



***“TOOLS FOR SUCCESS” WEBINAR SERIES  
FOR ASSETS FOR INDEPENDENCE  
GRANTEES***

**STATE AND LOCAL IDA FUNDING**

**January 18, 2012**

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# Connecting to Audio

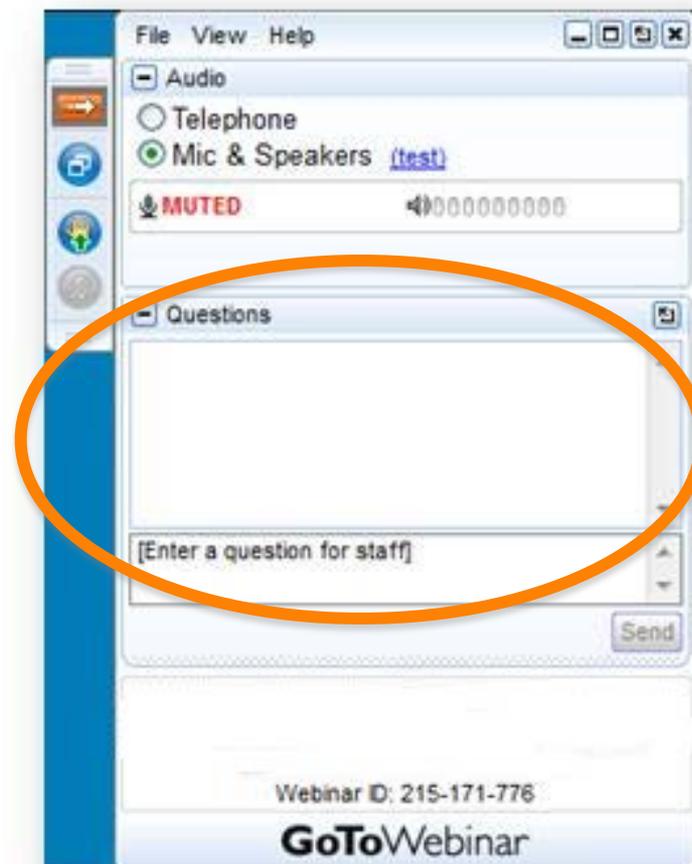
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# Housekeeping

- This webinar is being recorded.
- A transcript and link to the recording will be available 1 week after the webinar.
- The webinar will last for 1 hour.
- **Having technical difficulties? Contact [livemeeting@cfed.org](mailto:livemeeting@cfed.org)**

# Housekeeping

- All webinar attendees are muted to ensure sound quality.
- Use the question box in your webinar Control Panel to ask questions at any time.





# Not an AFI grantee yet?

- Assets for Independence (AFI), which is administered through the Office of Community Services (OCS) at the U.S. Department of Health and Human Services, provides federal funding to community-based nonprofits and government agencies for Individual Development Accounts (IDAs).
- To learn more about applying, visit [www.idaresources.org](http://www.idaresources.org)
- Upcoming Orientation Session:
  - AFI Questions and Answers: A Conference Call for Prospective Grantees
  - Thursday, January 19, 2:00 – 3:30 p.m. EST
  - Register at [www.idaresources.org](http://www.idaresources.org)

# Your Guest Speakers

- **Ethan Geiling**  
Policy and Research Associate  
CFED, Washington, DC
- CFED is a national nonprofit dedicated to expanding economic opportunity for low-income families and communities.



# Your Guest Speakers

- **Emily Hurst**

Director of Development  
Interfaith Housing Services  
Hutchinson, KS



- Interfaith Housing Services is a faith-based organization not affiliated with any religion that develops, promotes, and implements programs which assist persons of low to moderate incomes to meet their housing needs.

# Your Guest Speakers

- **Steve Fireman**

President/General Counsel,  
Economic and Community  
Development Institute  
Columbus, OH



- The Economic and Community Development Institute is a non-profit economic development organization that invests in people to create measurable and enduring social and economic change.

