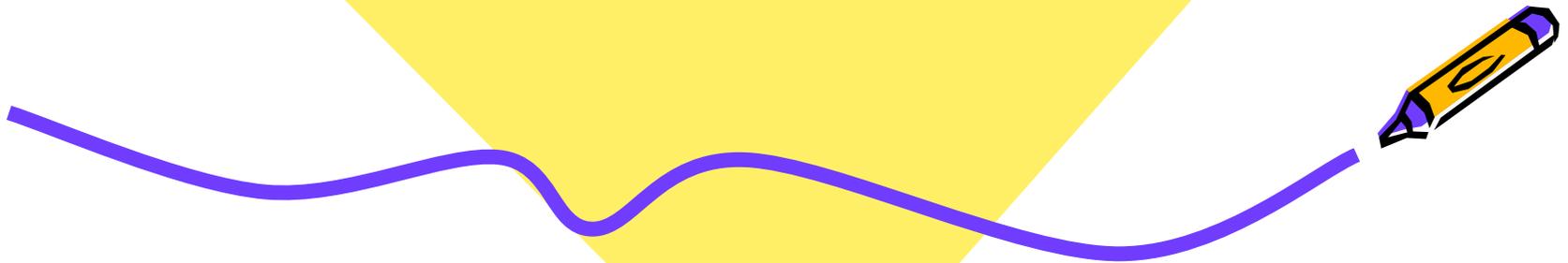


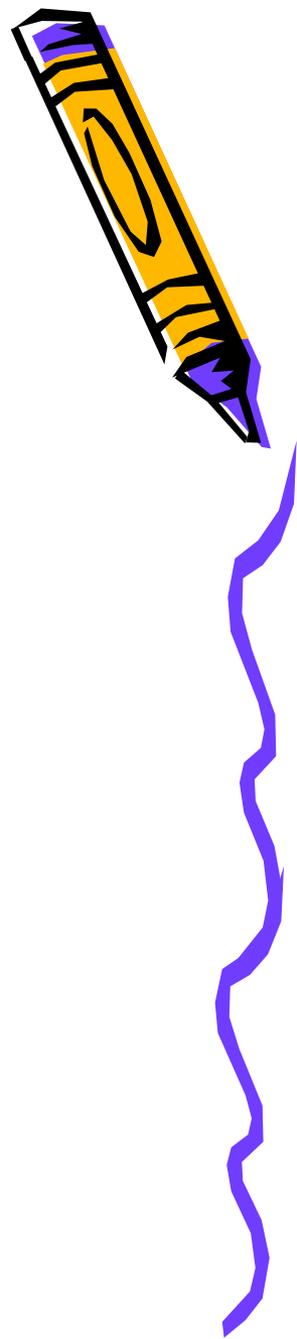


Bergen County Community Action Partnership, Inc.

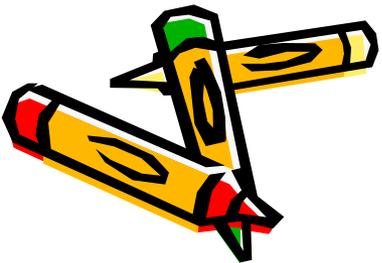
241 Moore Street
Hackensack, NJ 07601
201-968-0200
www.bergencap.org



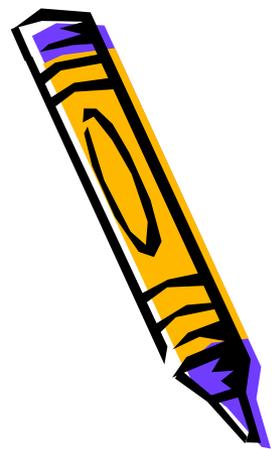
About Bergen County



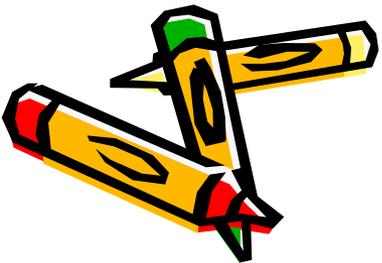
- Bergen County:
- Population: 895,250 (2009)
- Population under 5 years old: 5.4%
- Foreign Born: 25.1%
- Unemployment: 8.5% (2010)
- Poverty: 5.4% Individuals
 3.8% Families
 5.9% Children



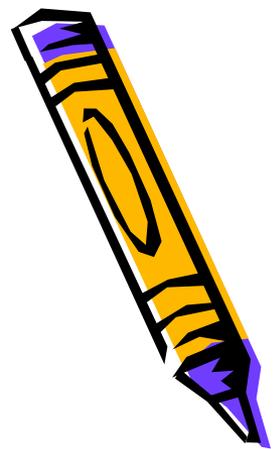
About BCCAP



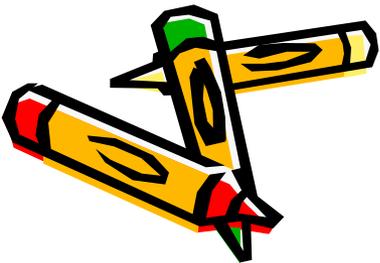
- 501 c 3
- Community Action Agency ("War on Poverty")
- Established in 1967
- Bergen County's anti-poverty agency
- Member of the National Community Action Partnership and N J Community Action Association
- BCCAP served over 24,000 low-income persons (2009)



Bergen County Community Action
Partnership (BCCAP)
Mission



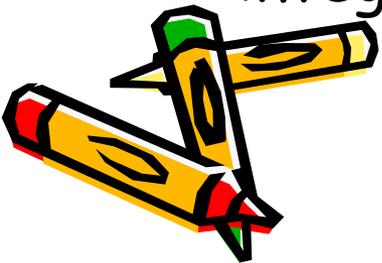
- *To change lives through **education**, **economic opportunities**, healthcare, housing and human services.*



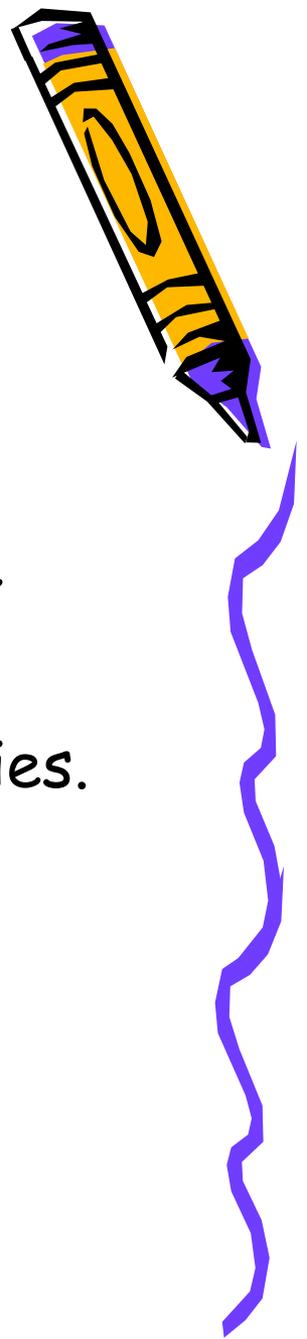
Community Action & Head Start



- Head Start ("War on Poverty" in 1965).
- Many Community Action Agencies now operate Head Start programs.
- BCCAP began operating a Head Start program in 1968. Received grant award to serve Early Head Start families.
- Natural fit
 - CAA services to Head Start families (e.g., benefits assessment, education, training, home energy, weatherization, civics and health education)
- BCCAP delivers Asset Development services integral to Head Start families.

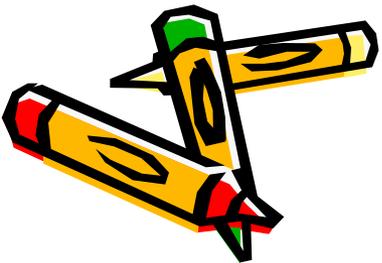


Strategies for Increasing Asset Development Services



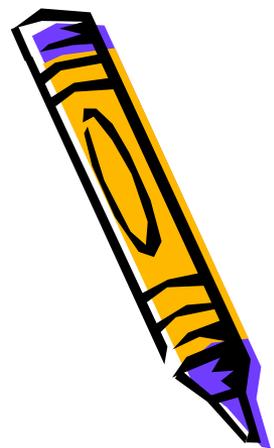
Families need more than social services!

- Assess financial needs of low-income families.
- Incorporate economic opportunities under one umbrella.
- Initiate a credit union with focus on the low-income community, including Head Start families.
- Outreach (agency).
- Outreach (community).
- Provide services to address the needs of low-income families whatever their knowledge of financial matters.



Asset Development Under One Umbrella

- Head Start and other similar constituencies receive consolidated financial programs under “one roof.”
 - Includes professional staff: certified credit counselors, program instructor with banking expertise, Master’s level management
 - Includes range of programs: Car grant-loan program to purchase vehicles for transportation to work, Homelessness Prevention Programs for families who lose or lost housing through no fault of their own, Volunteer Income Tax Assistance, and financial literacy. Completed an Individual Development Account (IDA) program.
 - Includes access to 1st Bergen Federal Credit Union.



