



# Integration and Designing Financial Capability Services

Native Convening, June 2018

# Objectives

- **Explore** the scope of financial capability services
- **Understand** what integration is and how it can lead to overall improved outcomes
- **Hear** integration lessons learned from the Kenaitze Indian Tribe, APIA and Pascua Yaqui Indian Tribe
- **Explore** steps for how they might integrate financial capability services into their existing services

## Agenda

1. Welcome and Introductions
2. Defining Financial Capability
3. Defining Integration
4. Case Studies
5. Planning Guide Overview
6. Q & A

# **Introductions**

# **Defining Financial Capability**

# Financial Capability



# Four Planning Questions to Aid Design

- **What financial capability services** will make the best impact on our clients?
- **Who will deliver** financial capability services to target program clients?
- **How will our operations change** for integration?
- **How can we convince** key stakeholders to support this work?



**Money  
Management**

**Income  
Supports**

**Credit and  
Debt**

**Financial  
Product &  
Services**

**Savings &  
Investments**

**Consumer  
Protection &  
Insurance**

# Understanding how your clients manage now...





# Financial Capability Services



## Money Management

- Financial Education
- Financial Counseling
- Financial Coaching
- Asset Ownership Programs

## Income Supports

- Free Tax Preparation Assistance
- Access to Federal and State Benefits

## Credit and Debt

- Credit Counseling
- Credit Building

## Financial Product & Services

- Access to Safe and Affordable Financial Products
- Incentivized Savings Programs
- Credit Building

