

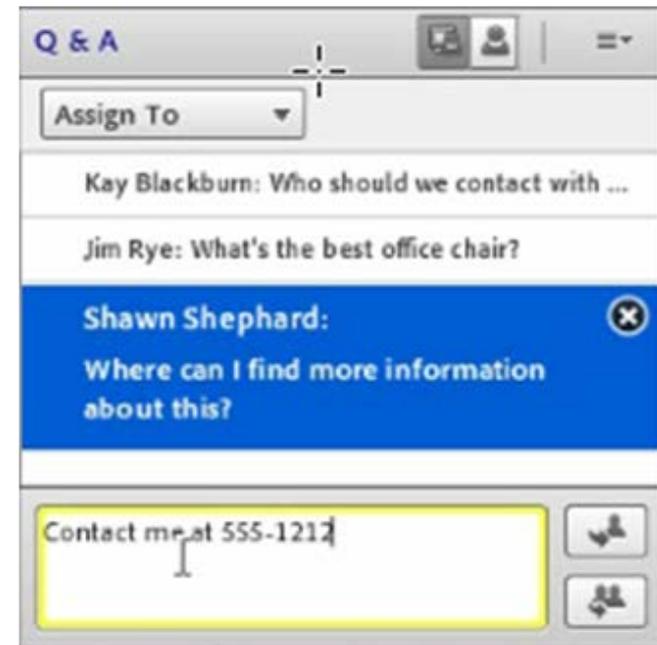
Welcome!

Prospective Grantee Webinar: Developing Resources and Partners

AFI Resource Center
Info@IDAresources.org

During this Webinar

- For assistance accessing the materials, contact the AFI Resource Center: info@IDAresources.org or call 1-866-778-6037
- The webinar is being recorded and will be available on our website along with the presentation
- All participants have been muted to ensure sound quality
- If you have any questions before/ during Q&A:
 1. Go to the Q&A panel on the right-hand side
 2. Type in your question
 3. Click “Send”



Assets for Independence (AFI) Program

- Assets for Independence (AFI) is a discretionary grant program administered by the Office of Community Services (OCS) in the Administration for Children and Families (ACF).
- AFI was created by Congress in 1998 to demonstrate and support an assets-based approach for increasing the economic self-sufficiency of low-income individuals and families.
 - Asset building: supporting the acquisition of assets (both tangible, such as a home, and intangible, such as education) that can increase opportunities, build wealth, and increase economic stability.

Assets for Independence (AFI) Program

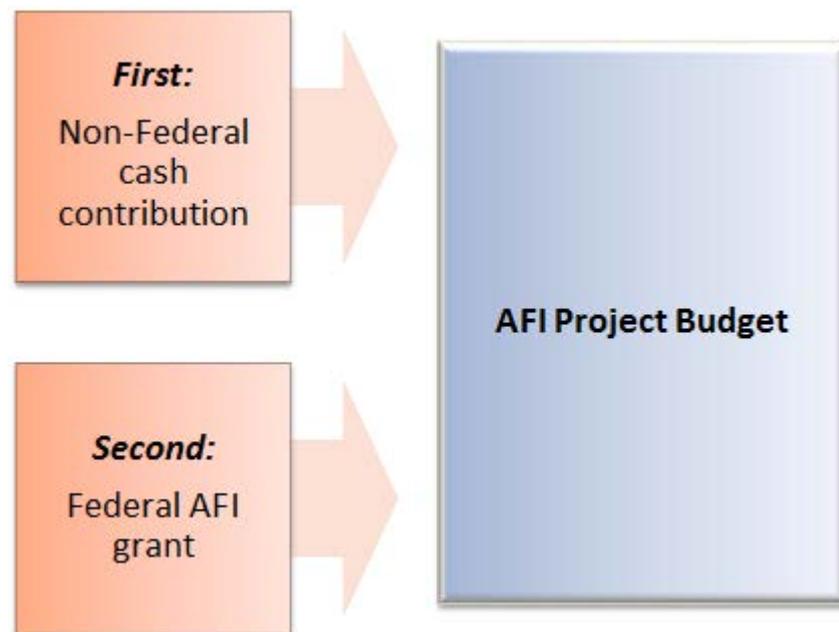
- AFI funds projects that provide Individual Development Accounts (IDAs) and related services to low-income people.
 - IDAs are matched savings accounts that are used for a specific goal:
 - To purchase a first home,
 - To capitalize a business, or
 - To fund post-secondary education or training.

Objectives

- After today's webinar, participants will:
 - Understand AFI's requirements around cost sharing;
 - Have ideas for developing partnerships for support, both for the non-federal cash commitment and other types of support;
 - Understand other roles partners can play beyond funding; and
 - Know about a few of the other fundraising resources available through the AFI Resource Center.