CIF and SNHU

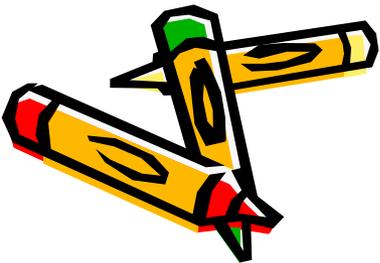
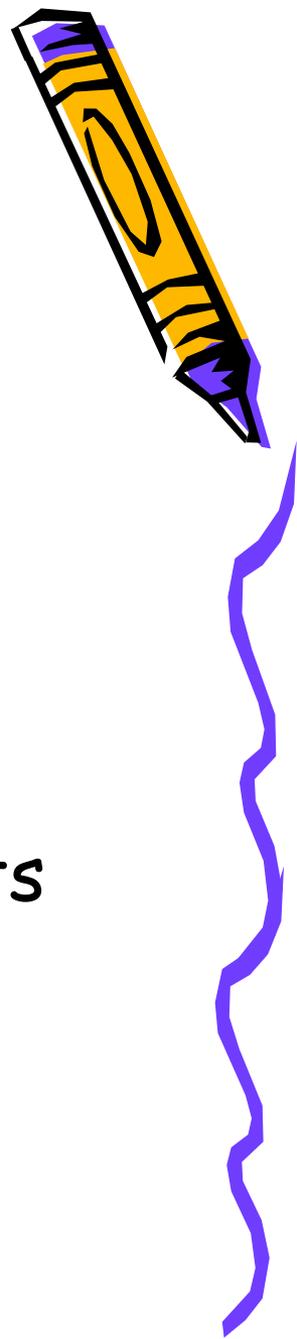
- Community Investment Futures (CIF)
 - Developed to unify the CAA network around Community Economic Development Activity.Continuing education for staff working with Head Start families, credit union members, and asset development program participants.

Southern New Hampshire University (SNHU)
Master's Program in Community Economic
Development (CED)

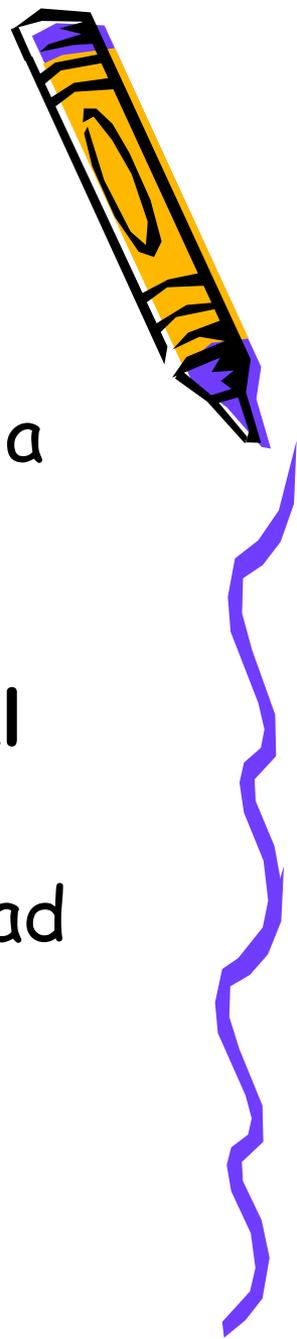


Head Start Families Need a Credit Union

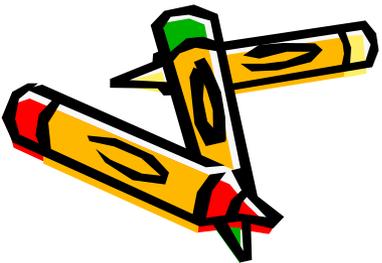
- Low-income families need:
 - positive banking experiences
 - access to help build credit.
 - a safe place for saving money.
 - help understanding financial products and banking terminology.



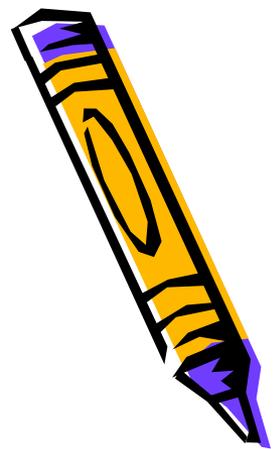
History of 1st Bergen



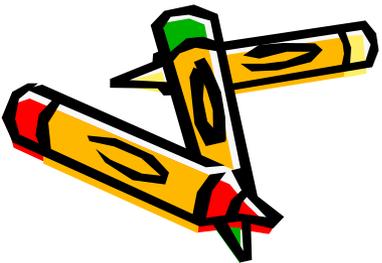
- Steering Committee assessed need for a new credit union in Bergen County.
- Bergen County did not have a credit union that could focus on the financial needs of the low-income community.
- Surveyed the community, especially Head Start parents re: financial needs.



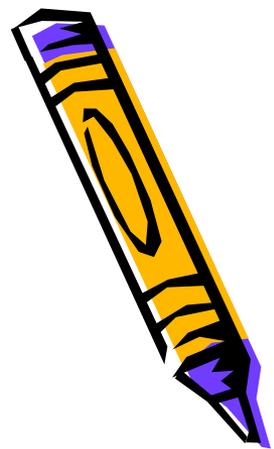
Credit Union



- Charter issued by the National Credit Union Administration on January 9, 2009.
- Community charter serves: People who live, work, worship, attend school or volunteer in Bergen County.
- 1st Bergen is the first to receive a federal charter in New Jersey in over 21 years.
- Unique to Community Action
- Opportunity for Head Start



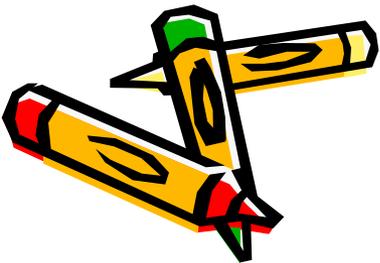
Credit Union Helps Change Lives of Families



- Different from a bank
A CU is a non-profit financial cooperative owned by its members.
Profits are returned to members in the form of new products or better rates.

1st Bergen is designed to help its members grow or begin to grow assets in a safe, friendly environment.

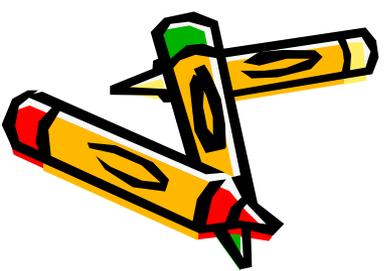
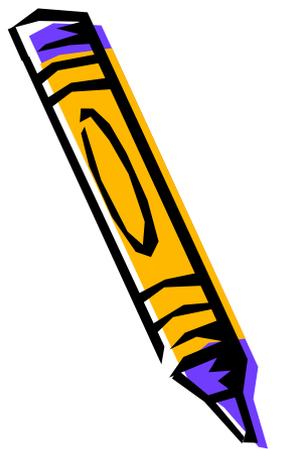
Financial literacy is available to all members.



Rev. Walton

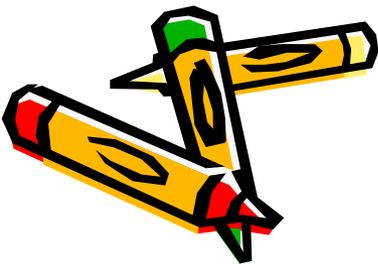
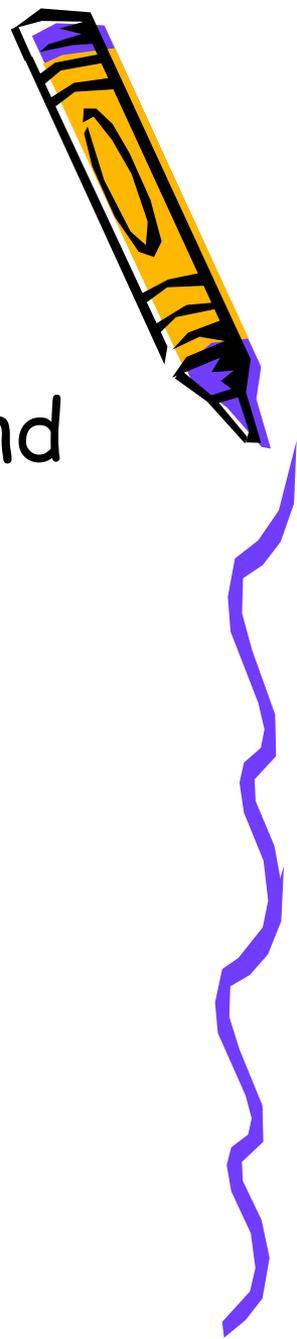
Video

