

# SHOW ME THE MONEY DAY STATS OF THE 2022 SEASON

**216**  
VENDORS

**167**  
VOLUNTEERS

**1000**

HOURS PLANNING & HOSTING

**58%**  
LIVED IN  
HOUSEHOLDS  
WITH INCOMES  
UNDER \$30K

**TWENTY-SIX  
SITES SERVED**  
**2,629**  
MICHIGANDERS

**8 in 10**

WERE FIRST-TIME  
ATTENDEES

**\$11,279**

RECEIVED IN PRIZES STATEWIDE

**88%** RATED THE  
EVENT AS  
EXCELLENT  
OR GOOD

**13%** FILED THEIR TAXES OR  
MADE AN APPOINTMENT

**59%** REPORTED FEELING THEY  
HAD MORE CONTROL OF  
THEIR FINANCES

**93%** REPORTED FEELING THEY  
HAD MORE FINANCIAL  
KNOWLEDGE

“  
**SMTMD helped  
me feel more  
hopeful about  
my financial  
future.**

”  
SAID 68% OF  
RESPONDENTS

NEARLY  
**9 in 10**

INTEND TO REMAIN IN CONTACT  
WITH EVENT ORGANIZERS

For more info on SMTMD,  
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