MONEY SMART for Small Business

Town Hall Webinar
Thursday
June 20, 2019
2:00 – 3:00 PM ET
Agenda

• Welcome - FDIC
• Welcome - SBA
• MicroEnterprise Resources Initiative and Training (MERIT)
• Q & A
Disclaimer

Reference to any specific organization does not constitute an endorsement, a recommendation, or a favoring by the FDIC or the United States government.
Navigation

Webinar Platform components:

1. Icon
2. Menu Bar
3. Chat Function; use for Q&A
4. Typing window. After typing your question, hit send.

For troubleshooting: call 1-866-900-1011
Reminders

fdic.gov/moneysmart

• To join Money Smart for Small Business (MSSB) Alliance

• Find MSSB Town Hall Meeting records

• Find more Money Smart Events and FDIC resources

  catalog.fdic.gov

• To download MSSB Modules and flyers in English and Spanish

• Find MSSB Train-the-Trainer Curriculum
U.S. Small Business Administration

John “Jack” Bienko, Deputy Office of Entrepreneurship Education

www.sba.gov
SBA – News You Can Use

• Match pilot competition for makerspaces
• Disaster Recovery Support
• SBA/USDA #RuralStrong series
• Summer resources for young entrepreneurs
• Lender Match update
Erwin Reeves
FDIC, Community Affairs Specialist
San Francisco Region
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Erwin helps community stakeholders improve economic inclusion in the Bay Area (CA), Oregon and Washington. As a former banker, he supported community development focusing on small business, non profits and low income communities.
Money Smart for Small Business
Town Hall Meeting
MERIT (MicroEnterprise Resources Initiatives & Training)
Presenter Bio

Genevieve Sheridan, Executive Director
MERIT

* 8 years - small business development Experience
* 12 years - project management
* 4 years – bilingual training
* 1 year - teaching MSSB
* 2 Years - delivering MSSB
Francisco Garcia, Director of Programs
MERIT
* 7 years - small business development Experience
* 18 years – bilingual training
* New to MERIT, newly created role
* Program development & building capacity of our diversity & inclusion ecosystem
* PhD candidate at University of Portland
MERIT : Who we are

- Established 2008

- Old Mission: To help people explore, launch, and grow successful small businesses through training and support.

- New Mission: Within an environment of inclusion, we empower our clients’ financial stability, facilitate self-advocacy for prosperity, build generational wealth & equitable communities
MERIT: Who we are

- **Programs:**
  - **Pathways:** Personal Finance & Define Your Business
  - **Launch Pad:** Business Finance (MSSB), Launch Your Business & Grow Your Business workshops
  - **Vision:** Bookkeeping TA
  - **Lending Circle:** Personal & Business Finance classes
  - **IDA (Individual Development Accounts)** 3 to 1 matched savings grants through state tax credits
    - Money Smart online training
    - Requires Pathways & Launch Pad
MERIT: Who we are

- Populations served
  - Women
  - Latinx
  - Unemployed / Underemployed
  - Families with children
  - Low-moderate income households

- Population served with MSSB through pilot Financial Empowerment Academy
  - 81% Latinx, 55% Spanish is primary language
  - 91% low income
  - 55% unemployed within last 12 months
Key Metrics

* 16 Sessions held in English & Spanish (each session = 8 weeks)
* 41 participants
* 35 graduates
* 4 class instructors/coaches facilitated the Sessions & provided 1-on-1 coaching
* Grant from Wells Fargo (in partnership with NALCAB) used to teach Money Smart

NALCAB = National Association for Latino Community Asset Builders
Key Metrics

As a result of MSSB Business Training:

* 14 businesses started/expanded
* 24 accounts opened/loans made
* 23 people establish & maintained savings habits for 3+ months
* 39 people created a budget
* 11 people increased savings
* 7 community partnerships formed
* Held monthly mixers (during good weather) around the mid-Willamette valley to attract participants

* Some venues owned by past clients
Pilot Financial Empowerment Academy now fully integrated into our pre-existing microenterprise programs.

Finance is the foundation for success for all small business owners. Cannot be siloed.
Methodology

* IDA program
  * required to take ALL business & personal finance classes
  * not just personal finance (per state statute)
  * work with Vision bookkeeping program

* Group instruction in a classroom + 1-on-1 coaching
  * people want coaching
  * Classroom participation required to qualify for coaching.

* One instructor, guest speakers, & a “class host” (instructor assistant)

* Adult learning
  * facilitating discovery through personal experience
  * not lecture style 1-way teaching
Methodology

- Walk-ins allowed
  - start where they are in their own process
  - guide them through aligning their situation with our program
- Program re-design
  - clients can take classes out of order
  - complete Pathways + Launch Pad program in 6-12 months
  - Graduation ceremonies twice a year.
- MSSB offered twice a year
  - Evenings & weekends for our working families
  - Children always welcome with parents
  - Most kids are helping to run the family business
MSSB Schedule

* Application & income documentation (no one turned away)
* Weekday evenings or Saturday mornings
* 3 Hours per class
* 24 Hours per session
* 2 Times a year the sessions are offered
* Cover 10 modules per session
Customization

* Added CFPB flyers & Your Money Your Goals worksheets
* Engaged clients between classes on Facebook group
* Trained class instructors on curriculum
* Invited case workers from the community to preview of our program. Working on future train-the-trainer efforts.
Sustainability

* Client Engagement
  * Pot luck on last day of class
  * Facebook Group
  * Volunteer/mentor opportunities
  * New: graduation ceremony twice a year.
* Long term follow up strategies with new database, Outcome Tracker
* Joining Credit Builders Alliance
  * pull and report credit for our clients
1-on-1 coaching is key
- to improve credit, reduce debt and access capital for their business
- quarterly 1-on-1 coaching sessions for 12 months to measure impact

Family Centered Financial Coaching
- Training staff & class instructors
- New facility in Salem with more space makes all of this possible
Partnership with City of Salem and larger facility in underserved neighborhood makes all of this possible
Final Advice

- Site visits and vetting by Erwin Reeves of FDIC helped us finalize proposal to Wells Fargo => funding. THANK YOU
- Competitive application process does not work
  - We need to be a safe zone/inclusive environment
- Still experimenting with holistic program design
  - collaboration with NALCAB & MEDA
- MSSB is FREE & customizable
  - microenterprise curriculum requires licensing fees
  - Most curriculum beyond our budget
  - Developing from scratch not feasible
Questions?

Submit your questions to “Panelists” by using the “Chat” function

MERIT
Genevieve
Sheridan

SBA
Jack Bienko
Thank You

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or FDIC Community Affairs contacts nationwide at:
www.fdic.gov/communityaffairs

For more information go to:
www.fdic.gov/moneysmart
www.sba.gov/moneysmart