- 1st Bergen

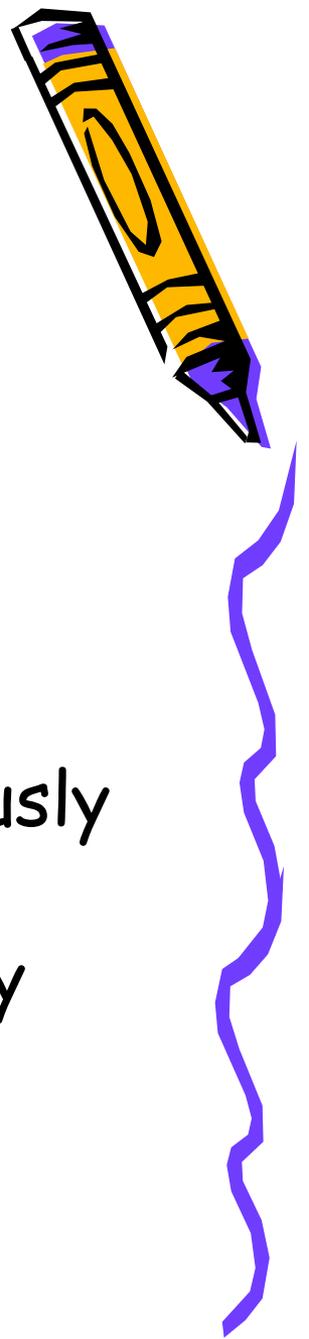


1st Bergen

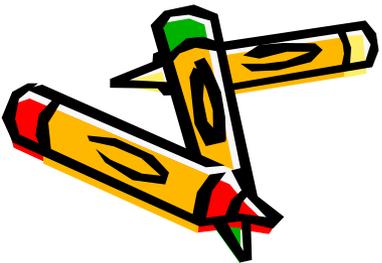
- Benefits to Head Start families and others.
- Focus on membership.
- Focus on safe banking.
- Comfortable environment.
- Friendly member service.
- Financial literacy.



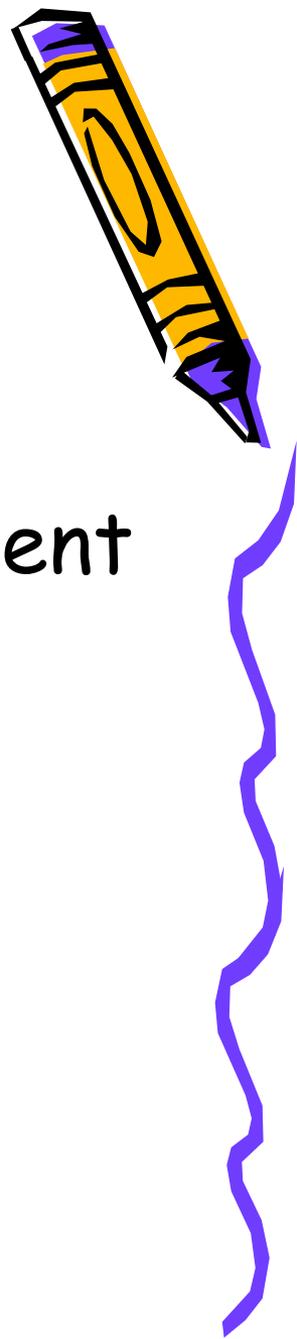
1st Bergen



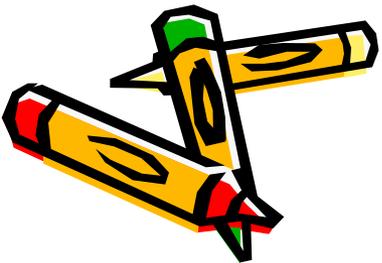
- Bilingual member service.
- Education of products and services.
- Referrals to financial literacy, credit counseling and other BCCAP services.
- Provide loans to those who were previously ineligible.
- Encourage family participation and early banking for children.



1st Bergen in the Classroom and Community

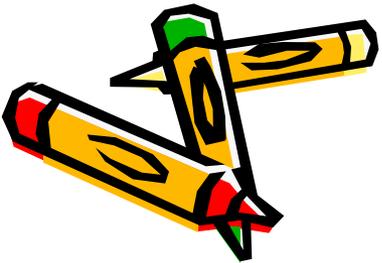
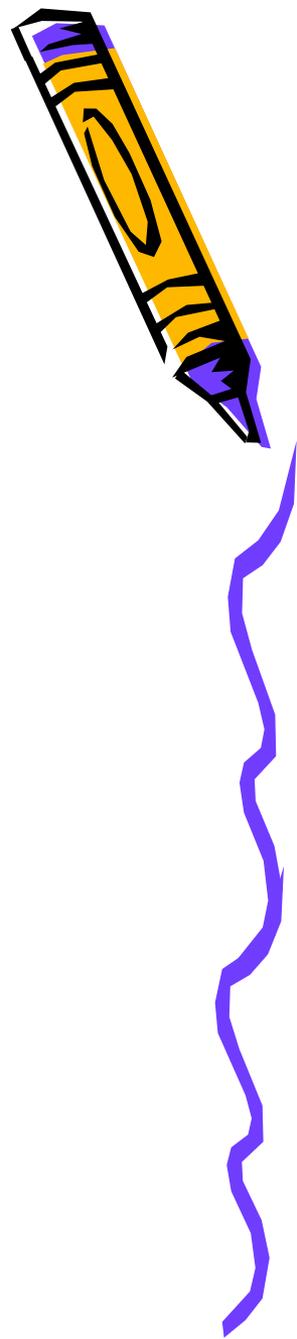


- Collaboration between the credit union and BCCAP's Asset Development programs:
 - Back-to-school
 - Parent meetings and workshops
 - Community fairs and other events focusing on outreach



Client Success

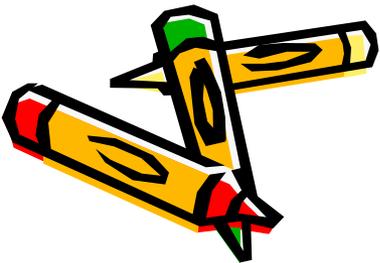
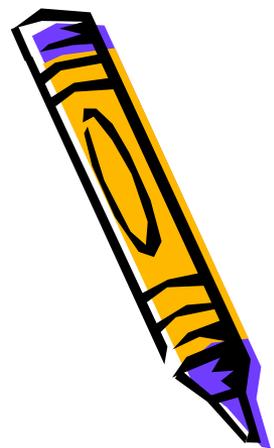
Story



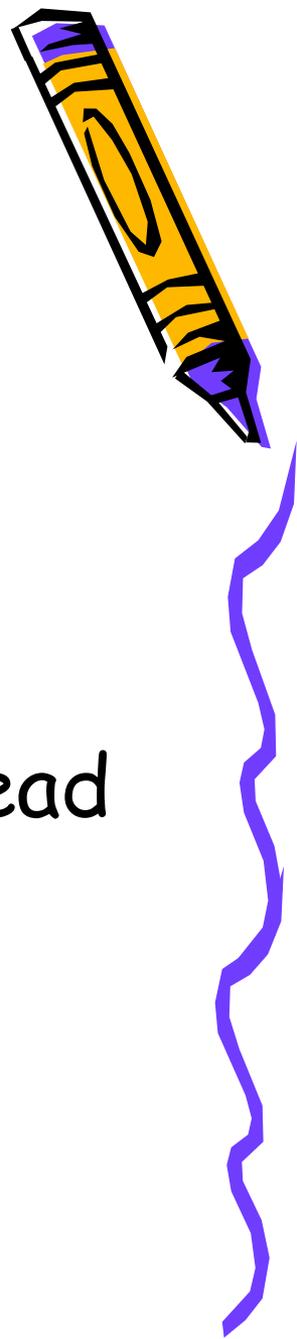
A Head Start on Saving



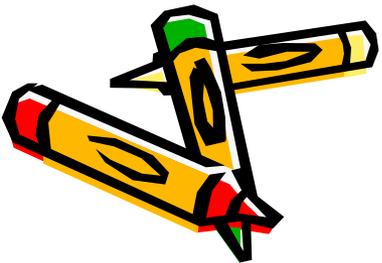
Shawn proudly shows off his new piggy bank after his family opened a savings account for him. The account was opened during Children's Banking Month at 1st Bergen Federal Credit Union. He received congratulations from Freeholder Vice Chairwoman Elizabeth Calabrese and Bob Halsch, Treasurer of 1st Bergen. Shawn told them he will be working very hard to save his money in the piggy bank so he can then deposit it into his account and earn interest on his savings.



1st Bergen in the Classroom and Community



- Nurture existing community partnerships.
- Cultivate new partnerships.
- Provide referrals to BCCAP and Head Start programs.



