

# 2017 Financial Empowerment Center Planning Grant Informational Webinar



**Financial  
Empowerment  
Center**

# Our Approach: Helping government leaders embed financial empowerment strategies into municipal infrastructure



**ASSET BUILDING**



**BANKING ACCESS**



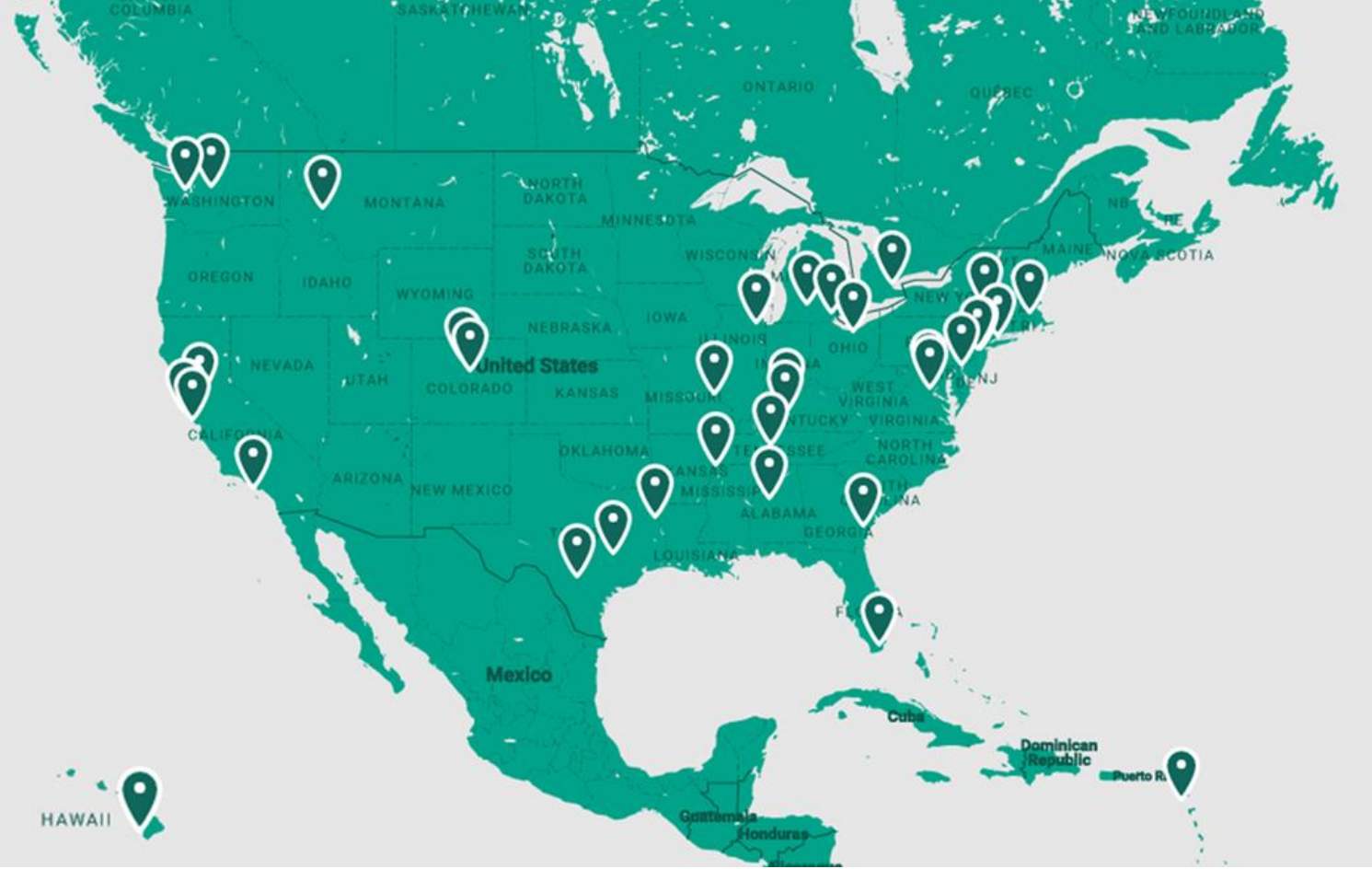
**CONSUMER PROTECTION**



**FINANCIAL EDUCATION  
AND COUNSELING**

- Design and fund innovative, multi-city programs
- Pilot new initiatives and research
- Provide robust technical assistance
- Replicate best practices from CFE Coalition and partner cities
- Share knowledge and best practices

