Building Foundations to Increase Family Financial Security

Webinar 2
February 24, 2016
3:00-4:00 pm EST

Brandi Black-Thacker
Director of Training, Technical Assistance, and Collaboration

NATIONAL CENTER ON Parent, Family and Community Engagement
Webinar 2
Building Foundations to Increase
Family Financial Security

February 24, 2016
3:00-4:00 pm EST

Resources:

Community Services Block Grant (CSBG)

Assets for Independence (AFI)

AFI Resource Center

Building Financial Capability: A Planning Guide for Integrated Services

Jeannie Chaffin
Director

OFFICE OF COMMUNITY SERVICES
An Office of the Administration for Children & Families

Overview of Financial Capability:

• Head Start’s history promoting family well-being
• Language walk / Journey to financial well-being
• Financial capability services
• Three methods to provide financial capability services
• Finding the opportune moment to raise awareness and connect families to services

Jennifer Medina

expanding economic opportunity
Head Start’s history promoting family well-being

As a War on Poverty program, initiated in 1965, Head Start has long recognized the importance of family financial security on children's learning and development.

Head Start’s history promoting family well-being

In the Improving Head Start for School Readiness Act of 2007, the definition of “family literacy services” was amended to include “financial literacy.”
Head Start’s history promoting family well-being

In 2011, the Office of Head Start developed an outcomes-based Parent, Family & Community Engagement Framework.

The first of the seven outcomes is family well-being, which is achieved when all “families are safe, healthy and have increased financial security.”

<table>
<thead>
<tr>
<th>Head Start Parent and Family Engagement Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. FAMILY WELL-BEING</td>
</tr>
<tr>
<td>2. POSITIVE PARENT-CHILD RELATIONSHIPS</td>
</tr>
<tr>
<td>3. FAMILIES AS LIFELONG LEARNERS</td>
</tr>
<tr>
<td>4. FAMILIES AS ADVOCATES AND LEADERS</td>
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<tr>
<td>5. FAMILY ENGAGEMENT IN TRANSITIONS</td>
</tr>
<tr>
<td>6. FAMILY CONNECTIONS TO PEERS AND COMMUNITY</td>
</tr>
<tr>
<td>7. FAMILIES AS ADVOCATES AND LEADERS</td>
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Building Foundations for Economic Mobility

Language walk: The journey to financial well-being

"Financial capability is the capacity, based on knowledge, skills and access, to effectively manage financial resources."
- Executive Order creating the President’s Advisory Council on Financial Capability in 2010
Financial security includes:

<table>
<thead>
<tr>
<th>Present</th>
<th>Future</th>
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<tr>
<td>Security</td>
<td>Control over your day-to-day, month-to-month finances</td>
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Source: Consumer Financial Protection Bureau

Financial well-being includes:

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<tr>
<td>Security</td>
<td>Control over your day-to-day, month-to-month finances</td>
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<tr>
<td>Freedom of Choice</td>
<td>Financial freedom to enjoy life</td>
</tr>
</tbody>
</table>

Source: Consumer Financial Protection Bureau
**Examples of Financial Capability Services**

<table>
<thead>
<tr>
<th>Money Management</th>
<th>Income Supports</th>
<th>Credit and Debt</th>
<th>Financial Product &amp; Services</th>
<th>Savings &amp; Investments</th>
<th>Consumer Protection &amp; Insurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Financial Education</td>
<td>• Free Tax Preparation Assistance</td>
<td>• Credit Counseling</td>
<td>• Access to Safe and Affordable Financial Products</td>
<td>• Incentivized Savings Programs</td>
<td>• Access to Safe and Affordable Financial Products</td>
</tr>
<tr>
<td>• Financial Counseling</td>
<td>• Access to Federal and State Benefits</td>
<td>• Credit Building</td>
<td></td>
<td>• Asset Ownership Programs</td>
<td></td>
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<tr>
<td>• Financial Coaching</td>
<td></td>
<td></td>
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<td>• Asset Ownership Programs</td>
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**Ways to provide these services**

![Diagram of ways to provide services]

[Diagram showing different ways to provide financial capability services, including refer, partner, do-it-yourself, and other methods.]
Referral or partnership ideas

- Community action agencies
- United Ways
- Credit Unions
- Other financial institutions
- Assets & Opportunity Network members (www.assetsandopportunity.org/network)

Keys to parent participation and uptake

- **Relevance**: Services must meet families’ specific interests and needs.
- **Accessibility**: Services must be offered at a time and place that is convenient for families.
Poll Questions

Thinking about the relevance and accessibility of services, answer these two questions:

• When are the opportune moments to raise awareness about financial capability services?
• When are the opportune moments to connect families to these services?

