

2017



**ECONOMIC
INCLUSION**

S U M M I T

**ECONOMIC
INCLUSION
PARTNERSHIPS**



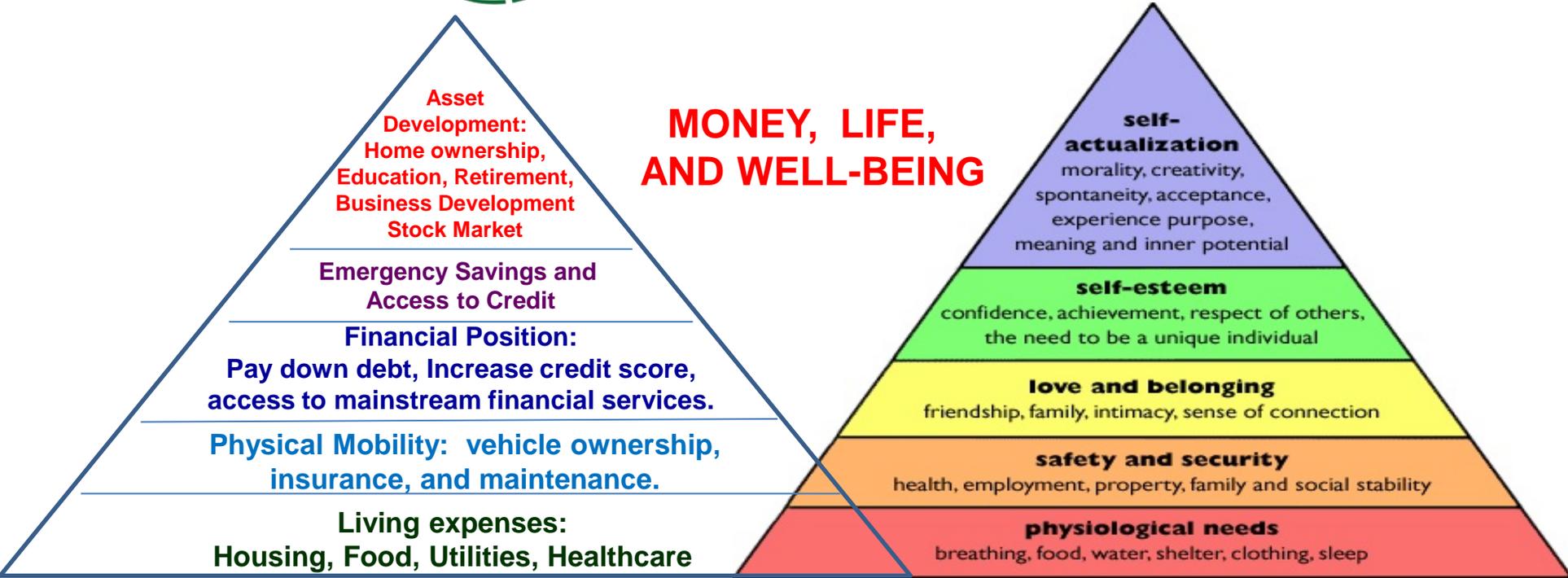
**A joint project of the
Delaware Office of Financial Empowerment
and United Way of Delaware**



<http://www.youtube.com/watch?v=JRkTCvuroW8>



www.standbymede.org



**Stand By Me's Hierarchy
of Economic Security**

Maslow's Hierarchy of Needs



FINANCIAL EMPOWERMENT SERVICE PACKAGE

Goal: Increase personal economic security.

