

Building Your Financial Empowerment Program



**MONEY SMART AND MORE
CAL-NEVA CONFERENCE 4/30/14
SACRAMENTO**

Workshop Objective



Provide resources, recommendations and tools for community action agencies that are:

- Improving or expanding their financial empowerment programs or**
- Building community capacity for providing financial empowerment programs**

Workshop presenters



- **Christopher J. Keil, FDIC Money Smart Program**
- **Pamela Harrison, Deputy Director, CSD**

Peer Panelists:

- **Debra Jackson, Planning Division Mgr., Riverside CAP**
- **Mike Baldwin, Com. Svcs. Supervisor, Tehama Co CAA**
- **Marlyn Garcia, Prog. Mgr., Center for Ec. Success, CAP Sonoma**
- **Louis Medina, Admin. Analyst, CAP of Kern Co.**

CAAs Encourage Financial Empowerment by:



- **Providing Direct Services to clients**
- **Coordinating Community-wide efforts by acting as an administrative manager or fiscal sponsor for collaboratives**
- **Conducting outreach and referrals**

Trend in Financial Empowerment



Integrate financial education into all CAA programs:

- **1:1 counseling**
- **Workshops and classroom training**
- **Learning groups and peer support groups**
- **Client self-study**

What We are Learning About Integrating Financial Empowerment



- One-off workshops unlikely to attract the population most in need
- Mandates can work but need to be carefully managed
- Adding new programs is administratively challenging
- Build the capacity of existing systems to deliver financial products and information—train staff and give them the tools and resources to be successful.
- Make financial education, training, and appropriate products part of the system

Resources You Can Use Now



- **FDIC's Money Smart Curriculum with Trainer the trainer tools**
- **CFED—research and learning on Integrated Service Delivery of financial empowerment programs**
- **Certification program to teach Financial Education:
www.financialsocialwork.com**

Websites for you and your clients

www.assetplatform.org

www.bettermoneyhabits.com

Recommendations for the Cal-Neva Network



- Focused effort to raise funds for financial empowerment
- Training and TA on promising practices, including Integrated Service Delivery
- Coordination of resources, learning and sharing
- Coordination of public awareness and outreach effort

See “Financial Empowerment for Low-Income Californians”—executive summary—please provide feedback to c.m.marshall@sbcglobal.net