## Savings & Investments

- Incentivized Savings Programs
- Asset Ownership Programs

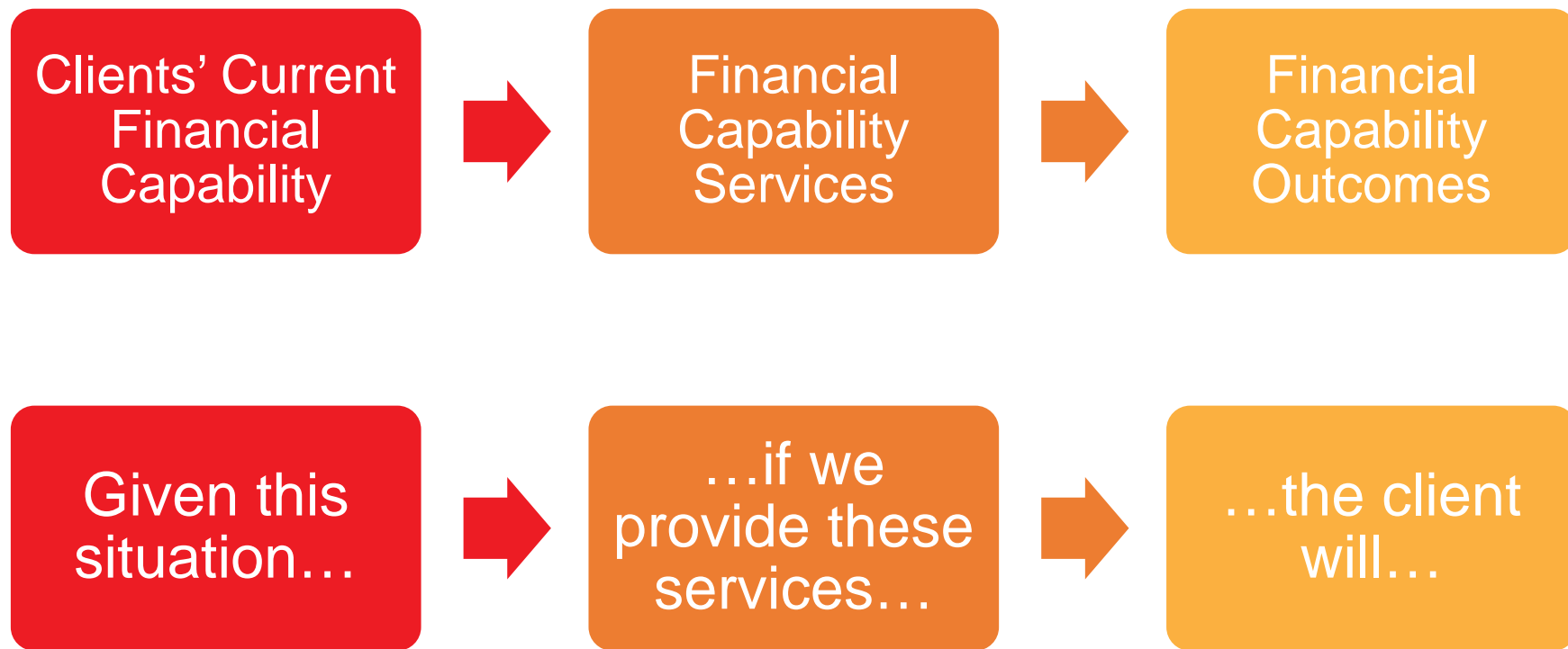
## Consumer Protection & Insurance

- Access to Safe and Affordable Financial Products

| <b>Financial Capability Service</b>              | <b>Examples of what this looks like</b>   |
|--|---|
| Financial Education                              | Workshops and classes on financial topics, offered in a series or standalone sessions.                  |
| Financial Coaching                               | Ongoing one-on-one interactions that focus on achieving financial goals.                                |
| Financial Counseling                             | One-on-one interactions that focus on solving immediate financial issues.                               |
| Credit Counseling                                | Assistance organizing, prioritizing, or paying down debt; helps participants monitor and manage credit. |
| Credit Building                                  | Access to products or programs that help participants build or re-build credit.                         |
| Access to Safe and Affordable Financial Products | Access to or encouraging the use of financial products that are low-cost, convenient, and transparent.  |

| <b>Financial Capability Service</b>  | <b>Examples of what this looks like</b>   |
|--------------------------------------|---|
| Free Tax Preparation Assistance      | Volunteer Income Tax Assistance (VITA) or Tax Counseling for the Elderly (TCE) programs; often includes promoting the Earned Income Tax Credit (EITC).                            |
| Access to Federal and State Benefits | Screen participants for benefits eligibility and provide assistance in accessing benefits, such as SNAP (Food Stamps), child care, or transportation subsidies.                   |
| Incentivized Savings Programs        | Work with participants to save for their goals and provide savings incentives that they can use for an asset purchase or another expense.   |
| Asset Ownership Programs             | Support participants to build and/or maintain assets such as retirement savings, a small business, a home, a vehicle, or postsecondary education for themselves or their children |

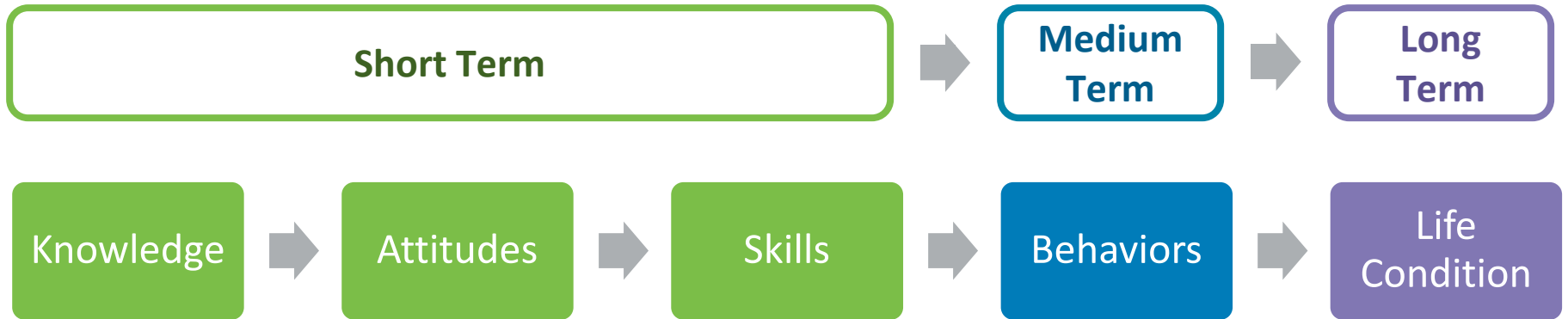
# Financial Capability Theory of Change



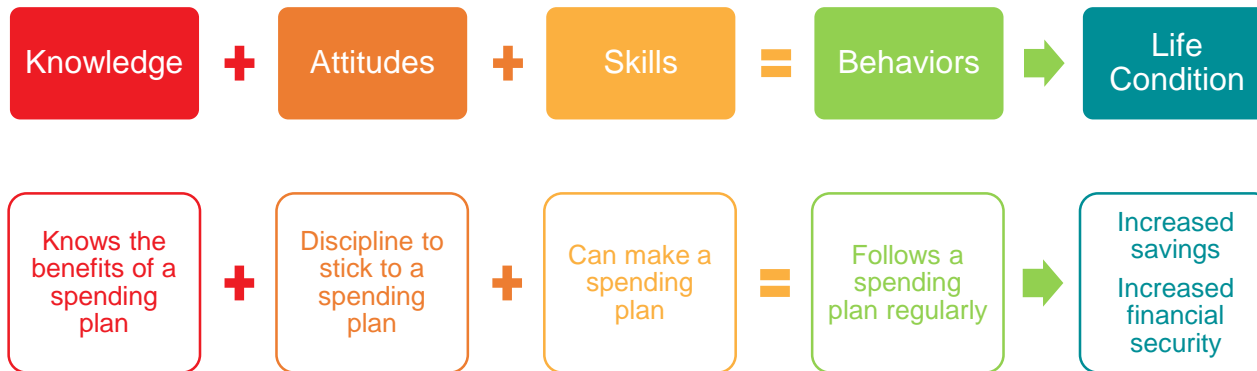
# What are Outcomes?