# Your Guest Speakers

- **Amy Szabo**

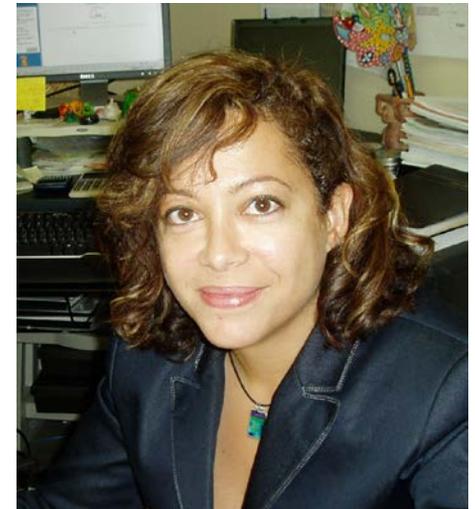
Development Consultant,  
Economic and Community  
Development Institute  
Columbus, OH



- The Economic and Community Development Institute is a non-profit economic development organization that invests in people to create measurable and enduring social and economic change.

# Your Moderator

- **Kimberly Pate**  
AFI Resource Center
- The AFI Resource Center provides training and technical assistance to AFI grantees, their project partners, and other organizations that are providing asset building services across the nation.



# Today we will talk about...

- Common IDA public funding sources
- Trends in dedicated state funding for IDAs
- Other state and local IDA funding sources that can be used as non-federal match
- Effective messages developed by IDA practitioners to educate decision-makers about the impact of their IDA program
- Successful strategies used by IDA practitioners to secure state and local funds for their programs

# AFI Requirements

- Federal AFI grants require a 1:1 non-federal match
- Match funds must be used for the same purposes as the federal funds
  - At least 85% to match IDA participants' savings
  - Up to 15% for project operations:
    - 2% for data collection
    - 5.5% for financial education
    - 7.5% for other operational expenses
- Commitment of non-federal funds must be included in the grant application

# State IDA dedicated funds and features of strong state IDA programs

**Ethan Geiling**  
**Policy & Research Associate**  
**CFED**

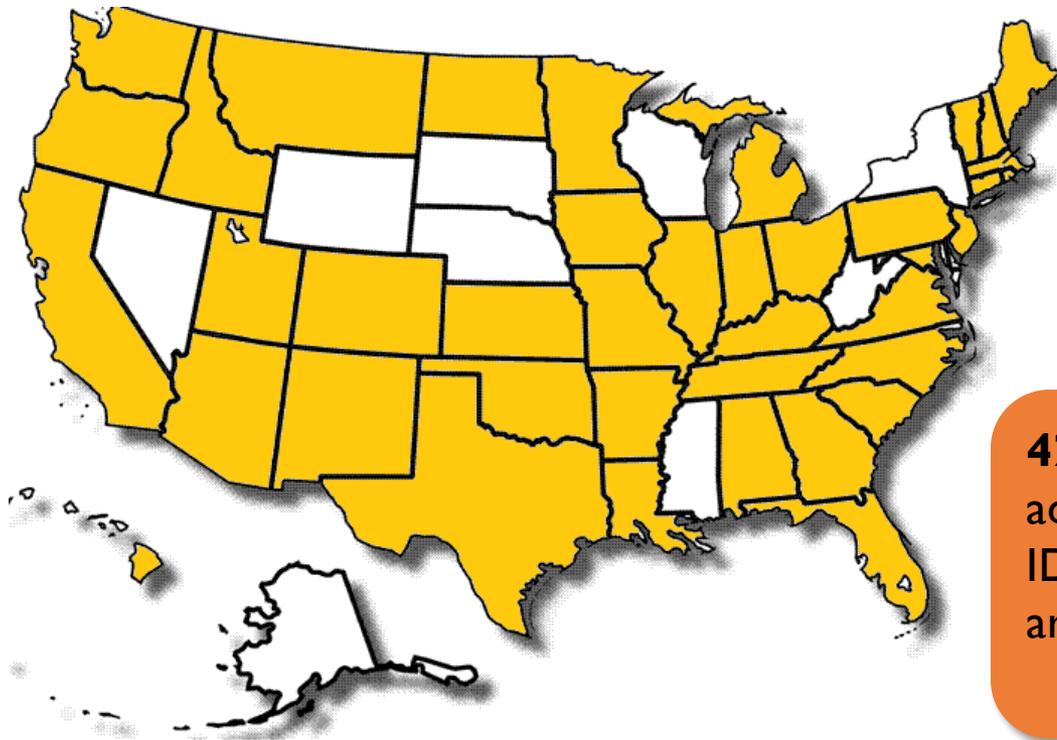
# What makes a strong state IDA program?