1st Bergen FCU



241 Moore Street,
Hackensack, NJ 07601

201-968-0202

www.1stbergen.com

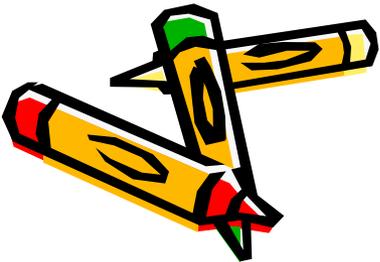
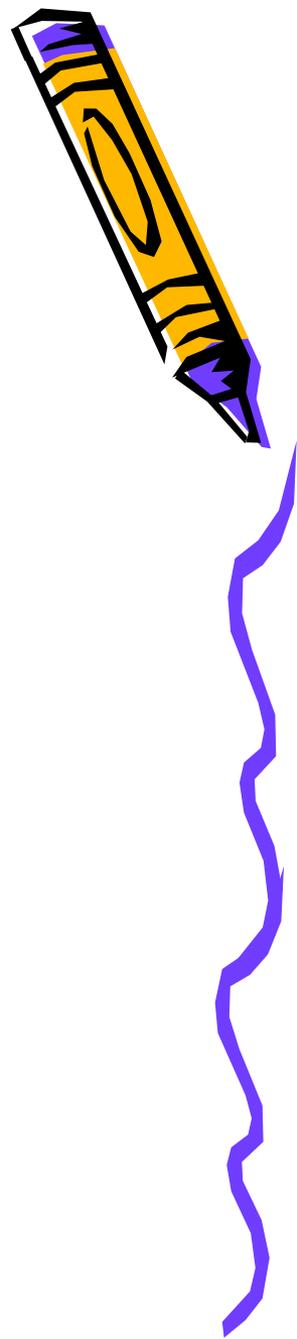
1st Bergen is chartered and insured by the
National Credit Union Administration.



This credit union is sponsored by
Bergen County Community Action Partnership
(241 Moore Street, Hackensack)



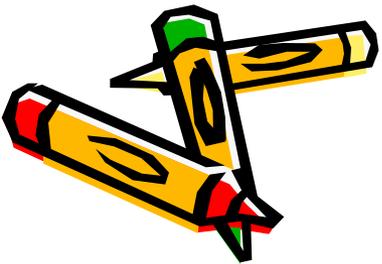
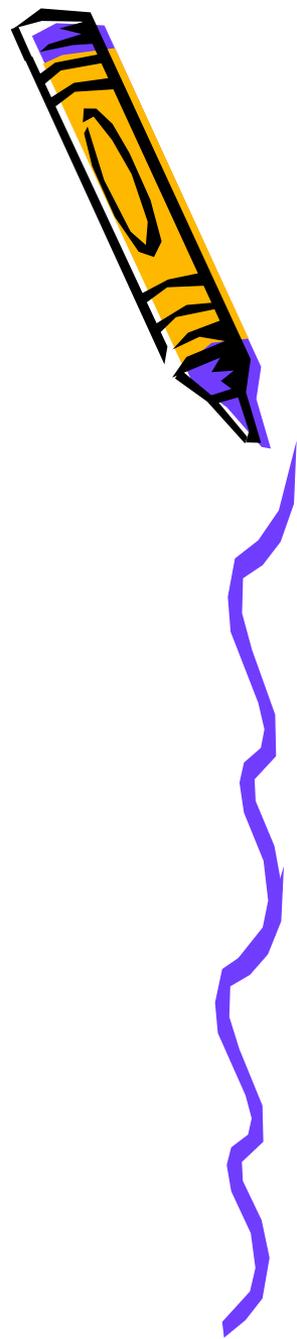
and is a member of the
Credit Union National Association
and the
New Jersey Credit Union League.



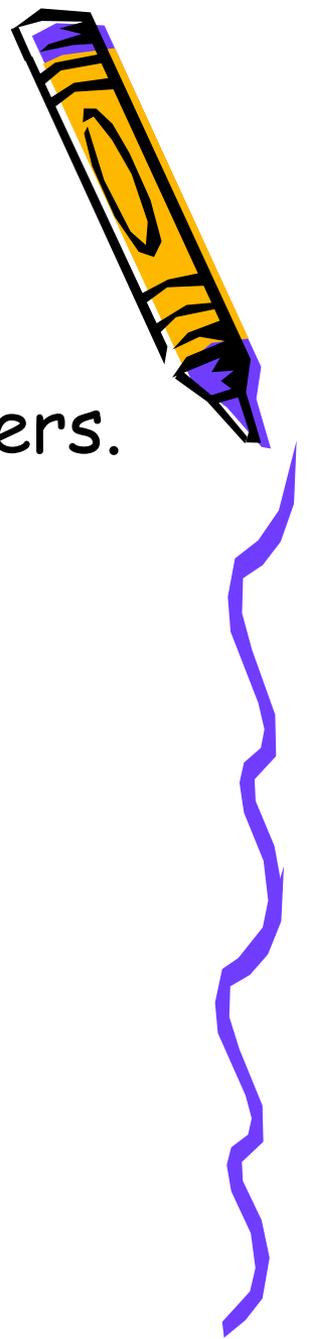
Joan F.

Video

- Asset Development Video



Why financial literacy?



- Parents are their children's first teachers.
- Parents are responsible for creating a stable, thriving environment.
- Parents need to plan for present and future.
- Some adults lack basics of financial literacy.
- Some fall behind in rent.

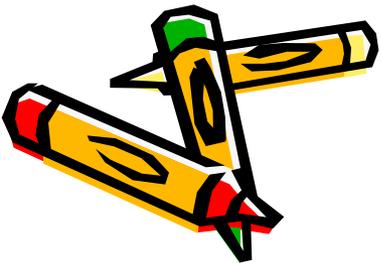
Financial issues impact employment.



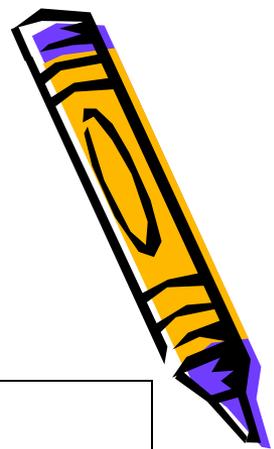
Quotes



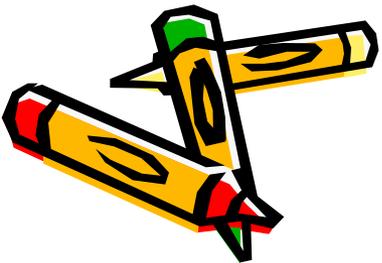
- *"More than one in five ...use high-cost, alternative borrowing methods, such as payday loans and pawn shops."*
- *Check Cashers*
- *Jennifer Tescher, Director of the Center for Financial Services Innovation, affiliate of Shorebank Corp., Chicago*
- *Pam Flaherty, President/CEO of Citi Foundation*



Quotes

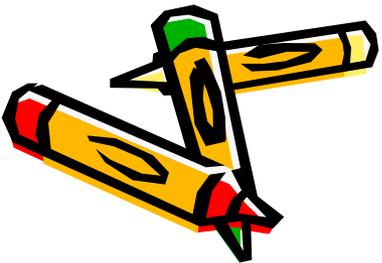
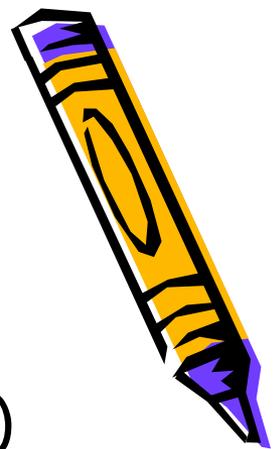


- About four in five low-income families are "asset poor," lacking enough liquid savings to live for three months at the federal poverty level without earnings.
- Enabling Families to Weather Emergencies and Develop
- Signe-Mary McKernan, Caroline Ratcliffe



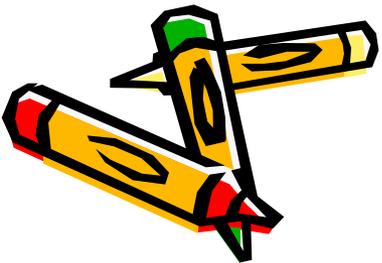
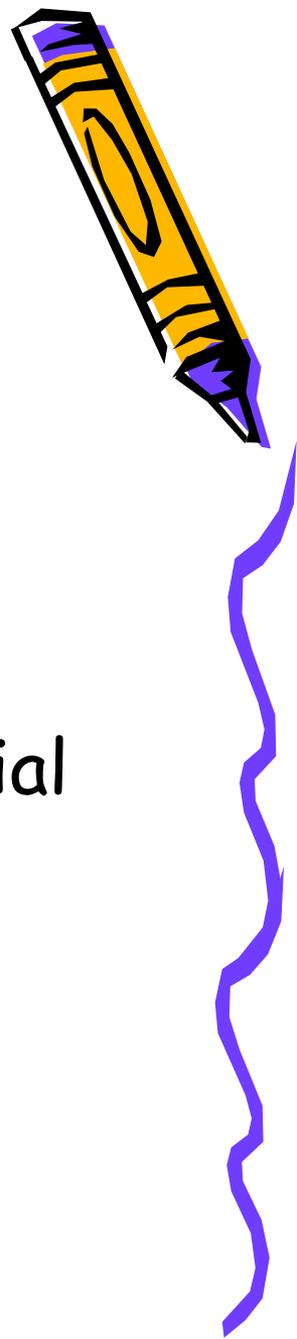
Why Money Smart?