# Local Governments in Action



\$25M+ in Grants

40+ Cities

40M Residents

# The FEC Model

- One-on-one financial counseling as a free public service
- Trained professional counselors provide the financial counseling
- Typically a partnership between the local government and nonprofit providers
- Data systematically tracked, including defined client outcomes
- Counseling connected to a range of local government and nonprofit service delivery systems
- Pathways towards long-term sustainability

# FEC Impact to Date

- Operating in six cities: Denver, Lansing, Nashville, New York City, Philadelphia, and San Antonio.
- Served more than **70,000 clients**, helping them **reduce debt by more than \$83 million** and **increase savings by \$9 million**.



# National Replication of the Financial Empowerment Centers (FECs)

## Goal

- Free, one-on-one professional financial counseling as a public service

## Strategy

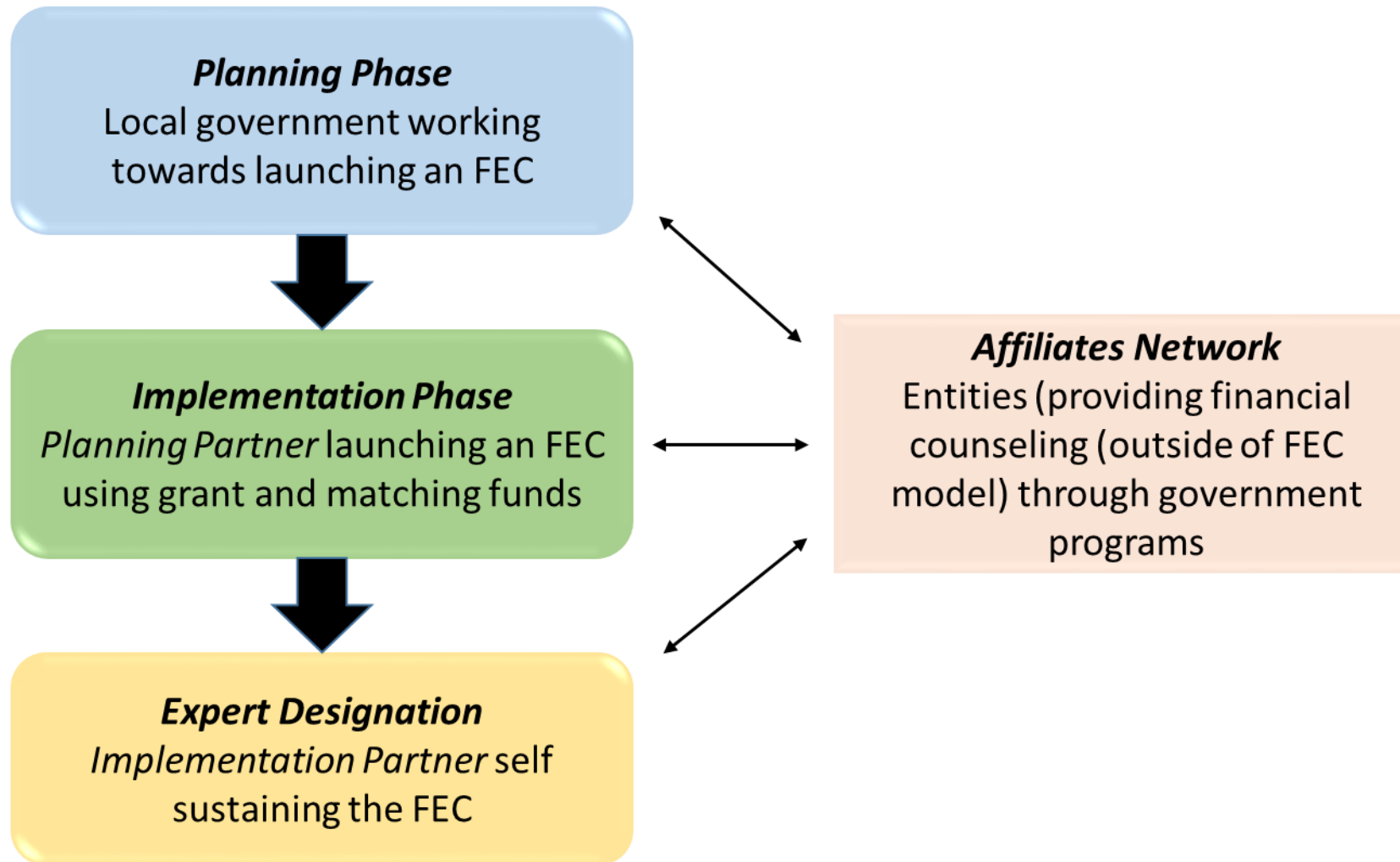
- Three distinct phase: (1) Planning; (2) Implementation; and (3) Expert Designation; as well as Affiliates Network

