



<http://www.youtube.com/watch?v=JRkTCvuroW8>



www.standbymede.org



United Way of Delaware

TYPICAL FINANCIAL ISSUES FACED BY THE WORKING POOR

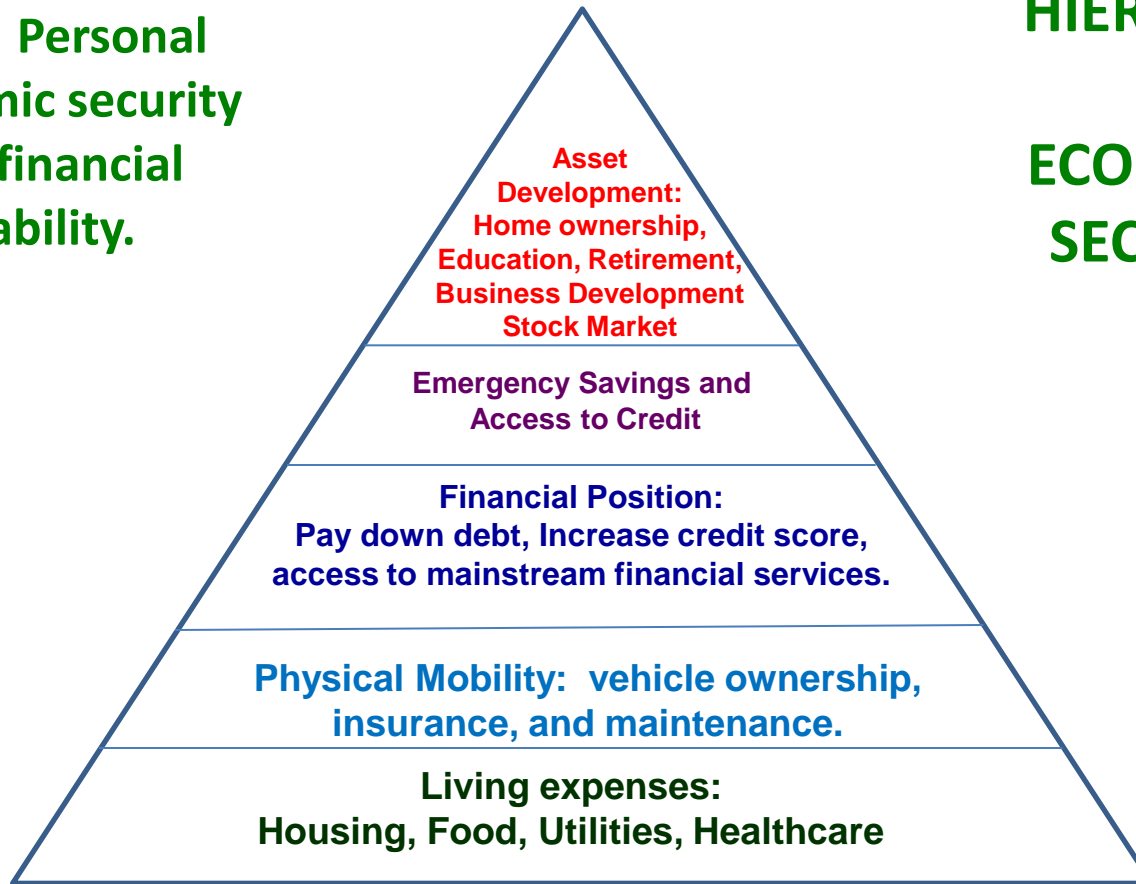
According to US Census data, income data by household in 2011, out of 332,837 households in Delaware, 139,431 (42%) had income below \$50,000. Of those, 94,492 (28.5%) were below \$35,000. Many of these households are low income working families and they have traditionally struggled with the following financial issues:

- High debt for medical, student loan, and credit cards
- Supplementing income with credit
- Low credit scores
- Lack of access to financial services and products
- Exploitation by the “fringe” financial sector
- Monthly expenses that exceed income
- No savings or safety net
- Debilitating stress and worry over finances



