

consumer action

Education and advocacy since 1971

Mission: We empower consumers to prosper financially—especially low- and moderate-income, limited-English-speaking and other underrepresented consumers

Our Reach:

- **1 million free educational pamphlets** distributed in multiple languages annually
- **Train up to 800 community-based agency staff** annually on effective use of our materials
- Websites with combined **313,714 unique visitors** and 776,234 page views in FY 2014
- A free national hotline servicing about **700 consumer calls** each month
- **Annual surveys** of financial and consumer services
- Education, advocacy and translation alliances with **corporate and government partners**

How We Do It: On-the-ground financial education and training, complaint assistance and advocacy with the mainstream and ethnic media and in Washington, DC

Topics We Address: Banking, credit, debt collection, student loans, mortgages, foreclosure, insurance, privacy, online safety, communications access, binding mandatory arbitration, postal, discriminatory taxes, low-income tax credits and subsidies, fraud/scams, seniors, military

Partnerships:

25+ corporate partnerships to date (11 with Fortune 500s). Examples:

- **New Phone Network:** Materials and website to inform consumers about Internet and wireless-based phone services (IP technology transition) with **AT&T**
- **MoneyWi\$e:** Distributed 4 million-plus copies of multilingual MoneyWi\$e publications since 2001 with **Capital One**
- **Payroll Card Guide** with the **Network Branded Prepaid Card Association (NBPCA)**
- **Servicemembers and Veterans Financial Empowerment Resource Sheet** with **Bank of America**
- **Know Your Card website** (KnowYourCard.org) with **Visa Inc.**

Sample Advocacy:

- **CFPB:** Ensuring that consumers can be better informed via access to complaints submitted to the Consumer Financial Protection Bureau (CFPB)
- **Advocacy, testimony and comments:** Student loan reform, equal access to banking, debt collections, payday lending, consumer privacy, financial empowerment, insurance, auto lending, retransmission fees, E-911, IP transition, net neutrality, impact of discriminatory taxes on consumers, Telephone Consumer Protection Act (TCPA)
- **Surveys:** Specialty credit reports, unsecured/secured credit cards, prepaid cards, consumer resource websites, privacy tools, peer-to-peer lending websites, peer-to-peer payments
- **e-Advocacy:** Via our email list of 26,000+ consumers and community activists, sent thousands of emails to Congress and key policymakers

About Us:

- A tireless non-profit, 501(c)(3) champion of underrepresented consumers since 1971
- Work in partnership with national network of 7,500 community groups to assist low/mod income consumers, including limited English speakers
- Diverse, multilingual staff of 25 in San Francisco, Los Angeles and Washington, DC
- Among the most recognized, effective, trusted consumer organizations in the nation

To learn how you can demonstrate consumer impact, contact: Ken McElDowney, Executive Director
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