



2019 Financial Empowerment Center Planning Grant Informational Webinar

July 11, 2019
3 p.m. EST

Agenda

- CFE Fund overview
- FEC model, impact, and national replication
- Planning grant overview, key deliverables, and timeline
- Eligibility & important dates



FEC Public

*Scaling Financial
Empowerment Centers
as a Public Service*

CFE Fund 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

\$41M+ in Grants

78 Cities

63M Residents



HAWAII

Core Elements of the FEC Model

The Financial Empowerment Center initiative provides professional, one-on-one financial counseling as a public service for all residents.

- Free
- One-on-One
- Professional
- Integrated
- Data Driven
- Government-Branded
- Sustainable

FEC Impact to Date

- 85,000 clients served
- \$100 million in debt reduced
- \$10 million in savings achieved









FEC Public National Replication















FEC Public National Replication









FEC EXPERT PARTNERS

-  New York, NY
-  Philadelphia, PA
-  San Antonio, TX
-  Nashville, TN
-  Denver, CO
-  Lansing, MI

2017 FEC PARTNERS

-  Memphis, TN
-  Pittsburgh, PA
-  Akron, OH
-  Greenville County, SC
-  Detroit, MI
-  Syracuse, NY
-  Houston, TX
-  Shreveport, LA
-  New Haven, CT
-  Sacramento, CA
-  San Francisco, CA
-  Miami, FL

2018 FEC PARTNERS

-  Atlanta, GA
-  Polk County, IA
-  Rochester, NY
-  Washington, DC
-  Roanoke, VA
-  Baltimore, MD
-  Aurora, IL
-  Hawai'i County, HI

Planning Grant Overview

- Cohort of up to 15 local governments working towards launching a FEC
- \$20,000 planning grant
- CFE Fund technical assistance, 9-month grant term, with focus on:
 - Program Design
 - Partnership Development
 - Fundraising and Sustainability