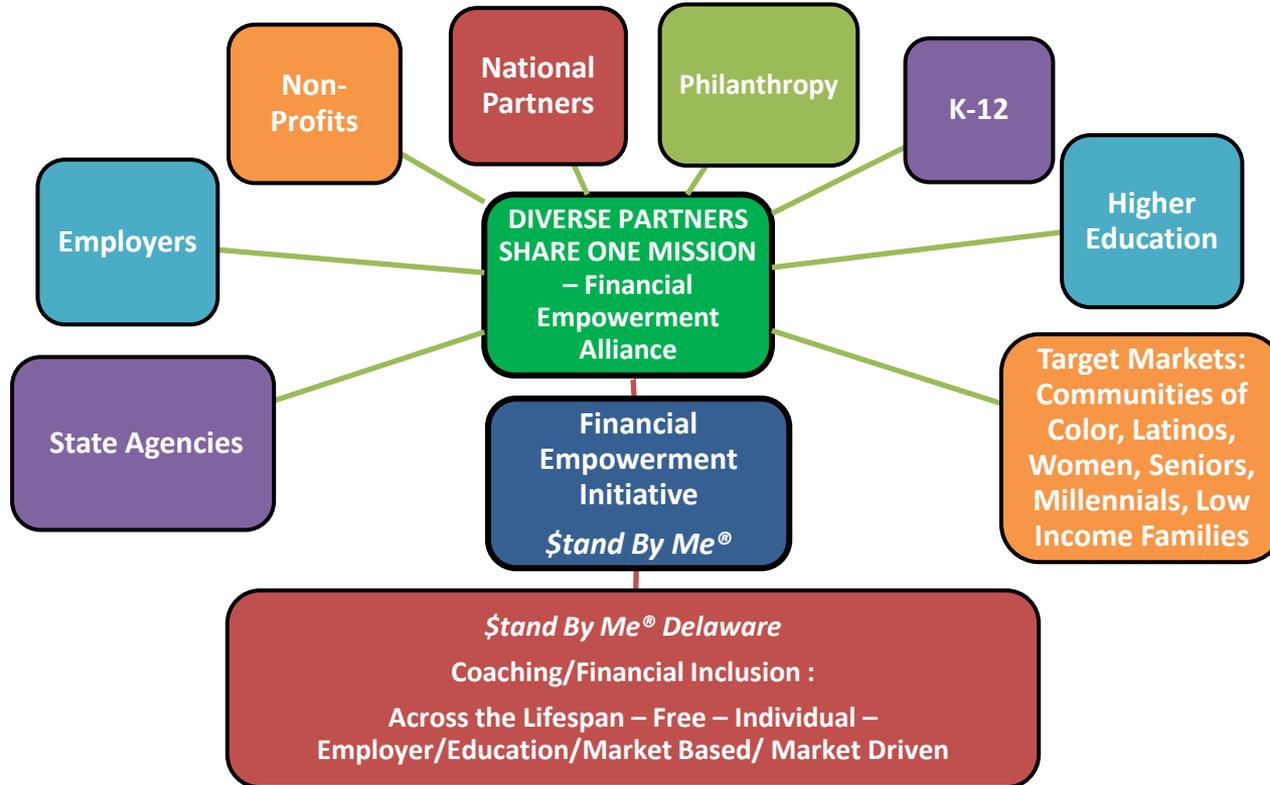
- **Personal Financial Coaching:** Budgeting, debt, financial goal setting, savings, and personal money management. Work one-on-one with a personal financial coach.
- **Mind Over Money Workshops:** Four 1-hour interactive workshops where participants have fun while they learn about money. Even the most financially savvy money manager will be surprised about the insights and ideas they come up with during these sessions.
- **Financial Services:** Work with credit unions and non-profits to develop and increase access to consumer-friendly savings, loan, and transaction products.
- **Post Secondary Education Services:** Financial planning for post-secondary, FAFSA applications, managing student loan debt.
- **Community Referrals:** Debt consolidation, foreclosure assistance, free tax preparation, matched savings programs, home ownership counseling.



**FREE OF CHARGE TO EMPLOYEES, STUDENTS,
AND RESIDENTS OF DELAWARE**



New Paradigm for State Prosperity Systems Change: Governor- Led Financial Empowerment



Targeted Constituencies: May 2011 - December 2016



Targeted Programs	Target Market	Program Goals	Strategic Partners	Numbers Served
Employer Based	Low wage workers	Financial wellness in the workplace	DHSS, Dover Downs, 63 Childcare Centers, Beebe, Nanticoke, and Christiana Care Hospitals, M&T Bank, Non-profits, Dover Air Force Base,	4347
Stand By Me Hispano	Hispanic Immigrants	Navigating financial mainstream in America	DE Hispanic Commission, LACC, La Esperanza, DOE/Office of Adult Ed ESL.	2201
Stand By Me 50+	Pre and Post Retirement	Protect and improve quality of life in retirement	Wilmington Senior Center, Delaware Aging Network, DSAPPD, National Council on Aging, National Community Reinvestment Council	3529
Childcare Partnership	Childcare staff and parents	Increase financial well-being for childcare families and staff	DE Dept of Services to Children Youth and Families, Telamon, Wilmington Head Start, NCC Head Start, 63 childcare centers, Annie E. Casey Foundation, University of Maryland	1639
Colleges	College Students	Increase student financial stability to stay in school	All Del Tech Campuses and Wilmington University	3142
FinanceAbility	People with disabilities	How to combine of benefits, income, and self-sufficiency.	Service Source, National Disability Institute	239
Workforce Development Partnership	Adults in workforce training	Reduce stress, improve performance, retention, and ultimate job placement opportunities.	DOE/Office of Adult Ed ABE, workforce training, apprenticeship, Poly Tech, NCC Vo Tech, Sussex Tech and DOL Employment and Training	221
Millennials: Kiss Your Landlord Good-Bye	Millennials, aspiring home owners	Improve credit scores, reduce debt, and increase savings to position aspiring home owners for home ownership	Delaware State Housing Authority, Federation of Housing Counselors, State Board of Realtors, Financial Institutions -	641
College Funding Project	High School Students and Parents	Educate and support families in developing and implementing financial plan for college.	DOE Higher Education Office, 34 High Schools (financial aid, scholarships, FAFSA, financial planning for college)	22,000
Financial Coaching Customers	All Delawareans	Improve overall financial well-being, reduce stress, and enhance overall perspective, attitude, and quality of life.	Total unduplicated customer count served through personal financial coaching (some customers may be served by multiple initiatives described above: ie, Hispanic immigrant working at Dover Downs)	14,450