- FDIC (Federal Deposit Insurance Corporation)
Designed for people with little banking experience.
Designed to help people outside financial mainstream to enhance financial skills.
Geared to help individuals learn to use banking services effectively.
Geared to partner helping immigrants and low-moderate income persons who are unbanked or underbanked.



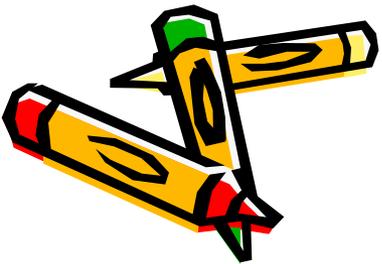
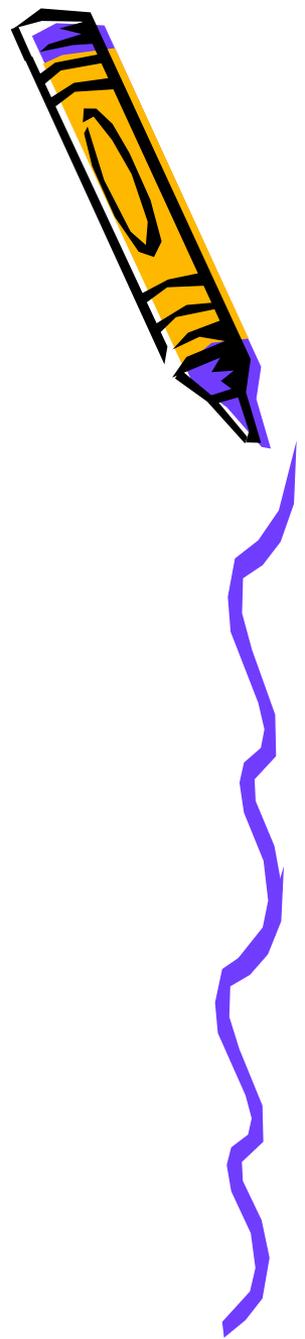
Money Smart

- Helps participants
 - Understand the world of banking
 - Begin building assets
 - Start to secure a more stable financial present and future



Money Smart

- Ten (10) program modules

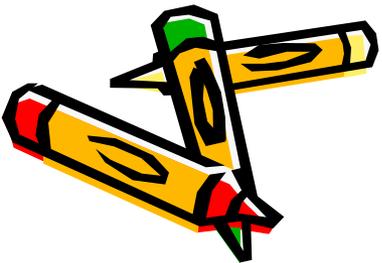
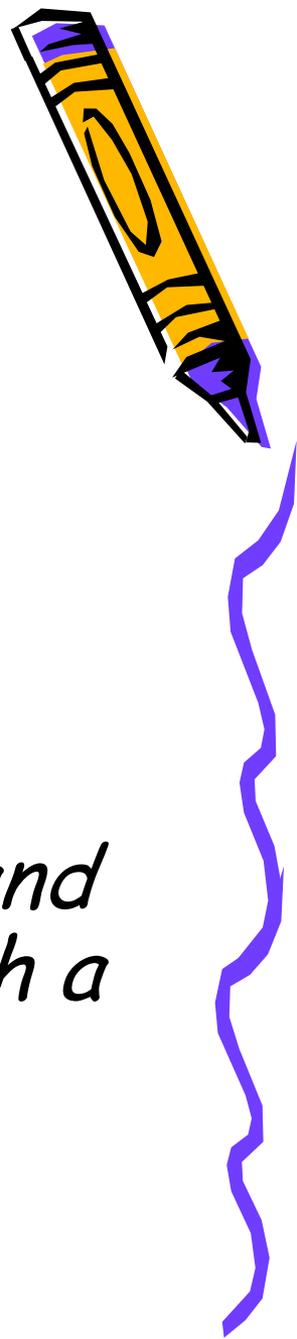


Money Smart

- Module 1

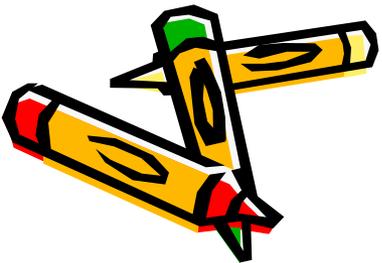
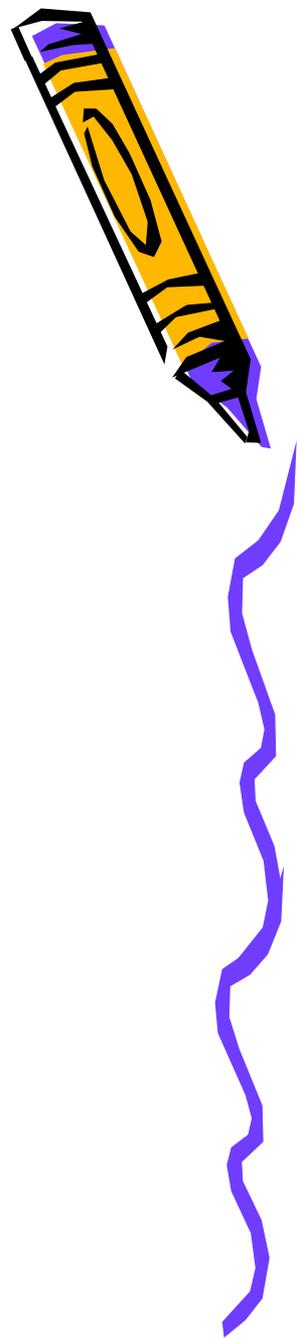
Bank on It

- *Introduction to banking services and building a positive relationship with a financial institution.*



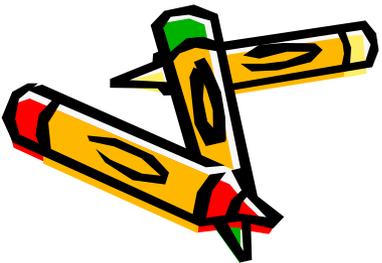
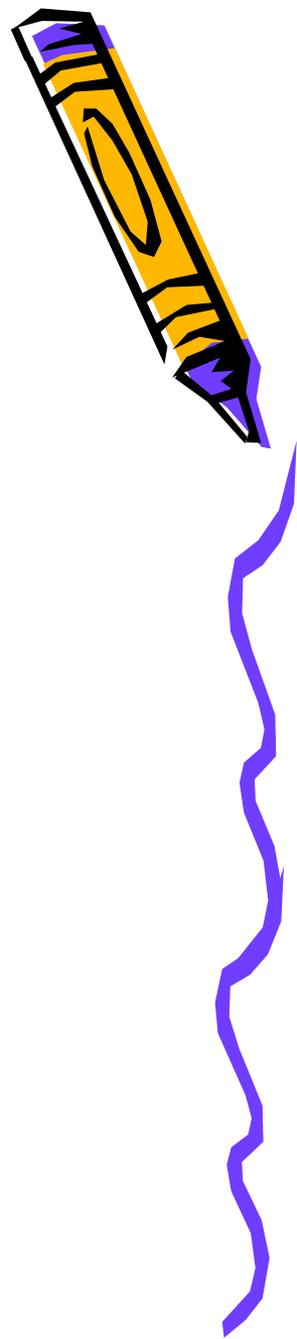
Money Smart

- Module 2
- Borrowing Basics
- *Introduction to credit.*



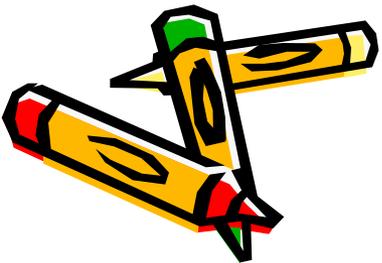
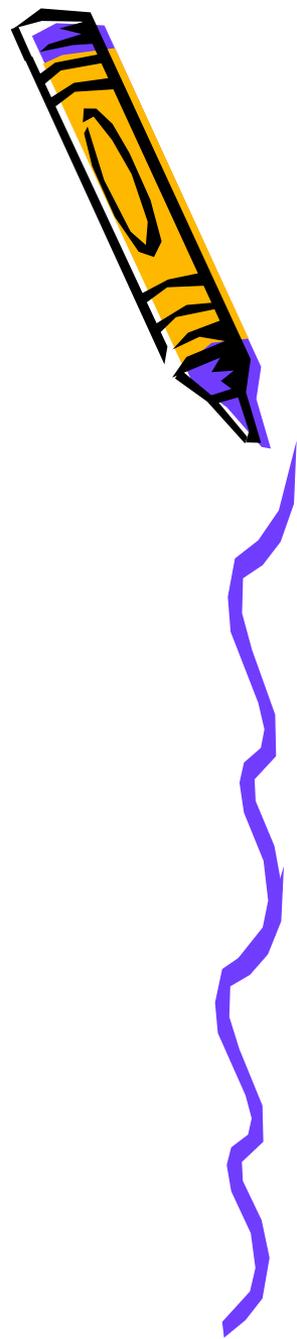
Money Smart

