
Institutions and Foundations

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Annie E. Casey Foundation's Family Economic Success Approach

- **Earn It**—families succeed in the workforce
 - Job placement
 - Education and training
 - Retention and advancement services
 - Supportive policies such as unemployment insurance, living wages, paid sick days and family leave.
- **Keep It**—families increase and protect their income
 - Claim work supports and public benefits like EITC, Medicaid, etc
 - Keep earned income by not paying high fees and costs
- **Grow It** —families acquire and grow assets
 - Access to safe, affordable banking products and credit
 - Short-term savings for emergencies
 - Long term savings and wealth acquisition: retirement, homeownership, college
 - Get financial advice and coaching as needed

Financial Stability and Wealth Building

Vision: All families have financial stability and the opportunity to build wealth and assets such as homeownership, retirement, and education for themselves and their children

Strategies:

- Financial products
- Financial coaching
- Policy and consumer protections

All framed in the context of an **asset/savings pathway**.

Grow It — Families Acquire and Grow Assets Asset Building Continuum

- **Transactional financial services** (check cashing, bill paying, purchases, remittances)
- **Short term savings needs** (emergency savings, short term credit)
- **Leveraged savings** (homeownership, small business, education and training, retirement)
- **Asset protection** (foreclosure prevention, protection from predatory lending, insurance)
- For each of these, there are a set of needs around **financial education, products, and policies.**

Securing Asset Building Resources for Families

- Please don't re-invent the wheel – asset building programs are available in your community
- Identify community partners offering asset building programs
- Join an existing Asset Building Coalition (Atlanta Prosperity Campaign) or help create one in your community
- Sign up as a community partner and consider offering free tax preparation and benefits screening
- Share asset building resources with parents including www.AssetPlatform.org
- Promote asset building programs to families –invite asset building partners to monthly parent workshops

Asset Building Programs and Partners in Metro Atlanta



Generating Co-Investment by Other Funders

- Charles Stewart Mott Foundation
- Citi
- JP Morgan Chase
- Robin Hood Foundation
- W.K. Kellogg Foundation

www.AssetPlatform.org

- www.AssetPlatform.org is an online access point that is a virtual “one stop” that provides information, educational materials, products and services that help CBOs help families build assets
 - Connect efforts of existing grantees and partners, like One Economy, D2D, Credit Builders Alliance
 - Funded by Living Cities, Casey Foundation, and others
 - Includes a range of training, tools, and products for CBO staff, financial counselors, and clients.
- www.AssetPlatform.org was formally launched in April 2010 after a nine-month development and beta testing phase.
 - 5,577 visitors since April 2010
 - 1,114 total registrations
 - 697 organizations registered
 - 41,441 page views/average 4.19 page views per visit

www.AssetPlatform.org Content

Budgeting

- Trainings on prepaid debit cards
- Access to low-cost debit card
- Prepaid Debit Card Overview and Comparison
- Quick Assessment Tool
- Emergency Calculator

Savings

- Trainings on promoting savings
- Savings Success Checklists
- Savings Bonds at Tax Time Resources

Debt

- Training on Medical Debt
- Training on Foreclosure Basics
- Foreclosure Counselor Locator
- Debt-in-Focus – self-assessment tool

Credit Score

- Credit Counseling Assessment and Glossary
- Options for Obtaining Credit Reports and Scores
- Credit Counseling Referral
- Access to soft, low-cost credit reports

Organizational Resources

- Credit Union Locator
- Access to Scholarships for Financial Educator Certification Training