Cost Sharing

- Per Sections 405, 406, 407, and 410 of the AFI Act, grantees are required to finance their projects with a combination of the federal AFI grant and cash from one or more non-federal source(s).
- Dollar for dollar match of the federal grant amount.
- Commitment of non-federal cash must be documented in application.
- Non-federal funds must be available before grantees can draw down federal funds and enroll participants.



Cost Sharing (cont'd)

- Documentation:
 - Reviewers will consider the extent to which the documentation of non-federal cash commitment(s) included in the application meets the universal and source-specific requirements.
 - See FOA Section IV.2. Content and Form of Application Submission, The Project Budget and Budget Justification.
 - Visit www.IDAresources.acf.hhs.gov/Documentation for a checklist of documentation requirements and examples.

- Limitation on Uses of Funds:
 - Restrictions on allowable uses of federal and non-federal funds explained in FOA Section IV.5. Funding Restrictions.
 - View “Understanding the AFI Program” webinar at www.IDAresources.acf.hhs.gov/Apply.

Budgeting Informs Fundraising

- Number of accounts
- Match offered on each account
- Administrative/operational costs
 - Economies of scale
- Staff needed to support this volume of savers
 - Leveraging existing programs
 - Partners
 - Volunteers/interns

Identifying Potential Funders

For each of your asset goals, determine:

- Aside from the IDA accountholders, who else shares these goals?
- Who else benefits from your success?
 - Private sector: lenders, education & training institutes, etc.
 - Public sector: local government, CDCs, etc.
- Who is already funding this work? What existing sources of funding can you leverage?
 - Examples: downpayment assistance, scholarships

Sources of Non-federal Funds

- Financial institutions and their foundations
- State and local governments, including tax credits
- Tribal governments
- United Way
- Foundations (local, regional)
- Applicant organization funds
- Funds directed to specific goals (i.e., scholarship funds, downpayment assistance funds)
- Special needs funding opportunities (mental health, youth programs, disability programs, and other nonfederal funding streams that target specific populations)
- Locally-based corporations/employers
- Places of worship
- Individuals/online donations
- Civic/fraternal organizations

Making the Business Case: http://IDAresources.acf.hhs.gov/IDA_Fundraising

Making Your Case to Local Foundations and Faith-Based Organizations

- Expected benefits to individuals, neighborhoods, and community-based organizations:
 - Help foster self-sufficiency and more opportunity for lower-income individuals
 - Reinforce other community-building programs in neighborhoods
 - Foster partnerships among nonprofit service providers

Making Your Case to Financial Institutions

- Increased customer base and earnings through:
 - Acquisition of new, knowledgeable customers
 - Mortgage loans
 - Consumer loans
- Community reputation
- CRA (Community Reinvestment Act) credit

Identifying Financial Institution Partners

- Variety of financial institutions
 - Credit unions: www.ncua.gov
 - Small & regional banks
 - National banks
- CDFIs
 - Certified CDFIs:
http://www.cdfifund.gov/what_we_do/programs_id.asp?programID=9
- Bank On: <http://joinbankon.org/>
- Offers safe alternative financial products (e.g., credit building loans)

Making Your Case to Local Businesses

- For whom do asset purchases generate revenue?
 - First time home purchase: realtors, appraisers, home furnishings, home repair
- Businesses as employers
 - More educated workforce
 - AFI IDAs and related services as an employee benefit

Making Your Case to Scholarship Funds

- Private-, corporate-, local-, or state-funded
- From a college, university, or college access program
- AFI IDAs can:
 - Help build financial management skills
 - Fill the gap left after grants and scholarships
 - Leverage federal dollars
 - Boost fundraising
- *Has to be deposited into grantee's project Reserve Fund*

Making Your Case to Local Governments

- Opportunity to leverage federal funds
- Potential benefits:
 - Neighborhoods revitalized
 - Increased tax revenue from rising property values, better educated workforce, and business licenses and fees
 - Educated workforce attracts new business to the community
 - Increased commercial infrastructure in low-income neighborhoods
 - Prepare homebuyers for properties developed by local funding or in foreclosure
 - Education and matched savings reduce the potential of future foreclosures
- Article: [Securing Appropriations for a Statewide IDA Program](#)

Building Relationships with Potential Funding Partners

- Leverage your networks
- Know the priorities of your funders
 - Do your research
 - Start with the win-win – what's the value for them?
 - Show how the entire community benefits from AFI projects
 - Learn how to talk to potential partners in their language...or find partners who can do so
- Meet in person

Building Relationships with Potential Funding Partners, cont'd

- Support your ask with a budget and a plan
- Offer non-financial opportunities for support
- Mention your other funders – including yourself
- Demonstrate your results
- Pilot a new project
- Thank your funders often and publicly!

