



State of Wisconsin

Department of Financial Institutions

Tony Evers, Governor

Wendy K. Baumann, Secretary-designee

For Immediate Release: April 29, 2025

Gov. Evers Honors the 2024 Governor's Financial Literacy Award Recipients **Awards Recognize Individuals & Organizations for Elevating the Financial Literacy, Capability, and Financial Inclusion of Wisconsin's Residents**

MADISON, Wis. – Today Gov. Tony Evers honored 11 individuals and eight organizations as [recipients](#) of the 2024 Governor's Financial Literacy Awards in a ceremony at the Wisconsin State Capitol. The recipients were honored for their efforts in helping Wisconsinites build their financial literacy and capability skills.

"Financial education gives people the tools they need to achieve their goals, expand new opportunities, and help attain financial security for themselves and their families," said Gov. Evers. "These dedicated individuals and organizations are doing important work to help Wisconsinites become more financially secure and prepare for their futures, which is a critical part of strengthening the financial well-being of our entire state. I thank these dedicated individuals and organizations for all they have done to help advance financial wellness in Wisconsin, and I congratulate them for receiving this prestigious award."

The 2024 Governor's Financial Literacy Awards honored recipients in one of three categories, individual, organization, or legacy, for providing exceptional financial literacy and capability education in an inclusive and innovative manner. The legacy award is given to an organization, business, or individual whose purpose and heritage is ingrained in sustained financial literacy and capability efforts. This lifetime recognition is intended to be conferred only once to recipients.

The recipients of the 2024 Governor's Financial Literacy Awards are:

Individual Category:

- Lily Alvarado, Wisconsin Women's Business Initiative Corporation, Milwaukee
- Kerri Herrild, De Pere High School, De Pere
- Ana Melo, Old National Bank, West Allis
- Kristen Ruhl, SecureFutures, Milwaukee
- Matthew Vandre, Francis LLC, Brookfield
- Todd Williams, Plymouth High School, Plymouth
- Jessica Zarnke, School District of Loyal, Marshfield

Organization Category:

- Bank of Sun Prairie, Sun Prairie
- Blackhawk Community Credit Union, Janesville
- Capital Credit Union, Green Bay
- College Goal Wisconsin, Madison
- Delavan-Darien High School and the Delavan-Darien Technical School, Delavan

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- Foundation for Black Women's Wellness, Madison
- Francis LLC, Brookfield
- Simplicity Credit Union, Marshfield

Legacy Category:

- Scott Christy, Green Bay East High (retired), Green Bay
- Janeen Dietsche, Marshfield High School (retired), Marshfield
- Victor Frasher, Educators Credit Union, Mt. Pleasant
- Kelli Send, Francis LLC, Brookfield

The recipients were selected by the [Governor's Council on Financial Literacy and Capability](#) from the nominations submitted for consideration. Criteria used to judge nominations included: innovative implementation of an effective financial literacy and capability program or program element within the last two years; emphasis on financial inclusion, demonstrated measurable results; collaboration with partners; and scalability of the program design. Visit the Council's [webpage](#) to read a [synopsis](#) of the recipients' efforts.

The Council serves as a continuous sounding board for the [Office of the Governor](#), the [Wisconsin Department of Financial Institutions \(DFI\)](#), and the DFI's [Office of Financial Literacy](#). The Council provides guidance and strategies to measurably improve the financial literacy, capability, and financial inclusion of Wisconsin's residents. To learn more about the Council, visit the Council's [webpage](#) or contact Council Executive Director David Mancl by phone at (608) 572-5794 or by email at David.Mancl@dfi.wisconsin.gov.

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