## Scorecard criteria of a strong state IDA program:

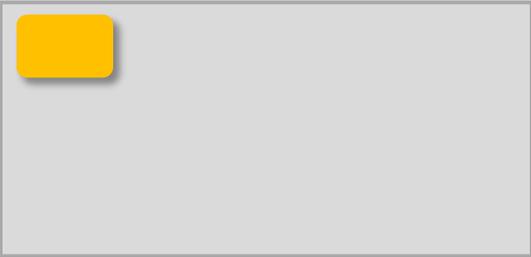
1. Sufficient state funding for IDAs
2. Strong agency steward
  - Agency should provide training and technical assistance
  - Agency should gather feedback for improvement
  - More than 85% of state funds should be used
3. 15% of state funding can be used for program administration, services, operating costs and/or TA to providers
4. Stable funding over time (three year period)



# State IDA funding over time

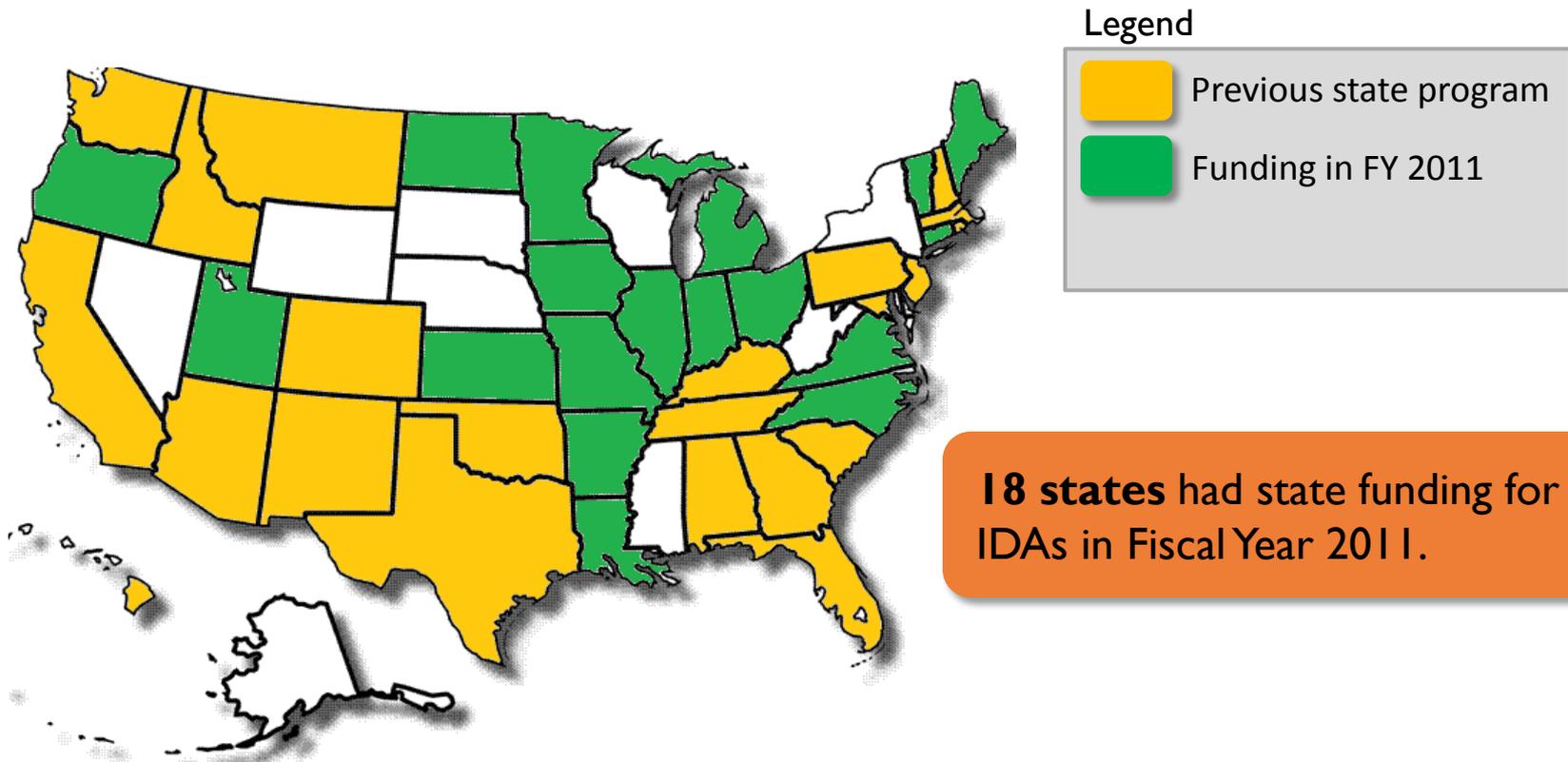


Legend



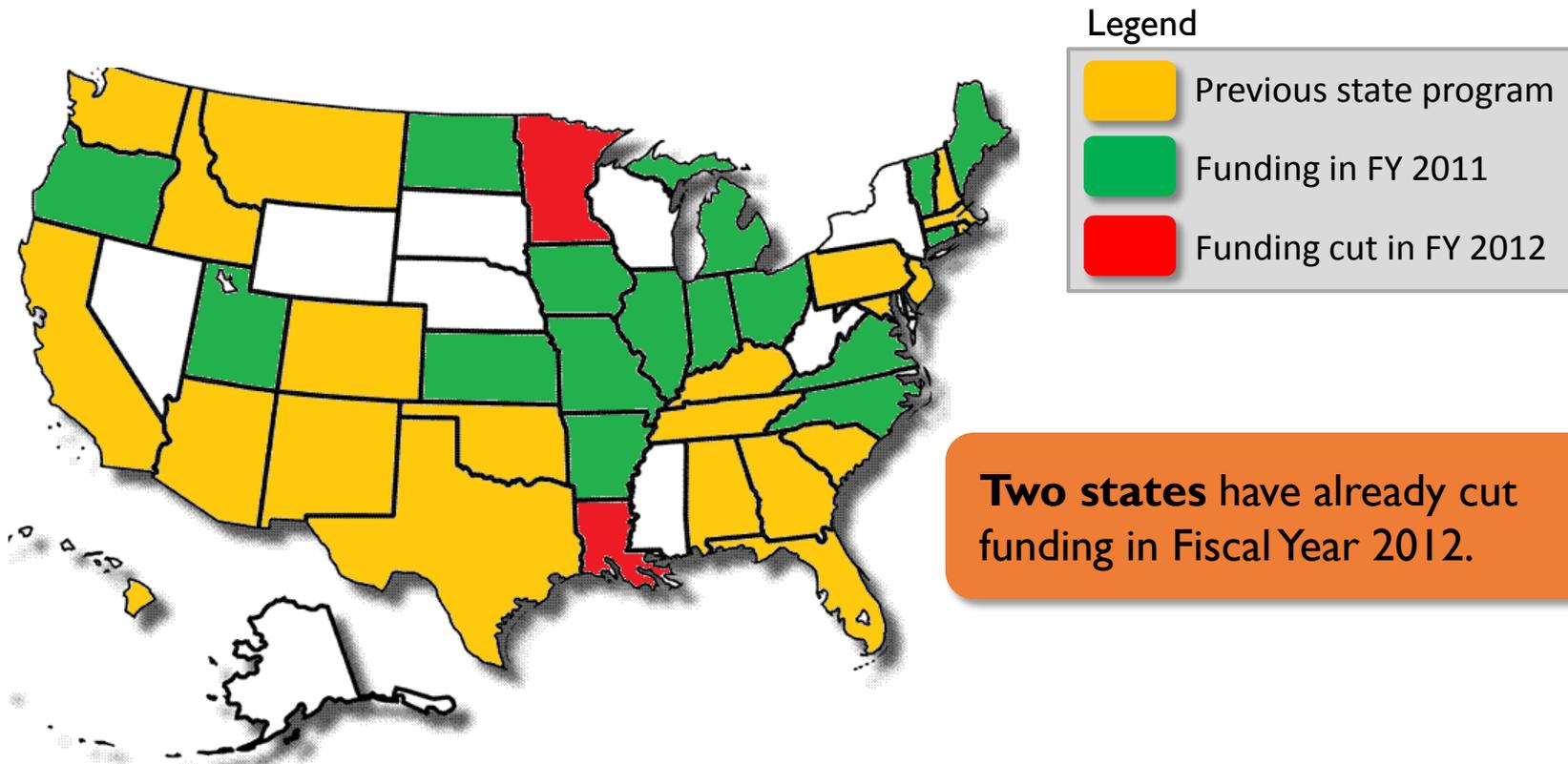
**42 states** have enacted or administratively created state IDA programs, although not all are currently active.

