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## MEMORANDUM

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**TO:** QUALIFIED PUBLIC DEPOSITORY (“QPD”) APPLICANTS

**FROM:** FLORIDA DEPARTMENT OF FINANCIAL SERVICES,  
DIVISION CONSUMER SERVICES

**SUBJECT:** MY MONEY FINANCIAL LITERACY PROGRAM

**DATE:** NOVEMBER 17, 2016

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The Department of Financial Services, Division of Consumer Services created the My Money Program as part of the “Cradle to Career” legislation, signed into law in January 2016. HB 7003 required the creation of a financial education program to provide education, outreach and resources to the disabled community. This includes financial education, information on financial health and benefit programs and services, job training and employment opportunities and the impact of earnings and assets on the eligibility for federal and state programs. Florida’s Qualified Public Depositories (QPDs) play a critical role in disseminating My Money Program information at each branch location, located in Florida. In accordance with HB 7003, Florida’s QPD principal and branch locations are required to make the My Money Program brochure and website link available to consumers.

The My Money Program is a financial literacy program dedicated to assist individuals with developmental disabilities, their family members, caregivers, support providers and other key stakeholders. The program features 16 e-learning videos that include lessons on important financial topics that have been divided into easy-to-navigate steps. The lessons cover money basics, money and making a plan and sources of income and savings. The program is inclusive and accessible in a mobile-friendly format to encourage individuals with developmental disabilities to create their own pathway to economic and financial independence.

In accordance with HB 7003, the QPD requirements are as follows:

- QPD principal and branch locations located in Florida must have the My Money Program brochure available to consumers.
- QPD principal and branch locations located in Florida must provide a link to the My Money Program on their business webpage using the My Money Program’s logo. If additional language is desired, please use the “approved program language” that is provided on the “Financial Institutions” page of the My Money website, under “Required Materials.”
- The brochure and website must be made available to consumers within ninety (90) days of the program launch on Monday, September 26, 2016.

It is the responsibility of the branch and principal locations in Florida to make copies of the brochure available to consumers and provide a link to the My Money Program on their website. Branch and principal locations can download the brochure or request additional copies of the brochure, by visiting [www.MyFloridaCFO.com/MyMoney](http://www.MyFloridaCFO.com/MyMoney) and accessing the “Financial Institutions” page. When a request is received, 100 brochures will be mailed to the address provided within the online request form by the Division of Consumer Services.

In order to link the My Money Program, branch and principal locations are to use the “required” files provided on the “Financial Institutions” page. The program logo should be used to link directly to the My Money Program and can be resized as needed. If additional program language is needed, please use the approved language that has been provided.

Please contact the Division of Consumer Services at [CFOConsumerServices@MyFloridaCFO.com](mailto:CFOConsumerServices@MyFloridaCFO.com) or (850) 413-5868 if you have additional questions about the My Money Program. Thank you for your assistance.