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MEDIA CONTACT: Aubrie Fennecken, afennecken@thefinancialclinic.org, 646.810.4050 x137

The Financial Clinic to host *National Financial Goal Day* on 10/15/15 to celebrate the Public Launch of Change Machine

New York, NY, September 15, 2015 -- On 10/15/15, The Financial Clinic (the Clinic) will host *National Financial Goal Day*, a nationwide celebration to launch financial goals. The celebration coincides with the public launch of [Change Machine](#), and will feature events online and in-person. The Clinic expects over 500 social service practitioners, advocates and funders to join the day's festivities, which will include *National Financial Goal Day* – a nationwide launch of individual financial goals. There are many ways to get involved both online and in-person. For more information, please visit <http://tiny.cc/CMgoal>.

Brought to public launch by a generous \$500,000 grant from The Prudential Foundation, Change Machine is a cloud-based platform that empowers front-line staff and organizations with powerful financial coaching strategies to enhance their services.

“Prudential shares the Financial Clinic's commitment to helping people overcome their financial challenges and achieve their financial goals,” said Lata Reddy, vice president of corporate social responsibility at Prudential and president of The Prudential Foundation. “*Change Machine* introduces an innovative, outcomes-focused model that will significantly expand access to the critical tools and expertise that people need to build long-term financial security. “

The Financial Clinic advocates that no financial goal is too big or small. With over a decade of experience empowering thousands to achieve their goals, the Clinic has seen firsthand the value of goal setting in building financial security and improving financial mobility – Clinic customers have set hundreds of financial goals to save over \$42,821,199 in resources and assets. On *Financial Goal Day*, the Clinic invites Americans across the nation to launch their goals – figuratively and literally – by launching them in a balloon. Participants are encouraged to share their goals on Facebook and Twitter using the hashtag #myfinancialgoal. They will also be able to post their goals on a professional social network on [Change Machine](#), to have their questions answered by experts, share best practices to support others, and receive support to achieve their goals.

On 10/15/15, financial goal setters are welcome to participate in additional festivities. The Clinic will host the largest, single event celebrating financial goals, in New York City at Impact Hub, 394 Broadway, New York, NY 10013, from 5-8 p.m. To attend, RSVP at <http://tiny.cc/CMnyc>. There will also be satellite parties held nationwide. For more information, including invites to local events, please visit <http://tiny.cc/CMgoal>.



By recognizing a day to encourage and celebrate individual goals collectively, *National Financial Goal Day* has the potential to help millions build financial security by addressing their immediate financial challenges and helping them set long-term goals to achieve financial mobility. To participate, please visit <http://tiny.cc/CMgoal>.

ABOUT CHANGE MACHINE

Change Machine is a disruptive social enterprise that empowers front-line staff and organizations with powerful financial development tools to enhance their services. Built for practitioners by practitioners, the online financial coaching platform contains all the tools and resources programs and practitioners need to address their customers' underlying financial insecurity, including a professional social network connecting advocates on the front lines to peers and experts. Change Machine integrates seamlessly into all types of social service programs (domestic violence, workforce development, re-entry, etc.). Embedding financial security-building strategies into existing service delivery models empowers staff, accelerates customer outcomes, and leads to “faster, better, cheaper” results for the organization. <https://change-machine.org>

ABOUT THE FINANCIAL CLINIC

The Clinic's mission is to build working-poor peoples' financial security. The Clinic fulfills its mission through an ecosystem of services that include: tax preparation and financial education workshops; “on-ramp” services including budgeting and accessing mainstream banking services; legal assistance with bankruptcy and consumer law; and financial coaching aimed at identifying goals and creating the financial habits necessary to achieve them. The Clinic works toward its vision of a nation where everyone is financially secure by transforming lessons learned on the ground into large-scale, systems-level solutions and social innovations like Change Machine that impact working-poor people nationwide. www.thefinancialclinic.org

ABOUT THE PRUDENTIAL FOUNDATION

The Prudential Foundation is a nonprofit corporation supported by The Prudential Insurance Company of America, an insurance subsidiary of Prudential Financial Inc. of the U.S. The Prudential Foundation advocates for systemic change focused on eliminating barriers to financial and social mobility in the areas of meeting basic needs, connecting people to quality jobs, building personal assets and transforming communities. As a strategic investor, the Foundation makes long-term commitments that yield tangible results through both grants and program related investments.

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