# State IDA funding over time



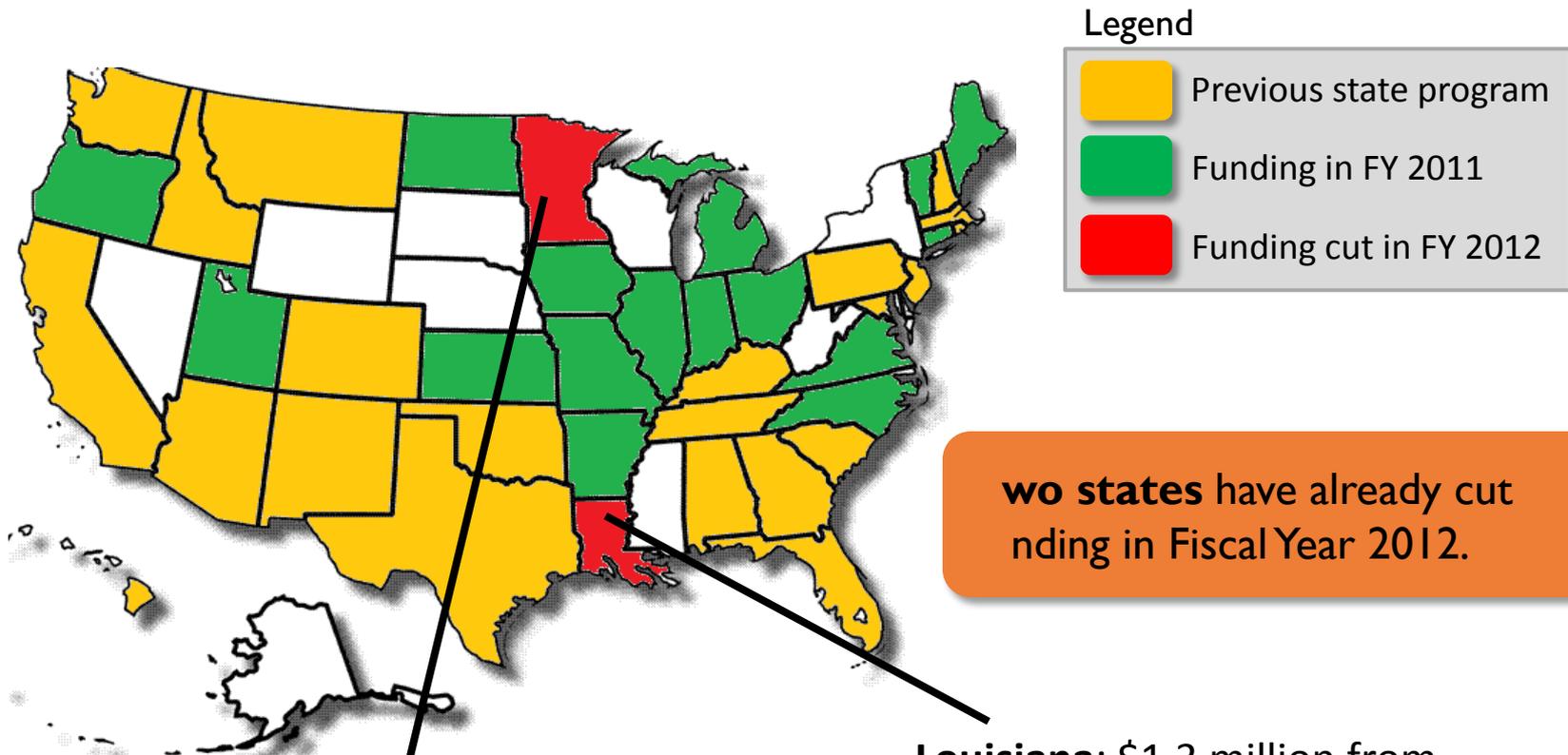
**18 states** had state funding for IDAs in Fiscal Year 2011.