Grantee Spotlight:
• Speaker: Patty Wilson, Deputy Director of Early Care & Education
• Central Oregon
• 8 Head Start sites across 2 counties
• 451 children served each year
• Community Action Agency
• Multi-service organization: Child Care Resources, HomeSource, Housing Stabilization, Food Bank, Loan Program, Weatherization, Energy Assistance
How did you get started?

Year 1:

- Staff training with HomeSource and Head Start staff using the Consumer Financial Protect Bureau's Your Money, Your Goals Toolkit (www.consumerfinance.gov/your-money-your-goals)
- Joint staff meetings between both teams:
  - HomeSource learned about Head Start
  - Head Start learned about HomeSource services
- Agency leadership support for staff use of HomeSource/NeighborImpact services

How did you get started? (cont.)

Year 2:

- **Staff:** HomeSource staff conducted budgeting training at all the family nights at each site (9 family nights)
- **Parents:** HomeSource has attended 2 policy council meetings – budgeting training & overview of HomeSource services
- Agency-wide: All-staff meeting presented about each other’s programs through skits
- **Planning year for 5-year grant** – integrated into 5-year plan (part of “families are ready” goal); connected to family engagement framework
Program Goal #2: Families are Ready
Families engage productively with their community, their child’s school, and pursue their financial stability goals.

Long Term Goal 3: Families demonstrate personal growth through achievement of goals they set for their family.

Objective A: By 2020, family goals will be connected to the seven outcome areas of the Parent Family & Community Engagement (PFCE) framework.

Impact: Families exit Head Start reporting increased confidence and skills to advocate for their children, to access resources, and to increase their financial stability goals.

Measurement of Progress & Data: Annual Parent Survey

<table>
<thead>
<tr>
<th>Strategies/Action</th>
<th>Who</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 16 Link each area of the Family Assessment (FA) to all areas PCFE</td>
<td>FCE Coord., Site staff</td>
<td>Time</td>
</tr>
<tr>
<td>FY 16 Increase by 5% families that have goals in financial stability over fiscal year 15.</td>
<td>FCE Coord., Site Staff</td>
<td>Time</td>
</tr>
<tr>
<td>FY 16 Develop and implement with NeighborImpact Home Source Department Financial Fitness Trainings for Head Start Parents/Guardians, track number of parents attending</td>
<td>FCE Coord., Site Staff</td>
<td>Time</td>
</tr>
<tr>
<td>FY 17-19 Increase by 5% each year the amount of parents/guardians that attend financial fitness trainings</td>
<td>FCE Coord., Site Staff, Home Source</td>
<td>Time</td>
</tr>
<tr>
<td>FY 20 Maintain and/or increase parent/guardian attending financial fitness training</td>
<td>FCE Coord. Site Staff, Home Source</td>
<td>Time</td>
</tr>
</tbody>
</table>

What services are you offering parents, and how are you providing these services?

<table>
<thead>
<tr>
<th>Services</th>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community financial fitness trainings</td>
<td>Education provided by HomeSource counselors</td>
</tr>
<tr>
<td>Financial counseling</td>
<td>Referrals to NeighborImpact HomeSource division</td>
</tr>
<tr>
<td>Free tax preparation</td>
<td>Partnership with CASH Oregon Volunteer Income Tax Assistance (VITA)</td>
</tr>
<tr>
<td>IDA program</td>
<td>Referral to HomeSource</td>
</tr>
</tbody>
</table>
Why did NeighborImpact decide to focus on building the financial capability of Head Start parents?

- Finances are a big stress on families
- Greater financial security, less stress
- Less stress, better parenting
- One way to move out of cycle of poverty
- Helping families make the most of the income they have

How did NeighborImpact assess the financial needs of parents? What did you learn?

- 260+ parent surveys conducted by Teacher Advocates
- 2 interviews with parents
Do you think your money skills/habits need improvement?