- Module 3
- Check It Out
- *Overview of checking accounts.*



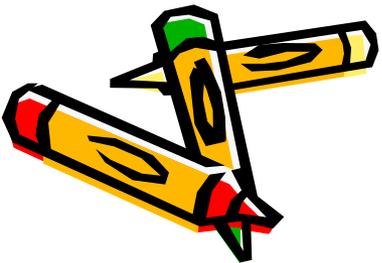
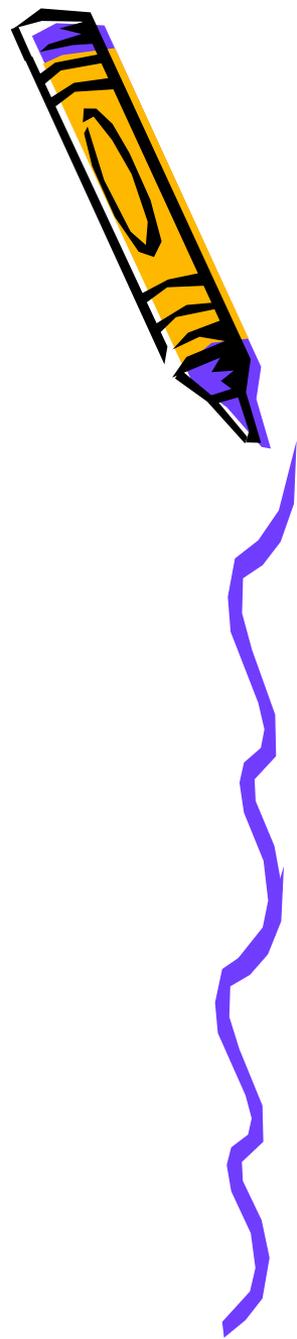
Money Smart

- Module 4
- Money Matters
- *Keeping Track of Money*



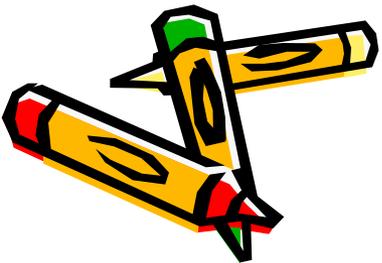
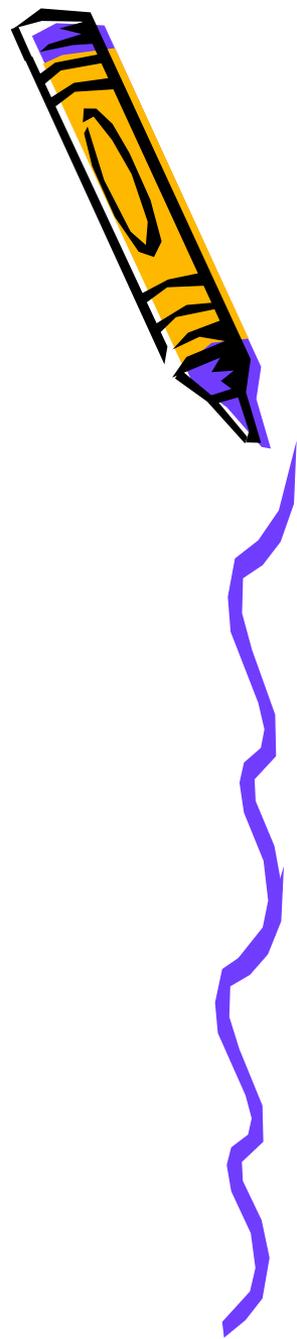
Money Smart

- Module 5
- Pay Yourself First
- *Importance of saving*



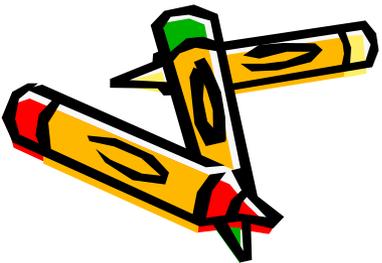
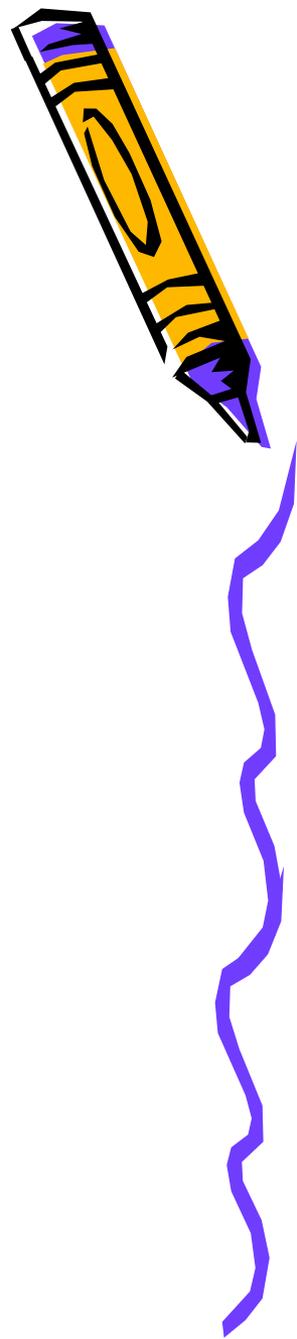
Money Smart

- Module 6
- **Keep It Safe**
- *Investment options to help reach savings goals*



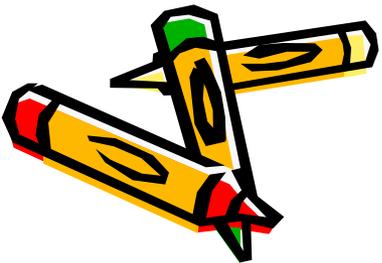
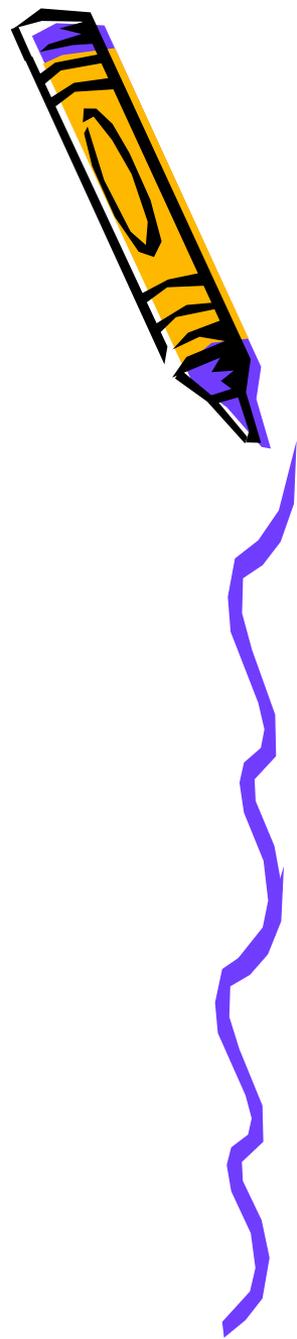
Money Smart

- Module 7
- To Your Credit
- *Overview of credit reports*



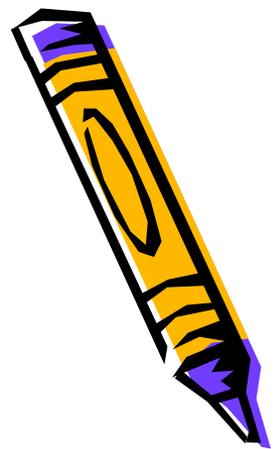
Money Smart

- Module 8
- Charge It Right
- *Make credit cards work*



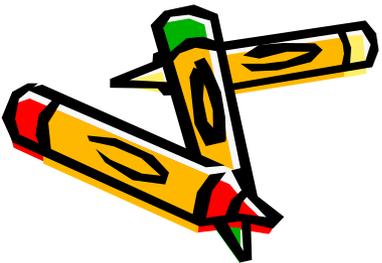
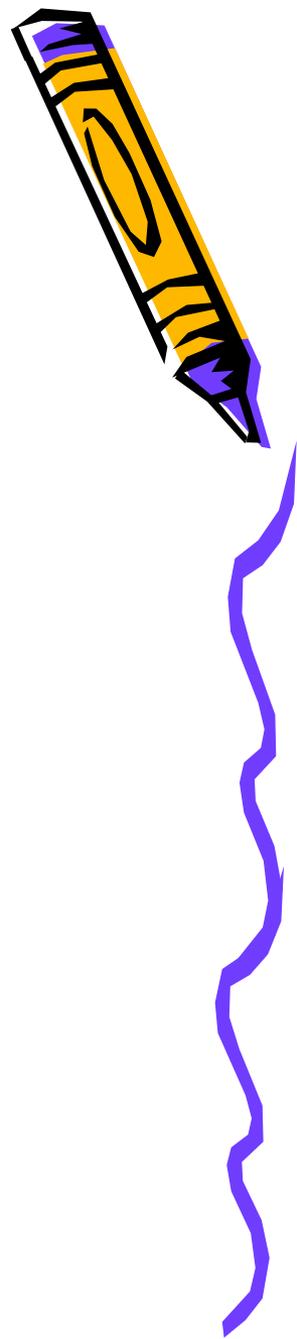
Money Smart