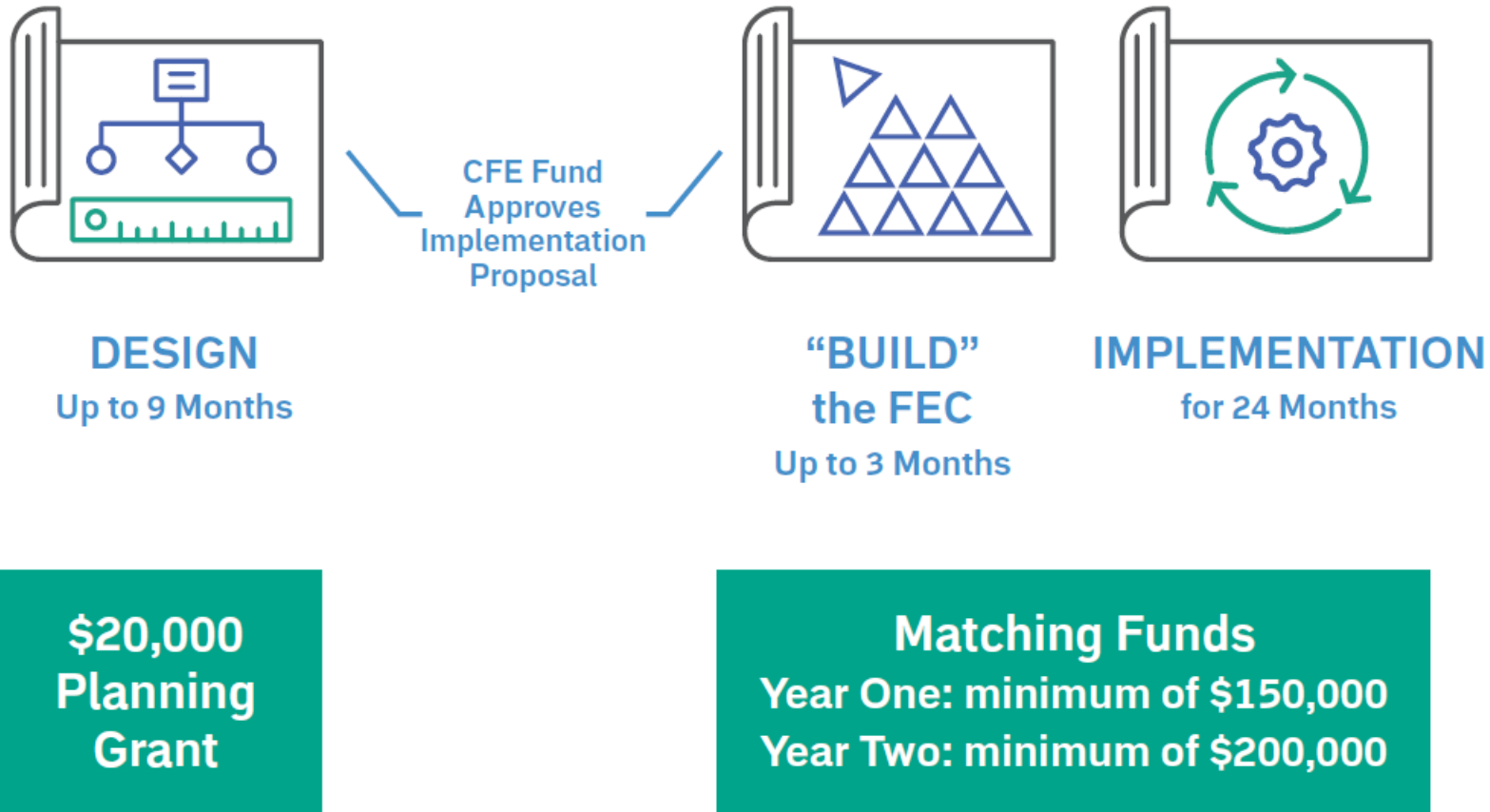
Planning Phase Deliverables

- Attend in-person training/kick off on October 16-17, NYC
- Plan and support a CFE Fund site visit
- Identify stakeholders and logistics for **Advisory Group**
- Draft and submit the **Implementation Proposal**
 - Secure the financial counseling provider
 - Outline the training plan for the financial counselors and managers
 - Plan for or hire a dedicated local government manager
 - Identify or secure a minimum of 8 partnerships
 - Secure match funding

Implementation Phase

- Planning Grantees who have met all **Planning Phase Deliverables** and submit a **successful Implementation Proposal** are eligible to move to the Implementation Phase.
- CFE Fund support will include:
 - 1:1 match of \$150,000 in the first year, and a 1:2 match of \$100,000 in the second year.
 - Intensive implementation technical assistance, trainings, and resources for two years.

Planning Grant Timeline



Planning Phase Roles

Local Government

- Designate 1-2 staff members to serve as CFE Fund liaisons
- Lead all planning and design efforts
- Work with local stakeholders
- Participate in planning calls and in-person meetings
- Attend learning community events
- Support fundraising efforts

CFE Fund Planning Grant Technical Assistance

- Lead regular calls and be available via email
- Conduct at least one site visit
- Host learning community activities
- Guidance on fundraising activities
- Provide access to a range of documents and templates
- \$20,000 planning grant

Eligibility

- Local governments (cities or counties) with more than 75,000 residents
- Must demonstrate commitment from 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

**Note: Only Planning grantees are eligible to apply for the Implementation grant*

Important Dates

- **Planning Grant due date:**
August 9, 2019
- **Notification of selection:**
September 2019
- **Mandatory Kick-Off Training in NYC:** October 16-17, 2019



Learn More

- Visit <https://fecpublic.org/>
 - Details on the model
 - Client and counselor stories
 - FEC evaluation



Questions?

Submit questions using the chat box on the bottom side of the screen.

Thank you!

Fernanda Villaseñor, Senior Associate,

fvillasenor@cfefund.org

www.cfefund.org