economic times” said Gail Cunningham, spokesperson for the NFCC. “When surveying over 100 of the NFCC Member Agency CEOs regarding what would be their number one tip to consumers who are struggling financially, the consistent answer was to have an adequately funded savings account.”

If Americans question the value of saving, they should ask themselves how they paid for their last emergency. If it was with a credit card, that’s a red flag. A person who cannot afford an emergency is not likely to be able to afford the interest, late charges, and over limit fees that could be associated with adding an unplanned expense to their debt load.

According to America Saves, most Americans do not have adequate savings to meet major emergencies, let alone accumulate enough savings for retirement. The typical American household has less than \$100,000 in net wealth, including home equity and 401k accumulations, and only about \$10,000 in net financial assets.

This picture is even worse for lower income families. According to a recent survey, the typical amount Americans spent last year on unexpected expenditures was \$2,000. Lower-income households in the survey cited the same amount which represents a much larger percentage of their overall income.

It is worth noting that the NFCC’s online December 2009 poll showed that consumers cited savings last among their New Year’s resolutions goals. This signifies a troubling disconnect between what the experts recommend, and the emphasis consumers place on saving.

America Saves was founded in 2001 to encourage non-saving Americans to save through a social marketing approach. About 1,000 organizations in over 50 local areas participate in America Saves Week, and have successfully encouraged and assisted hundreds of thousands of savers through the years.

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“Americans with no money socked away for the inevitable rainy day are on a slippery slope,” continued Cunningham. “When money is tight, it’s difficult to think about saving. However, that is when an unplanned expense can be most devastating financially. The America Saves campaign provides consumers with the tools through which they can begin to build their own financial safety net.”

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The National Foundation for Credit Counseling (NFCC), founded in 1951, is the nation’s largest and longest serving national nonprofit credit counseling organization. The NFCC’s mission is to promote the national agenda for financially responsible behavior and build capacity for its members to deliver the highest quality financial education and counseling services. NFCC Members annually help more than three million consumers through close to 850 community-based offices nationwide. For free and affordable confidential advice through a reputable NFCC Member, call (800) 388-2227, (en Español (800) 682-9832) or visit www.nfcc.org.