- Module 9
- Loan to Own
- *Understanding what you're borrowing before buying.*



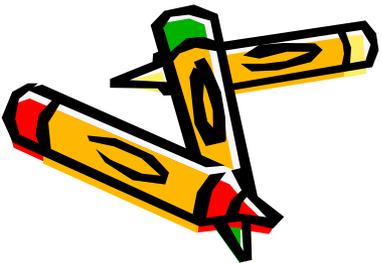
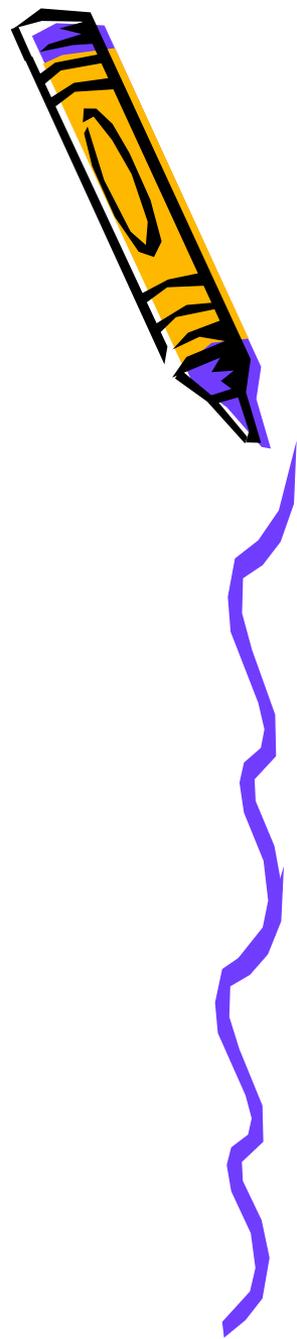
Money Smart

- Module 10
- **Your Own Home**
- *Steps involved in home purchasing*

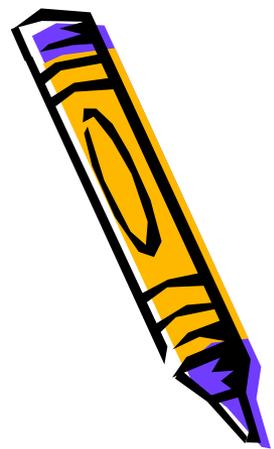


Money Smart

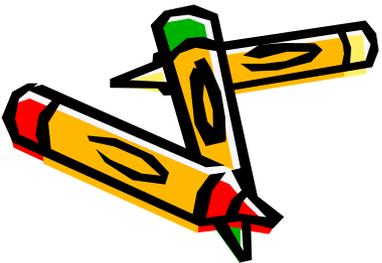
- Tailor to class needs
- Flexible timing of modules
- Flexible scheduling of modules
- Materials
- Instructor's manual



Taking Money Smart into the Real World

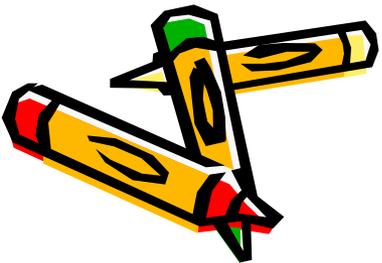
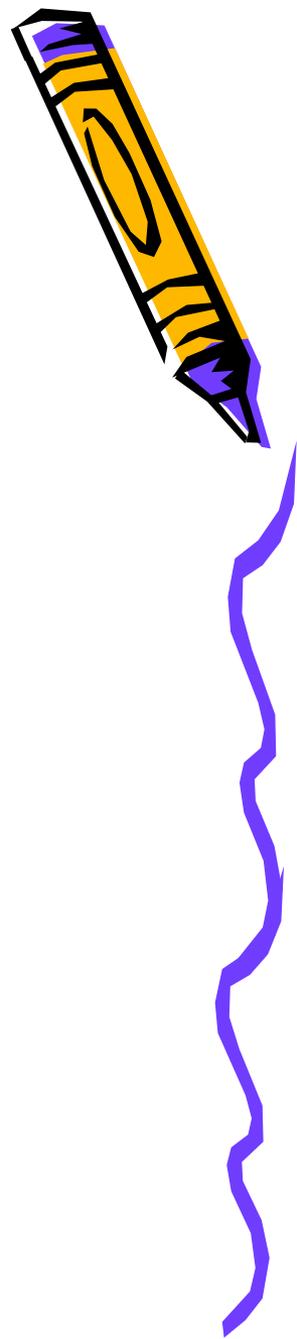


- *I didn't know what number I could call to get a credit report.*
- *I didn't know how easy it would be to go to the credit union to open an account. There was friendly staff and don't need a lot of money to open an account like you do at a bank.*
- *I really like the budget sheet. No one ever (before) showed me what belonged on a budget sheet.*
- *I will start saving for my daughter. I think I can do this now.*

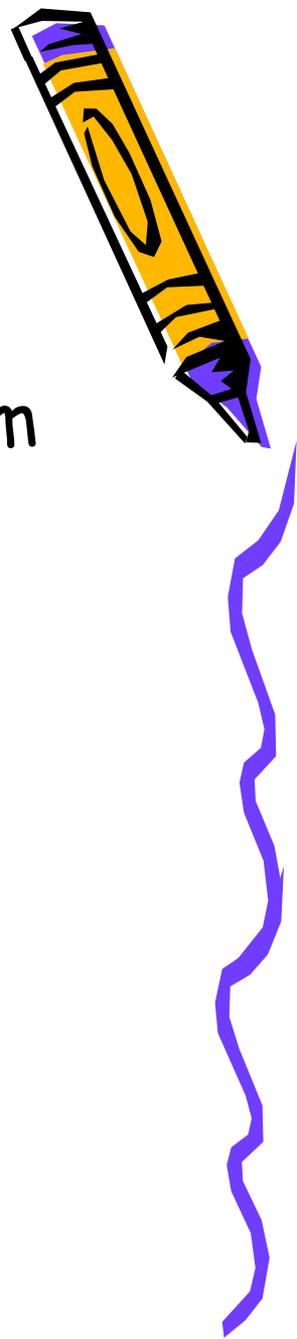


Taking Financial Literacy into the Real World

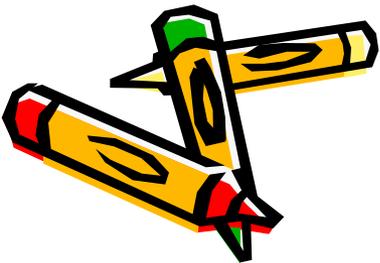
Success story



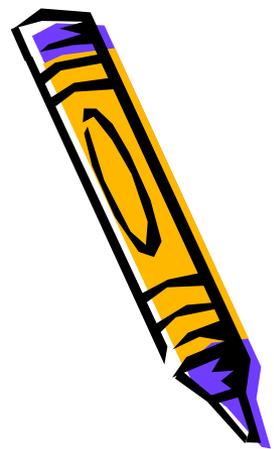
You can begin a financial literacy program



- FDIC-approved Money Smart Curriculum
- www.fdic.gov
- ***New York Regional Office***
350 Fifth Avenue
New York, NY 10118-0110
Phone: (800) 334-9593 (toll-free)
Email: NYCommunityAffairs@fdic.gov
- Staff training
- Outreach



BCCAP's Asset Development Programs



- Asset Development Programs

Opportunity for outreach and information

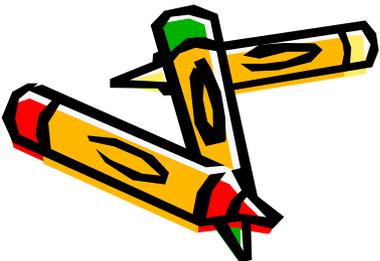
Bridges to success

Car grant-loan program

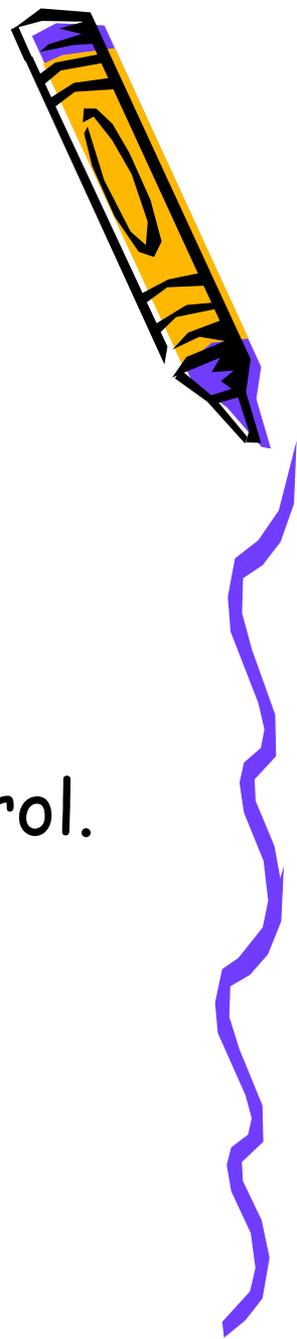
Employment Concerns

Financial Education

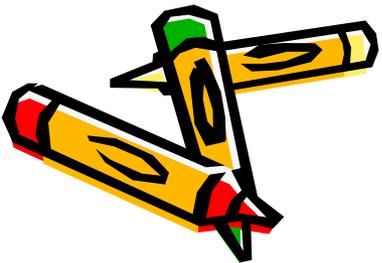
Access to credit and transportation



BCCAP's Asset Development Programs



- **Homelessness Prevention Program**
Rental assistance for families who are facing eviction or have lost their rental housing due to a temporary financial problem and reasons beyond their control.