Delaware Financial Empowerment Partnership



**State of Delaware,
DE Dept. of Health and Social Services,
Office of Financial Empowerment**

**United Way of
Delaware**

NON-PROFIT IMPLEMENTATION PARTNERS: SERVICE SECTORS

**West End
Neighborhood
House:**
New Castle
County

**Wilmington
Senior
Center:**
50+

**NCALL
Research
Interfaith
Housing**

**Food Bank of
Delaware:**
Community
Partners

**Goodwill of
Delaware and
Delaware
County**

**LACC:
\$BM
Hispano &
childcare**

**Sussex Co
Habitat
for
Humanity**

**Childcare
TelamonCorp,
NCC HeadStart,
DE Early
Childcare Center**

**Service
Source:
Disability**

CO-LOCATION, SERVICE PARTNERS, TARGET MARKETS

**K-12/ DOE – Office
of Higher Education
School Districts and
High Schools:**
college access

**State Agencies,
Corporations, Small
Businesses, and
their workforce:**
Employee Benefits

**Del Tech Community
College and
Wilmington
University:**
student retention

Immigrants and Hispanics:
Delaware Hispanic
Commission,
ESL classes,
non-profits

**Aspiring Homeowners
and Foreclosure Victims:**
Delaware State Housing
Authority, Federation of
Housing Counselors

50+ : Delaware Aging
Network, Wilmington
Senior Center, DSAPPD

Child Care Partnership:
Head Start, Childcare Centers, Parents As
Teachers, DE Dept. of Services to Children,
Youth, and Families, \$BM as an employee
benefit and Parent Engagement

Military: Delaware
Joining Forces, Active
Duty and Veterans

Workforce Development:
Adult Education, Goodwill,
SNAP E&T, and DOL
OneStops



Stand By Me Services Provided to the People of Delaware

Service Provided	Jan-Dec 2011	Jan-Dec 2012	Jan-Dec 2013	Jan-Dec 2014	Jan-Dec 2015	Jan-Dec 2016	YTD 2017	Unduplicated Total
Personal Financial Coaching (# of clients)	312	1159	1817	3069	4518	5942	1270	14,450
Interactive workshops Workshops report: Sum workshop participants		620	1630	6424	9781	9260	796	28,511
FAFSA Applications	129	622	186	922	991	3319		6,169
Financial Aid Workshops				2,521	2,016	7813		12,350
Free Self-Help Tax Preparation	0	2,700	3,042	3,500	2,473	3039		14,754
Total								76,234

BUILDING A SCALABLE MODEL: ROLE OF THE PUBLIC SECTOR

The empty seat at the table....

- **Leverage Involvement:** The Governor motivates involvement and participation by new stakeholders: businesses, educational institutions, governmental organizations
- **Collective Ownership:** Each partner has self-interest in the strategy: improve students graduation rates; improve employee retention and performance; enhance services to kids aging out of foster care, people with disabilities, aging, and other constituencies served by government. Partners unite through Financial Empowerment Alliance.
- **Re-Engineering Infrastructure for Service Delivery:** Co-location of Financial Empowerment on-site at Partner locations
- **System Integration/ Identifying Natural Touch Points:** Student Services, human resources, staff development for managers, responding to system requirements (Head Start, WIOA, HUD)



Challenges to Scaling UP

Challenges

Our Response

Never Been Done Before:
Organizational resistance to new ideas and strategies.