AFI IDA Outcomes

- AFI Report to Congress (2010)
 - Between 1999 and 2010, participants have deposited about \$65 million in earned income into over 68,000 IDAs.
 - <https://www.acf.hhs.gov/programs/ocs/resource/afi-report-to-congress-2010>
- AFI Program Impact Evaluation (2008)
 - After three years, AFI participants were 35% more likely to be homeowners, 84% more likely to own businesses, and 95% more likely to pursue post-secondary education than a comparison group of similar individuals that were not AFI participants.
 - <http://www.acf.hhs.gov/programs/ocs/resource/afi-program-evaluation>

General IDA Outcomes

- Post-purchase follow-up by individual projects indicate:
 - Minimal foreclosures
 - Sustained businesses
 - Educational achievement
 - Sustained saving habits
- Research:
 - [Weathering the Storm: Have IDAs Helped Low-Income Homeowners Avoid Foreclosure](#)
 - [American Dream Policy Demonstration](#)
 - [Oregon IDA Initiative Evaluation Report](#)



ROLES FOR PROJECT PARTNERS

About Partners

- Typical project partners include:
 - financial institutions that hold accounts;
 - organizations that assist with recruiting participants; and
 - organizations that provide complementary supportive services to project participants, such as down-payment assistance programs.
- Business capitalization IDAs (if applicable)
 - Financial institution, a microenterprise development organization, or a non-profit loan fund that approves participant business plans for purposes of the business capitalization asset purchase
- Some grantees work with several project partners to implement the AFI project in a large geographic area, with the partners operating in different sites.

Identifying Potential Partners

- Who else shares these goals?
- Who already has funding to do this work?

First-time Homeownership	Business Capitalization	Post-secondary Education and Training
<ul style="list-style-type: none"> • Mortgage lenders • Housing authorities • Affordable housing developers • Neighborhood revitalization • Sweat equity partners, such as Habitat for Humanity • Employers needing employee retention • Non-profit partners 	<ul style="list-style-type: none"> • Small Business Administration • Offices of Economic Development • Departments of Labor • Workforce Development Agencies • Small Business Development Centers • Business incubators • Microlenders • SCORE • Credit unions and banks • CDFIs 	<ul style="list-style-type: none"> • Colleges and universities • Community colleges • Technical and vocational schools • Financial aid/student life counselors • Scholarship funds • Local and national foundations • Non-profit partners • Employers • Local government

Partnership Development

- Build the relationship:
 - Show benefits of AFI projects in ways that are applicable to your partner organizations
 - Create a clear MOU with responsibilities (not required, but a good practice)
 - Offer quantifiable outcomes to use with funders and for planning
 - Give partners incentives to generate outcomes by tying incentives to participant and project success
 - Thank them publicly
- Contracted partners are ok too

Partnership Expectations

- Oversight
 - Grantees are responsible for the implementation and oversight of their AFI project.
- Project Management in FOA
 - Demonstrate capacity to develop and maintain collaborations with appropriate project partners.
 - Demonstrate the capacity of the project partners to successfully fulfill their role(s) and activity(ies) under the proposed project.

Partnership Expectations

- Project Viability in FOA:
 - Provide information on how the applicant will establish and/or maintain effective working relationships with one or more *federally insured financial institution(s)*.
 - Applicants are encouraged to establish a relationship with one or more financial institutions prior to award and to submit evidence of these relationships in the form of signed third-party agreements.

Writing an Effective Memorandum of Understanding (MOU)

- Define goals and objectives
- Define your organization's role
- Define your partner organization's role
- Set realistic expectations
- Be specific regarding the responsibilities and functions
- Address reporting/data collection

ADDITIONAL RESOURCES

AFI Resource Center Website

- www.IDAresources.acf.hhs.gov/
 - Resources for current grantees, prospective grantees, project partners, and others interested in asset-building
 - AFI Project Builder
 - AFI Grantee Toolkit
 - E-Learning series on Fundraising

AFI

Assets for Independence Resource Center

[AFI Resource Center Home](#) | [Calendar of Events](#) | [AFI e-Newsletter](#) | [Grantee Gateway](#) | [Contact Us](#) | [Materiales en Español](#) | Search

AFI Project Builder

"[Buying my home] could not have happened without the IDA Program. Throughout the savings period, I became disciplined and took responsibility for my future."

