



Cities for
**FINANCIAL
EMPOWERMENT**
Fund

Jonathan Mintz, President and CEO

“Innovations to Promote Financial Inclusion”

Federal Reserve Bank of Philadelphia’s Reinventing Older Communities: Bridging Growth & Opportunity

May 13, 2014

Cities for Financial Empowerment Fund

The CFE Fund's mission is to leverage municipal engagement to improve the financial stability of low and moderate income households by embedding financial empowerment strategies into local government infrastructure.

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Funder

A grey oval with a gradient and a drop shadow, containing the word "Advisor" in white text.

Advisor

A grey oval with a gradient and a drop shadow, containing the word "Leader" in white text.

Leader

Financial Insecurity Affects Local Government ...

- hundreds of billions spent annually on social services
- investments often made repeatedly

...and Local Government Can Play Dynamic Roles with Solutions

- accountability
- access
- power
- scale

The rise of “Municipal Financial Empowerment”

- High quality financial counseling and education
- Access to safe and affordable banking
- Savings and other asset building
- Consumer financial protections

Bank On 2.0

A unified, national approach to delivering safe, affordable banking products and services to low-income residents who are unbanked or under-banked through municipal programs across the country.

- Address barriers
- Negotiate products and policies
- Identify access points
- Pilot and evaluate

Summer Jobs Connect

Supporting young adults seeking summer employment ... and enhancing that experience by exploring programmatic linkages to safe and appropriate banking products, services, and education.

Five pilot cities:

- Chicago
- Los Angeles
 - Miami
- New York City
- San Francisco



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www.CFEfund.org