# State IDA funding over time



**Two states** have already cut funding in Fiscal Year 2012.

# State IDA funding over time

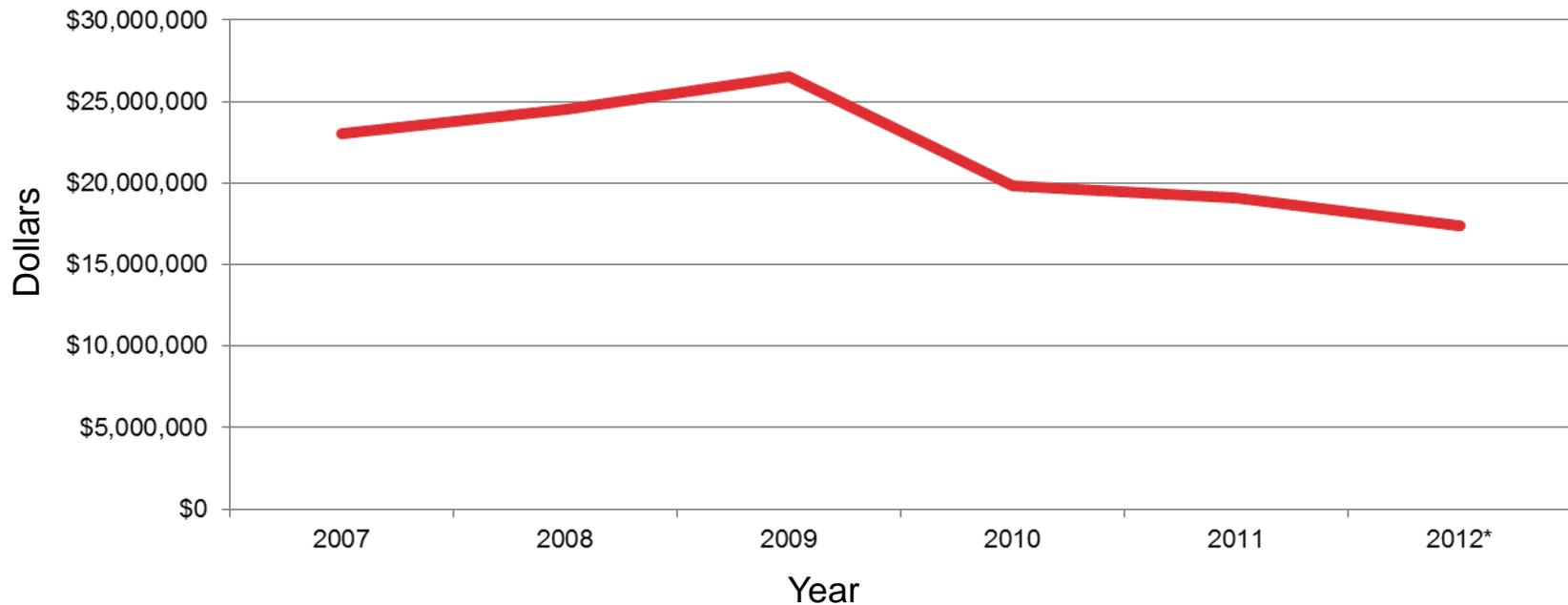


**Minnesota:** \$246,000 from appropriation; **funding cut for FY 2012**

**Louisiana:** \$1.3 million from TANF; **funding cut for FY 2012**

# State IDA funding over time

## Total State IDA Funding, By Year



\*Projected FY 2012 state IDA funding

Source: Based on CFED calculations of data collected in 2009, 2010 and 2011.