## CFE Fund Process

- Grants, technical assistance, matching funding, and learning community



# National FEC Replication



# Planning Grant Overview

- Competitive application process
- Cohort of up to 12 local governments working towards launching a FEC
- Up to \$20,000 planning grant and CFE Fund technical assistance
- 6-12 month grant term, with focus on:
  - Program Design
  - Partnership Development
  - Fundraising for the Match



# Planning Grant Deliverables

Implementation Design

Learning Community  
Participation

Identify and Secure  
Service Delivery  
Stakeholders (Training,  
Counseling Provider(s),  
Integration Partners)

Counselor Training Plan

Match Funding

# CFE Fund Technical Assistance

- Facilitate trainings on FEC model, best practices;
- Lead regular calls to support strategic planning and program development;
- Make at least one site visit to provide targeted assistance;
- Host learning community activities;
- Provide assistance with fundraising activities; and
- Provide access to a range of templates and best practices.

# Eligibility

- Local governments (cities or counties) with more than 75,000 residents
- Must demonstrate commitment from the Mayor, County Leader, City Manager or other key senior leadership to launch a FEC
  - Must provide letter of support from government leadership, and two reference letters from community partners
  - Designate 1-2 staff members who will be committed to FEC Planning Grant
- Note: Only Planning grantees eligible for Implementation grants

# Next Phase: Implementation

- Planning Grantees who have secured match funding will be eligible to apply for a two-year matching grant to launch a FEC
- CFE Fund support will include:
  - 1:1 match of up to \$150,000 in the first year, and a 1:2 match of up to \$100,000 in the second year
  - Intensive implementation technical assistance, trainings, and resources

# Affiliates Network

- Learning community for diverse range of entities integrating free financial counseling and coaching within government programs
- Who can join:
  - Programs overseen by a nonprofit, city, county, or state entity, offering free, one-on-one financial counseling or coaching integrated within a government program.
- Letters of Interest will be accepted on a rolling basis - apply through the CFE Fund website

# Important Dates

- **Planning Grant due date:** Thursday, September 14<sup>th</sup>
- **Affiliates Network due date:** Rolling deadline
- **Notification of selection:** October
- **Kick-Off Training in NYC:** November



# Key Findings: FEC Evaluation

- Draws on data from 22,000 clients who participated in 57,000 counseling sessions over three years.
- Showed the FEC model worked in a variety of city contexts, and meaningfully changed the way cities and nonprofit partners delivered anti-poverty services. Also looks at client achievement and odds of success.
- Learn more:
  - Evaluation Webinar: August 17 at 2 p.m. EST
  - 15-minute evaluation webinar series in September

[Sign Up Now](#)

# Questions?

Please submit your questions using the chat box on the left-hand side of the screen. A recording of this webinar and written FAQs will be posted online.

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# Thank you!

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