

*Mayor Ollie Tyler Named Winner of the Next Generation Municipal Financial Empowerment Awards*

### **Award Supports, Recognizes Emerging Municipal Financial Empowerment Leaders**

Shreveport, LA (May 14, 2015) – [Capital One](#) and the [Cities for Financial Empowerment Fund](#) today announced Mayor Ollie Tyler has received one of five Next Generation Municipal Financial Empowerment Awards. The award consists of a \$20,000 planning grant, coupled with technical assistance consulting services from the CFE Fund, to develop new strategies for their administrations to address poverty through innovative financial empowerment programs such as financial counseling, access to safe and appropriate banking products, and asset-building opportunities.

With this award, the CFE Fund will undertake a stakeholder analysis and an assessment of the city's existing financial empowerment capabilities. Mayor Tyler will then work with the CFE Fund to create a Mayoral Financial Empowerment Commission that will focus on providing residents with support services to properly manage their finances.

The CFE Fund made these five mayor awards through a competitive application process. The other mayors who received the award are Boston Mayor Martin J. Walsh; Oakland Mayor Libby Schaaf; New Haven Mayor Toni N. Harp; and San José Mayor Sam Liccardo.

“Mayors control a host of policies, programs, and funding streams that can transform the lives of residents with low incomes on a large scale. More and more city leaders, including these newly-elected Mayors, are embracing high-quality financial empowerment programs as an effective way to stabilize and grow the financial lives of their city residents and communities,” said **Jonathan Mintz, President and Chief Executive Officer of the CFE Fund**. “We congratulate Mayor Tyler on receiving the Next Generation Municipal Financial Empowerment Award and look forward to working with her to empower Shreveport residents; and we thank Capital One for their longstanding commitment to and investment in municipal financial empowerment.”

In addition to the planning grant, the CFE Fund will provide technical assistance support in the following areas:

- **Needs Assessment:** Assessing Oakland's financial empowerment needs, stakeholders and integration opportunities
- **Strategic Planning:** Creating a detailed strategic plan to help guide city agencies from inception to implementation
- **Funding and Sustainability:** Working with cities to identify potential funding streams to launch and sustain the program
- **Data and Evaluation:** Reviewing and assessing data collection systems to monitor and evaluate progress

This award is part of the CFE Fund's professional services portfolio, which supports municipal administrations, local legislators, nonprofits and community-based organizations, and local and national philanthropy in the development of municipal financial empowerment approaches.

“At Capital One, we know that giving people an opportunity to enhance their financial well being is critical to the success of our local communities and for the continued growth of our economy,” said Daniel Delehanty, Senior Director of Community Development Banking of Capital One. “Through the grants that are being awarded, the mayors and the municipalities we've partnered with will continue

to drive innovative financial empowerment programs and help more people better manage their finances so that they make the best decisions for their future.”

"I am excited about the possibilities this grant presents for our citizens to help them improve their financial footing and secure better futures for their families," said **Shreveport Mayor Ollie Tyler**.

### **About the Cities for Financial Empowerment Fund**

The CFE Fund supports municipal efforts to improve the financial stability of households by leveraging opportunities unique to local government. By translating cutting edge experience with large scale programs, research, and policy in cities of all sizes, the CFE Fund assists mayors and other local leaders to identify, develop, fund, implement, and research pilots and programs that help families build assets and make the most of their financial resources. For more information, please visit [www.cfefund.org](http://www.cfefund.org) or follow us on Twitter at @CFEFund.

### **About Capital One**

Capital One Financial Corporation ([www.capitalone.com](http://www.capitalone.com)) is a financial holding company whose subsidiaries, which include Capital One, N.A., and Capital One Bank (USA), N. A., had \$205.9 billion in deposits and \$298.3 billion in total assets as of June 30, 2014. Headquartered in McLean, Virginia, Capital One offers a broad spectrum of financial products and services to consumers, small businesses and commercial clients through a variety of channels. Capital One, N.A. has approximately 900 branch locations primarily in New York, New Jersey, Texas, Louisiana, Maryland, Virginia and the District of Columbia. A Fortune 500 company, Capital One trades on the New York Stock Exchange under the symbol "COF" and is included in the S&P 100 index.