Personal Approach: Promote awareness from the top down, meeting personally with each team to introduce the program and invite participation.

Compete vs. Collaborate:
Non-profits could be threatened by new initiatives. Funding, market share, recognition.

Ensure that community partners are engaged through referrals, contracts, and joint projects. Never duplicate efforts. Give credit for achievement of others.

Breaking the Culture Barrier:
Navigating the landscape, operating procedures, history, and tradition within organizations can be challenging.

Identify champions within the organization who are willing to lead the way and engage others. Be flexible and willing to adapt to new ways of doing business. Ensure that the team understands this before starting.

Market Misperceptions:
The target market may hold back because of misperceptions about the service, embarrassed about their own situation.

Stress the universal nature of money. Eliminate income guidelines. Provide non-threatening entry level services that appeal to all such as free credit report with scores, information about financial services, budgeting. Use word of mouth from satisfied customers.

BANK ON LOUISVILLE



Achieving Greater Impact Through Partnerships

Tina Lentz
Executive Administrator
Louisville Metro Community Services
Financial Empowerment Division

22,513
Account Openings

20,654
Financial Education
Participants

429 Unduplicated
Capacity-Building
Workshop Attendees

124
Community
Organizations

\$18,974,407
Initial Deposits

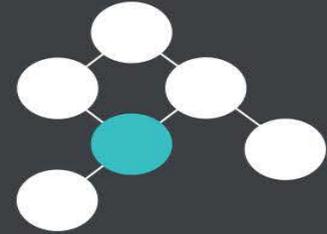
COLLECTIVE IMPACT



Mainstream
Banking



Financial
Education &
Empowerment



Capacity-
Building

A municipally-led initiative focused on strengthening our community's economic well-being through improved access to mainstream financial services and financial education.

A Modern Partnership:

Building a Macro Family
Stabilization, Financial Education,
and Economic Mobility Resource
Distribution Network



The Alliance for Economic Inclusion (AEI) is a year-round initiative created in 2007 consisting of 600 members representing 350 organizations in Metropolitan Kansas City.



Money Smart KC is an initiative that was established in 2007 that transitioned from a week, to a month and in 2016, a year-round initiative. The initiative is implemented by approximately 50 community leaders.

Who are the Partners?

- Financial Institutions
- Government (local, state and federal)
- Non-Profit Organizations
- Churches
- Schools
- H.R. Directors
- Re-entry



Big 14

The Big 14 consists of 14 very large organizations in Metropolitan Kansas City that serve between 25,000 and 300,000 LMI individuals annually.



What Partners Do!



Distributes print resources (250,000 pieces annually)

Sends community resource e-mails (260,000 e-mails annually)

Large-scale volunteer outreach

Three AEI meetings annually, with an average attendance of 185

Financial education events and classes

Distributing print resources (100,000 pieces annually)

Sends community resource e-mails (50,000 e-mails annually)

Money Smart Month concentration (April)

Financial education events and classes

Website: www.MoneySmartKC.org

3,200 Resources, 36 topic tabs

Calendar

Volunteer Opportunities

AEI and Money Smart KC Partnership Results



1. Hundreds of financial education classes and events annually
2. Helped bank the unbanked (12.1% in 2013 to 5.0% in 2015)
3. Mass communication to tens of thousands of practitioners and end users
4. Large-scale volunteer recruitment efforts
5. 131 AEI and Money Smart KC partners authored www.MoneySmartKC.org

Adult resource website (36 topic tabs, 3,200 resources)

Financial education calendar (700-800 events/classes annually)

Large volunteer section

Coming This Summer

Teen website (16 tabs, 500 resources)

Youth website (12 tabs, 400 resources)

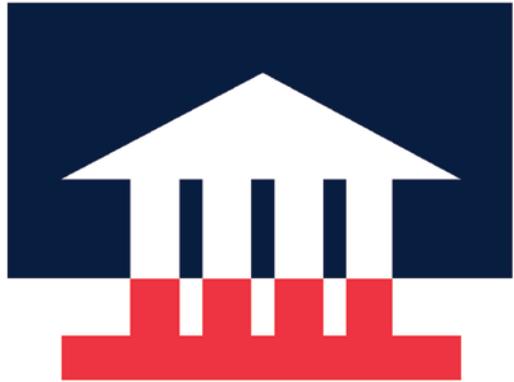
Spanish website (12 tabs, 200 resources)

Financial institution toolbox

Revision of entire provider section

Playbook for website duplication

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