-Candice Weather, IDA Graduate and Homeowner, Wisconsin Women's Business Initiative Make Your Money Talk IDA Program, Milwaukee, Wisconsin. www.wwbic.com

The Project Builder is a practical, comprehensive reference. The advice and examples presented here come first-hand from community organizations, key partners, and evaluators operating IDA programs in recent years. With this information, AFI applicants benefit from the learning of other AFI IDA projects, reducing the time and expense of building and operating a project from scratch.

Each chapter addresses a key step in planning an AFI IDA project. One or more tools accompany each chapter to assist you in applying the information in the Project Builder to your own organization, community, and context. The tools include worksheets to guide you through account and project design, templates for key project documents, and instructions for standard application forms to complete according to AFI guidelines. All of the tools are collected in an online Toolkit that can be found here as well.



AFI Project Builder Contents

1. AFI IDAs: Why and What
2. An AFI IDA Project: How Does It Fit Your Organization?
3. A Focus on Results
4. The Basics of the Accounts
5. Financial Institutions: Key Partners for AFI IDA Projects
6. Other Partners: A Critical Part of the AFI IDA Project
7. Non-federal Funding
8. Approach, Part 1: Participant-Oriented Components
9. Approach, Part 2: Your Organizational Capacity and Management Procedures

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AFI Project Builder Toolkit

- Worksheet 1: Assessment of Target Population
- Worksheet 2: AFI Activities, Our Capacity, and Potential Community Partners
- Worksheet 3: The Participant Funnel
- Worksheet 4: Determining the Cost of Assets in your Community
- Worksheet 5: Determining the Savings Cap and Match Cap
- Worksheet 6: Financial Institution Comparison Sheet
- Worksheet 7: Partnership Evaluation Form
- Worksheet 8: Funding Prospect Form
- Worksheet 9: Gantt Chart of Activities
- Worksheet 10: AFI Project Budget
- Worksheet 11: Projecting Need of Matching Funds
- Standard Budget Forms for AFI Applications
- Sample Documentation of Commitment of Nonfederal Resources
- Sample Savings Plan Agreement
- Sample AFI Project Manager Job Description
- Sample Financial Institution Partner Agreement

AFI Grantee Toolkit: Resources for Running your AFI Program

- Fundraising
 - Creating a Powerful Message for your AFI Program
 - Demonstrating Success: Strategies for Measuring and Communicating Program Impact
 - Fundraising Resources for IDA Programs Webinar
- Financial Institutions
 - Financial Institutions Partnerships for IDA Programs Webinar
- Partners
 - "Matchmaker, Matchmaker..." Finding and Vetting Network Partners Webinar
 - Strategic Partnerships for IDA Programs Webinar

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E-Learning Series on Fundraising

www.IDAresources.acf.hhs.gov > “Fundraising”
button

The screenshot shows an e-learning interface. On the left is a 'Table Of Contents' with a search icon. The main content area is titled 'Getting Started' and contains a bulleted list of topics. At the bottom, there is a progress bar and navigation controls.

Slide Title	Duration	✓
○ Educational Institutio...	00:45	✓
○ Meet the Field	00:54	✓
○ Types of Support Pro...	01:28	✓
○ Selling Points & Effect...	03:17	✓
○ Getting Started	03:36	✓
○ Review	01:22	
○ References and Reso...	00:30	

Getting Started

- Identify potential partners in your area
 - US Department of Education [database of accredited postsecondary institutions](#)
 - Accommodating of low-income, working students?
 - TRIO programs on campus?
 - Partnerships with community agencies?
 - Workforce development initiatives?
 - Pathways to College Network and National College Access Network [directory of college access programs](#)
- Key messages:
 - Target your own students
 - Control of the funds

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Select the Next button to continue

AFI Funding Opportunity

- Funding Opportunity Announcement
 - Direct link:
https://www.acf.hhs.gov/grants/open/foa/index.cfm?switch=foa&foa_n=HHS-2015-ACF-OCS-EI-1005
 - Shortcut: <http://www.IDAresources.acf.hhs.gov/Apply>
- Next application due date: June 15, 2015
 - Depending on funding availability, there are also funding due dates expected in October 2015 and April 2016.



Next Steps

- Contact the AFI Resource Center for a copy of the AFI Application Kit and to join the mailing list
- Secure nonfederal cash contribution
- Establish MOUs with partner organizations
- View other Prospective Grantee Webinars: Understanding the AFI Program, Introducing the 2015 FOA, and Preparing an AFI Application
 - www.IDAresources.acf.hhs.gov/Apply

AFI Resource Center

- The AFI Resource Center is the access point for AFI program technical assistance.
- Website: idaresources.acf.hhs.gov
 - Includes information for potential applicants
 - Grantee Locator:
<http://idaresources.acf.hhs.gov/afigrantees>
- Help Desk:
 - **Phone:** 1-866-778-6037
 - **Email:** info@idaresources.org