# Want more information?

<http://scorecard.cfed.org>

Scorecard  
Resource Guides

Scorecard State  
Profiles and Data





**Effective messages used to educate decision-makers about IDA program impact in Kansas.**

***Interfaith Housing Services***

# Common public funding sources

- Local jurisdiction discretionary funds
  - General Funds (State, County and City)
    - Through offices such as Economic Development, Community Development, Community Affairs, Small Business Development, Economic or Urban Revitalization
  - Community Development Block Grant (CDBG)
    - One “Federal” fund that explicitly may be used as nonfederal cash match for an AFI Project
  - Local departments of labor
    - Offer career and vocational training, business development assistance and other supportive services for AFI participants

# Common public funding sources

- State jurisdiction discretionary funds
  - Housing Finance Agencies and Housing Trust Funds
    - May support homeownership initiatives
  - State Departments of Labor or Workforce Development
    - A few states have given responsibility for statewide IDA initiatives to the economic development division
- State TANF agencies
  - Have funds that may support AFI Projects, but use caution

# Common public funding sources

- State jurisdiction discretionary funds
  - State Departments of Economic Development/ Small Business Development
    - Are interested in small business development but also in asset-building in general
  - State dedicated funds for education
    - Available in some states from the Department of Education to match IDAs for education and training.

# Common public funding sources

- Tribal Governments
  - Provide nonfederal match funds from income generated from tribal economic activities and trust funds
  - Provide cash and other supportive services such as financial education
- Federal Home Loan Banks
  - Have their own IDA program
  - Provide match funds for home purchase



# A wealth of information...

- AFI Resource Center website: [www.idaresources.org](http://www.idaresources.org)
  - Building Your Fundraising Strategy
  - Cultivating Funders
  - Tips for Energizing Board Members
  - Specific Suggestions for Leveraging Federal AFI Grants to Support IDA Projects
  - General Suggestions, Tools & Resources
  - Other Fundraising Tools & Resources

The screenshot displays the AFI Resource Center website. The header includes the AFI logo and the URL [IDAsources.org](http://IDAsources.org). The main navigation bar contains links for 'About AFI Resource Center', 'About AFI', 'Success Stories', 'Locate a Project Near You', 'Apply for an AFI Grant', and 'e-Newsletter'. A large blue banner reads 'Welcome to the Assets for Independence Resource Center.' Below this, a paragraph states: 'The AFI Resource Center is your one-stop source for information on the Assets for Independence program and Individual Development Accounts (IDAs). Here you can quickly learn about the AFI program and IDAs, how to apply for an AFI grant, and how to administer an AFI project. Come here for tips and to learn about best practices for providing and using IDAs and related services.'

The content area is organized into several sections:

- Announcements:** Includes 'AFI Awards Over \$5 Million October 2011 Grant Announcement', 'A Message to Assets for Independence Grantees', and 'Upcoming AFI Grant Application Webinars'.
- Upcoming Events:** Lists 'State and Local IDA Funding (webinar)', 'AFI Question and Answers Conference Call for Prospective Grantees', 'AFI Grant Application Due Date', and 'Improving Your Project with AFP: Orientation to the AFP System'.
- Connect With Us:** Provides options to subscribe to email updates, request technical assistance, reach by phone, or find the website on Facebook.
- Topics & Tools:** A grid of 12 icons representing various resources such as 'Managing Your AFI Grant', 'ASSET Initiative', 'Domestic Violence Survivors', 'Financial Education', 'The AFI System', 'Financial Stability for Families with Young Children', 'Fundraising', 'EITC and Tax Assistance', 'People With Disabilities', 'More Helpful Resources', 'Research About AFI', 'Native American Communities', 'Managing AFI Network Projects', 'Innovative Strategies', and 'Refugee Communities'.

An orange arrow points from the 'Upcoming Events' section towards the 'AFI Grant Application Due Date' announcement.



# **Success Stories from the Field:**

***Economic and Community  
Development Institute***



**Success Stories from the Field:**

***Interfaith Housing Services***

# Questions for the Guest Speakers



# Contact Information

- **Steve Fireman**  
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- **Amy Szabo**  
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Economic and Community  
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# Upcoming “Tools for Success” Webinars

- Red Light, Green Light: Determining IDA Applicants’ Eligibility  
January 24, 2012
- Telling Your Story: The Power of Effective Messaging  
February 8, 2012

Registration details coming soon!