BCCAP's Asset Development Programs

Credit/Housing Counseling

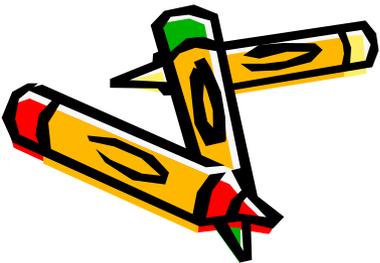
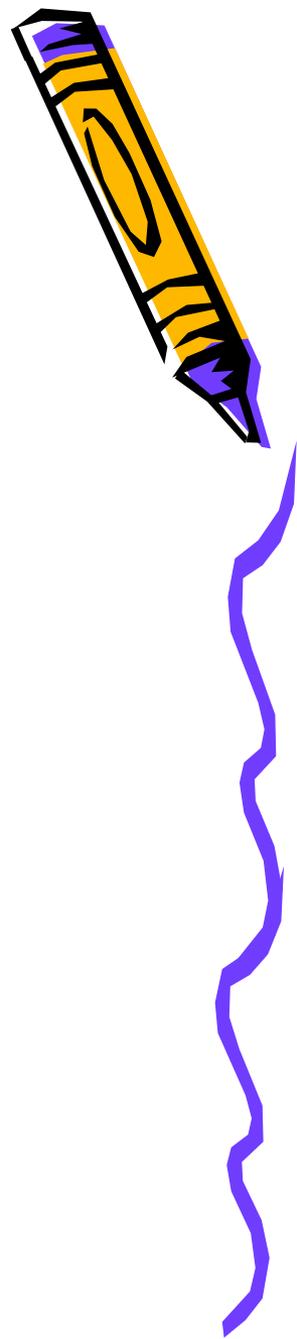
Help with resolving credit issues

Budgeting

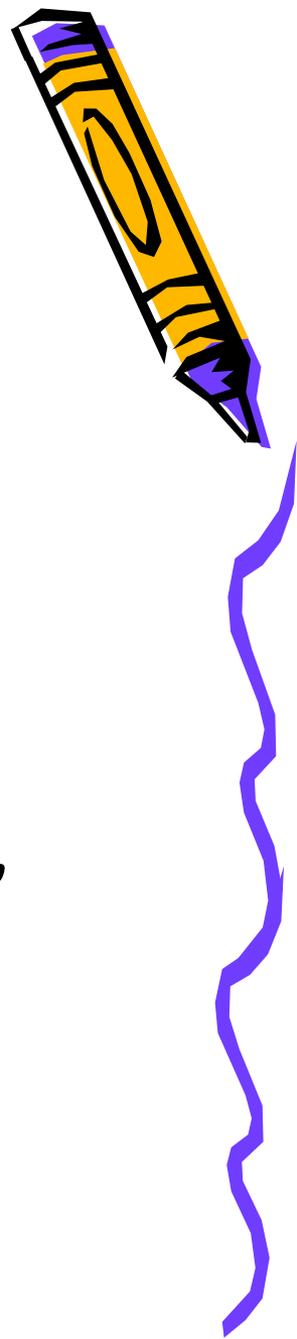
Credit Repair

Accessing credit reports

How to advocate with landlords/mortgage
companies

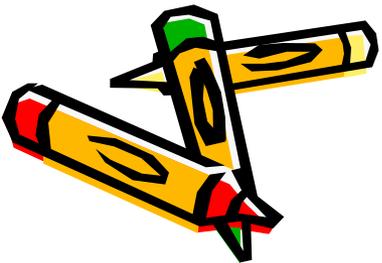


BCCAP's Asset Development Programs



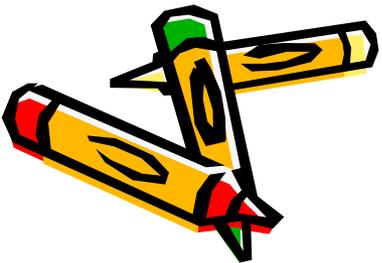
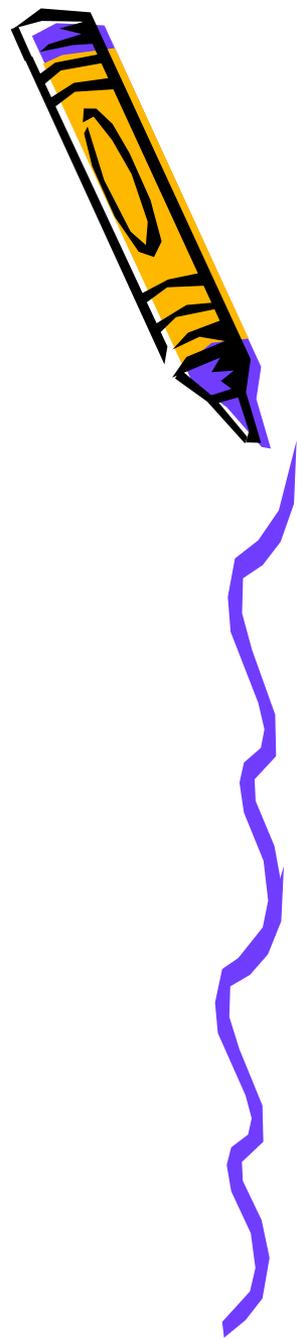
- VITA
Volunteer Income Tax Assistance
- EITC
Earned Income Tax Credit

Families with minor children under age 16 can file a form available through a VITA location.



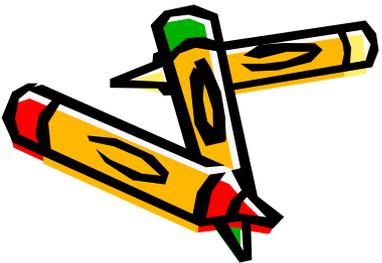
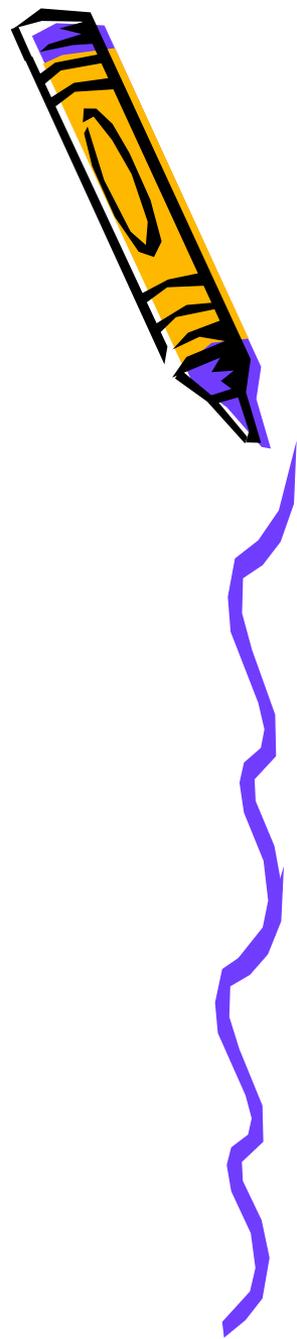
Full Circle at BCCAP

- Benefits Assessment & Residential Services
- Central Intake for Access to Benefits
- Low-Income Home Energy Assistance
- Transitional, permanent and specialty needs housing



Full Circle at BCCAP

- Education and Training
 - Vocational Training & Job Placement
 - English Literacy, Health Literacy & Civics Education
 - Education/training opportunities for Out-of-School Youth

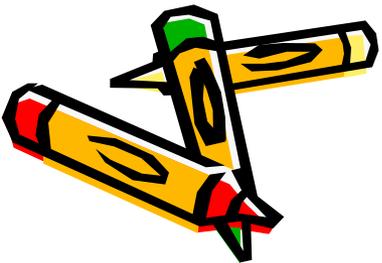


Full Circle at BCCAP

- Real Estate & Weatherization Services
 - Weatherization
 - Property/facility management
 - Housing: Permanent, rental, ownership units

Affordable Housing Development

CHIP (Community Housing In Partnership) is BCCAP's housing affiliate since 1989. CHDO manages housing throughout Bergen County.



Bergen County CAP

- 241 Moore Street
- Hackensack, NJ 07601
- 201-968-0200
- www.bergencap.org

