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Capital Area Asset Builders receives \$30,000 award from Citi to host three-day coaching training workshop

Program to strengthen Financial Education trainer's engagement with clients and community members.

WASHINGTON, DC; - December 1, 2009 - Capital Area Asset Builders (CAAB) is pleased to announce its partnership with Citi to present a mentor-coaching and training program for financial counseling and affordable housing service providers serving low- and moderate-income individuals in the DC Metro area.

Taking place over 3 days in early December, followed by teleclasses, the program will be presented in collaboration with Leadership That Works, a leading coaching and leadership development consulting firm based in Pennsylvania. The classes, concentrating on creating strong relationships, empowering clients, and creating collaborative goals, are intended to train 30 nonprofit professionals to develop their ability to motivate and empower their clients, improve communication skills and foster a growing culture of coaching and communication among the region's nonprofit leadership.

"This is a fantastic opportunity to sharpen our relationships with the individuals and communities we serve," said Linda Stroman, CAAB's Financial Education Coordinator. "Participants in the 3-day training will come from organizations that provide vital programs and services to low-to moderate individuals and families. Coaching training has been successfully employed for many years in the corporate arena, and we look forward to bringing this approach to the non-profit field."

"Citi is pleased to partner with CAAB, Washington, DC's premier provider of financial education, in providing coaching training for staff of financial asset building programs in several environments including housing-based services. In an environment of shrinking financial resources, the use of the coaching approach with low-income clients holds significant promise for increasing positive impact of asset building services," said Diana Meyer, State Director of Community Relations for Citigroup in Washington, DC.

For more information about CAAB and its work to help people build brighter financial futures, visit www.caab.org.

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Capital Area Asset Builders (www.caab.org) is a nonprofit 501(c)(3) organization that puts people on the road to financial independence. Our programs help low- and moderate-income individuals and families improve their money management skills, increase their savings, and build wealth by investing wisely. CAAB's goal is to create a community that provides everyone with incentives and opportunities to save for the future.