- No response, 4%
- Don't know, 9%
- Yes, 31%
- No, 56%

Debt

- Report no debt, 14%
- Report Debt, [VALUE]
- Report having debt & not knowing how much, [VALUE]
- Report debt and can estimate amount, 58%
- Report debt and give no estimate, 22%
### About how much do you owe?

<table>
<thead>
<tr>
<th>Responded:</th>
<th>66%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median</td>
<td>$7,000</td>
</tr>
<tr>
<td>Mean</td>
<td>$16,726</td>
</tr>
<tr>
<td>Mean excluding those with mortgages</td>
<td>$13,801</td>
</tr>
</tbody>
</table>

### From whom do you seek help preparing your taxes?

- **Do not seek help, 50%**
- **Paid service, 27%**
- **Free service, 5%**
- **Friends/Family, 7%**
- **No/unclear response, 11%**
What advice do you have for Head Start programs interested in financial capability integration?


- Take small steps
- Create staff buy in at all levels
- Create partnerships!!!

Grantee Spotlight: Friends of Children of Mississippi, Inc. (FMC, Inc.)

- Jackson, Mississippi
- 26 Head Start sites across 15 counties
- 2,850 Head Start children
- 256 Early Head Start children
- 23 Pregnant females served each year
Why did FCM, Inc. decide to focus on building the financial capability of Head Start parents?

- There was a “gap” in our attempt to break the cycle of generational poverty.
- Fragmented approaches that addressed the needs of children and parents separately often leave either the child or parent behind.

What services does FCM, Inc. offer parents and how?

<table>
<thead>
<tr>
<th>Services</th>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-employment / microenterprise</td>
<td>In-house (T.W.O. Project – TANF to Work Ownership and New Attitude I &amp; II)</td>
</tr>
<tr>
<td>Job placement</td>
<td>In-house (T.W.O. Project – TANF to Work Ownership and New Attitude I &amp; II)</td>
</tr>
<tr>
<td>Financial literacy training</td>
<td>Partnership with financial institution</td>
</tr>
<tr>
<td>IDA program</td>
<td>Partnership with financial institution</td>
</tr>
<tr>
<td>Job skills and clothing</td>
<td>Partnership with Dress For Success</td>
</tr>
<tr>
<td>Career training – Certified Nursing Assistant, Child Development Associate, Phlebotomy and Computer Technology</td>
<td>In-house (FCM, Inc. obtained registration and license to train)</td>
</tr>
<tr>
<td>Access to postsecondary education</td>
<td>Partnerships with local community colleges and universities</td>
</tr>
<tr>
<td>Free tax preparation</td>
<td>In-house (FCM, Inc. is a Volunteer Income Tax Assistance site)</td>
</tr>
<tr>
<td>Child care</td>
<td>Partnership with Division of Early Childhood Care &amp; Development / Mississippi Department of Human Services</td>
</tr>
</tbody>
</table>
How do parents learn about these services?

- Media (e.g., agency website, TV, radio)
- Home visits
- Flyer distribution in local shopping malls, churches, at HS/EHS Centers
- Monthly Empowerment sessions

How do the financial services that FCM, Inc. offers reinforce the employment services provided?

- Financial services complement and reinforce employment services.
- The services encouraged parents to come to our local FCM, Inc. Head Start/Early Head Start centers to get job training in early childhood education in the classroom where they can go back to school to become teachers.
What outcomes has FCM, Inc. achieved?

- All TANF to Work Ownership (T.W.O.) Project participants:
  - 750 participants have been trained in the (T.W.O.) Project
  - 90% have secured employment; returned to school or college or started businesses of their own.
  - 489 jobs were created, secured or the individuals moved to a higher grade paying position.
- Head Start & Early Head Start participants:
  - 726 parents enrolled in adult education such as GED, college selection.
  - 812 parents enrolled in job training.
  - 1,874 parents enrolled in parent education.
  - 100 parents received housing assistance, plus 38 community participants.

What advice do you have for Head Start programs interested in financial capability integration?

- Promise only what you can deliver.
- Take small steps.
- Be an outstanding sales person.
- Build relationships that will become a partnership.
- “If you want something that you’ve never had; then you must do something that you’ve never done.”
Grantee Spotlight: Friends of Children of Mississippi, Inc. (FMC, Inc.)

Dr. Marvin Hogan, Executive Director

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PFCEwebinars@ECETTA.info
or call (toll-free) 1-866-763-6481
http://eclkc.ohs.acf.hhs.gov/hslc/tta-system/family