



FOR IMMEDIATE RELEASE:

Tuesday, April 19, 2011

## **The National Coalition of 100 Black Women Launch My Sister's Keeper Program To Bring Awareness to Financial Literacy**

The National Coalition of 100 Black Women, Inc. (NCBW) has launched "My Sister's Keeper" – a financial literacy boot camp to provide critical information about wealth creation and sustainment.

My Sister's Keeper incorporates training on basic financial concepts, real estate investments, and retirement planning through an interactive workshop setting. It is designed for African-American women who are still struggling from the recent recession, as well as those who want to build and leave assets for the next generation. Many in the coalition believe financial literacy is the key to the "soft landing" that people generally want in retirement.

An ancillary goal for this program is for African-American women to become familiar with the financial affairs and documents of their close female friends in order to be a family resource upon the death of a loved one. These documents include insurance policies, wills, trusts, bank accounts, and other legal documents relative to the woman's life. NCBW chapters across the nation are reaching out to African-American women this year in order to spread this important information through community partnerships and alliances.

"It is extremely difficult for most families to manage the business when a loved one has died," said Iris Cooper, NCBW national economic development chair. "When death strikes, the family is distraught and someone is needed to come in with the right mindset to help them manage the burial process and establish the estate. By having the necessary documents prepared while a woman is living, a "sister-friend" will know what to do and how to do it when her friend or one of their family members passes on."

This year marks the 30<sup>th</sup> anniversary of the NCBW, which was started in New York, by a group of industrious visionary women. The anniversary will be celebrated this October with the biennial conference in Indianapolis.

"The National Coalition of 100 Black Women has been an unwavering voice for African-American women for 30 years," says M. Delois Strum, NCBW national president.

“Our mission is to advocate on behalf of Black women and other women of color through national and local actions and strategic alliances that promote leadership development and gender equity in the areas of health, education and economic empowerment,” said Strum. “Our 60-plus chapters will come together from across the country to celebrate this mission and our programs on October 5-9, 2011, when we meet in Indianapolis to coalesce at our biennial conference,” she said. The theme of the biennial is “Honoring Our Heritage, Transforming Our Future and Strengthening Our Leadership.”

**For more information on “My Sister’s Keeper” Financial Literacy Program, please contact Iris Cooper at [iris@justaskiris.com](mailto:iris@justaskiris.com). For more information on the programs of NCBW, please visit our website at [www.nc100bw.org](http://www.nc100bw.org) or email [executivedirector@nc100bw.org](mailto:executivedirector@nc100bw.org) .**