**Goal: Personal
economic security
and financial
stability.**

**HIERARCHY
Of
ECONOMIC
SECURITY**



**MONEY, LIFE,
AND WELL-BEING**



**Stand By Me's Hierarchy
of Economic Security**



Maslow's Hierarchy of Needs

Household and Median Income By Race: US & Delaware 2009 National Data, US Census

	White	Black	Hispanic	Asian Pacific Islander
Median DE	\$62,288	\$42,126	\$35,505	\$85,117
Median National	\$57,000	\$33,000	\$39,000	\$68,600
National % HH Income below 50K	48%	67%	61.5%	39%



New Paradigm for State Prosperity Systems Change



Non-Profits

National Partners

Faith-Based

K-12 Education

Employers

**DIVERSE PARTNERS SHARE ONE MISSION:
Financial Empowerment Alliance**

Higher Education

State/County/Local Government

Governor -Led Economic Empowerment Initiative

Stand By Me®

Targeted Constituencies
People with Disabilities,
Veterans, Seniors,
and others

**Coaching/Financial Inclusion:
Across the Lifespan • Free
Individual • Employer/Market Based
Together. No Matter. We're Here.**





FINANCIAL EMPOWERMENT SERVICE PACKAGE

Goal: Increase personal economic security.

- **Personal Financial Coaching:** Budgeting, debt, financial goal setting, savings, and personal money management. Work one-on-one with a personal financial coach.
- **Mind Over Money Workshops:** Four 1-hour interactive workshops where participants have fun while they learn about money. Even the most financially savvy money manager will be surprised about the insights and ideas they come up with during these sessions.
- **Financial Services:** Work with credit unions and non-profits to develop and increase access to consumer-friendly savings, loan, and transaction products.
- **Post Secondary Education Services:** Financial planning for post-secondary, FAFSA applications, managing student loan debt.
- **Community Referrals:** Debt consolidation, foreclosure assistance, free tax preparation, matched savings programs, home ownership counseling.





BUILDING A SCALABLE MODEL: ROLE OF THE PUBLIC SECTOR

The empty seat at the table....

- **Leverage Involvement:** The Governor motivates involvement and participation by new stakeholders: businesses, educational institutions, governmental organizations
- **Collective Ownership:** Each partner has **self-interest** in the strategy: improve students graduation rates; improve employee retention and performance; enhance services to kids aging out of foster care, people with disabilities, aging, and other constituencies served by government. Partners unite through Financial Empowerment Alliance.
- **Re-Engineering Infrastructure for Service Delivery:** Co-location of Financial Empowerment on-site at Partner locations
- **System Integration/ Identifying Natural Touch Points:** Student Services, human resources, staff development for managers, responding to system requirements (Voc Rehab, Foster Care, Retirement)





May 2011 – May 2014	Coaching Customers	Served By Stand By Me
<p>76% report little to no control over their finances.</p> <p>83% report being extremely to somewhat worried over their finances.</p>	<p>Gender: 72% female</p>	<p>Race: 52% African American 10% Hispanic 36% White</p>
<p>Education: 36% have some college 21% have HS diploma 16% completed post-secondary</p>	<p>Monthly Income: 36% - 0 - 1499 31% - 1500 - 2499 10% - 2500 - 3499 8% over \$3,000+</p>	<p>Employment: 56% work full time 20% work part time</p>
<p>Children: 50% are households with children</p>	<p>Housing: 49% Rent 27% Homeowner</p>	<p>Age: 40% below 35 42% between 36 – 55</p>



NEW CASTLE COUNTY	KENT COUNTY	SUSSEX COUNTY
Lead Partner: West End Neighborhood House	Lead Partner: NCALL Research, Inc.	Lead Partner: Goodwill of Delaware and Delaware Co.
ShopRite Supermarkets	Dover Downs	Nanticoke Hospital
Del Tech, Wilmington & Stanton	Del Tech, Terry	Del Tech Owens
Christiana Hilton	Delaware State Housing Authority	Beebe Hospital
Christina School District	Polytech Adult Education and ESL	Indian River School District
DE Dept. of Health and Social Services	DE Dept. of Health and Social Services	DE Dept. of Health and Social Services
Westside Health Center (community health services)	Dover Air Force Base	Beracah Homes
Wilmington University	Wilmington University	Child Care Centers
Child Care Centers and Head Start	Child Care Centers and Head Start	Partner: Telamon – Head Start programs
Christiana Care Health Systems		
Partner: Latin American Community Center – Hispanic immigrants and residents	DE Dept of Agriculture	
Partner: Wilmington Senior Center - 50+ population		

Stand By Me Services Provided to the people of Delaware

Service Provided	2012 (first 12 months)	2013 (second 12 months)	Total in 36 months
Personal Financial Coaching	671	1625	3700
Mind Over Money Interactive workshops	382	1702	2500
FAFSA Applications	129	622	1225
Free Self-Help Tax Preparation	0	2700	5700
Total	1182	6649	13,125





May 2011 – May 2014

Coaching Customers

What our customers have accomplished in 36 months:

TARGET: Credit and debt position improved

RESULT: 80% of coaching customers are working on their credit through debt repayment plans, correcting credit reports, and increased credit scores

TARGET: Financial skills and personal money management improved

RESULT: 48% of coaching customers have improved personal money management by creating a household budget, adding savings to their budget plan, establishing emergency savings, and opening credit building accounts.





Infrastructure

Implementation Partners:

Stand By Me partners with one non-profit in each county to carry out operations.

- **Lead Partners:** State of Delaware, United Way of Delaware,
- **New Castle County:** West End Neighborhood House
- **Kent County:** NCALL Research,
- **Sussex County:** Goodwill of Delaware and Delaware Valley
- **50+:** Wilmington Senior Center and DE Division of Aging and People with Physical Disabilities

Staff: 17 coaches, 5 managers, 5 contractors, 1 community engagement coordinator, and 1 program director work in the program.

FAFSA Volunteers: 40.

Program Partners: (businesses, educational institutions, state and county agencies, non-profits) collaborate to bring program services to their organizations, constituencies, and communities, donating space, in-house support, and technology. No funding spent on space or utilities.



FINANCIAL WELLNESS IN THE WORKPLACE: The FinFit Challenge

You and your employees can win Points and Prizes for participating in \$tand By Me[®] and working on your financial well-being. When everyone reaches 300, the entire team will be provided with a lunch event. Points will be earned according to the following:

<u>ACTION</u>	<u>POINTS</u>
Program Orientation (1x)	25
Workshop Attendance (1x)	25
Personal Financial Coaching Session	50
Review Credit Report (1x)	25
Open NEW savings account	50
Set-up Auto Savings Deposit	25
Increased Credit Score	25
Utilized Credit Builder product	50
EITC / Tax Prep Services	25
Complete FAFSA Aid Application	25
Establish a budget	25
Establish a long term financial goal	25
Meet with the coach 3 times	50
Refer a friend or family member	25

Incentive levels are as follows:

100 POINTS = \$10 Cash

200 POINTS = \$25 Gift Card

300 POINTS = \$50 Certificate of Deposit (CD)



IN THE WORKS STATEWIDE

- **Financial Empowerment Alliance**: Link all stakeholders into an Advisory Board that meets quarterly to inform operations, expansion, and innovation.
- **Customization for specific markets**: SBM 50+ for Baby Boomers and their parents; public housing residents; middle and high school students and their families; Head Start and Childcare Centers; SBM Hispano.
- **Consumer-Friendly Financial Products**: Provide 8 innovative new financial products designed for the market, including loans, reloadable debit cards, and checking account. Continue to develop new products to meet market needs.
- **MyFree Taxes**: Web-based free tax preparation available for households with an income at or below \$57,000. Free phone assistance available by IRS-certified volunteers. Joint venture with Goodwill and United Way. Served 5700 in two years. www.myfreetaxesde.org
- **Delmarva Power**: Pilot with 200 customers who are delinquent or default on bills, who don't qualify for other utility benefits.



FOR MORE INFORMATION

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www.StandByMeDE.org
www.yesicande.com

<http://www.youtube.com/watch?v=Us-TVg40ExM>