*For financial capability programs, outcomes are the knowledge, skills, attitudes, behaviors and life conditions an organization hopes to influence within the population(s) they serve.*

# Types of Outcomes



# Financial Capability Outcomes



- Are **observable** and **can be measured** to determine whether change has taken place.
- Represent a potential **benefit** for the target population.
- Are **realistic** and **attainable** for participants.
- Can be sensibly claimed as something your program can **influence**.
- Are accepted as **valid** outcomes by your key stakeholders.

# Integration

- **Intentionally** incorporating financial capability services into an **existing program or service** that the client already participates in, at a time when the services are **relevant** and **accessible**.







## REFER

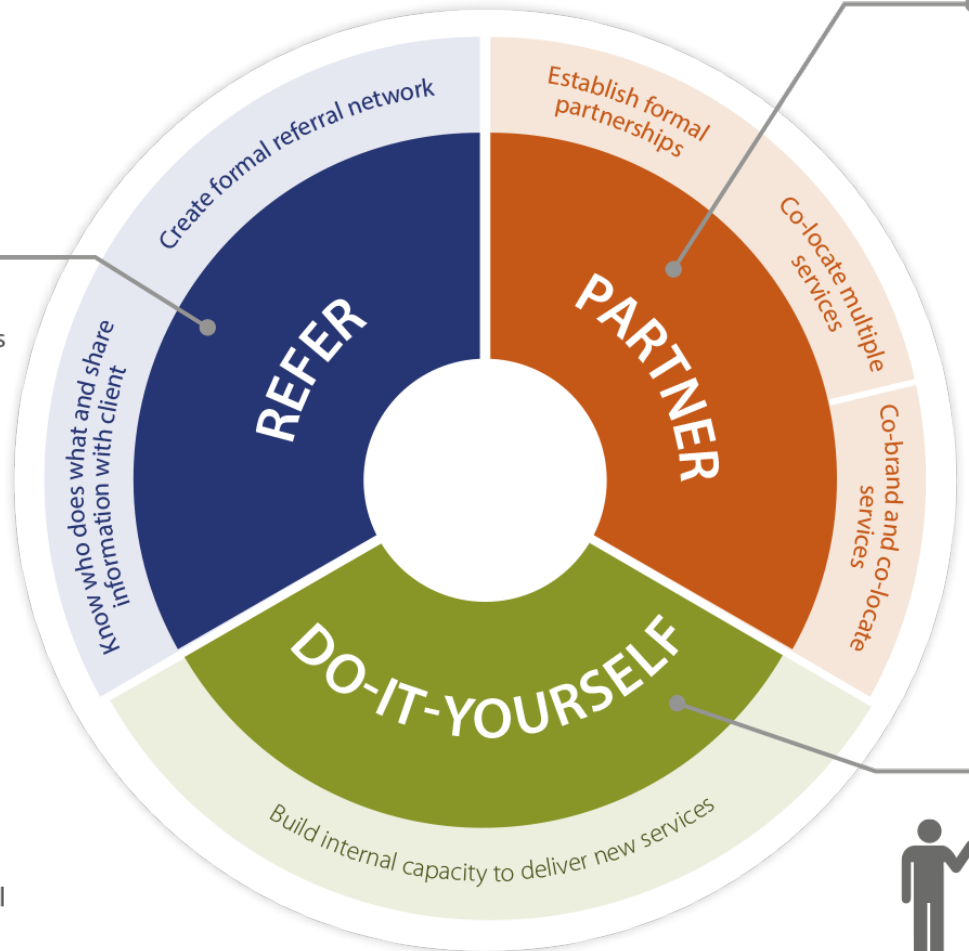
Finding organizations that provide services your clients need and setting up a process for referring clients to those services

### ADVANTAGES

Less resource intensive since it relies on the capacity of other organizations

### DISADVANTAGES

Clients have to travel to another location, which may limit take-up of services; referral partners may have different goals and outcomes, or their services may not be an ideal fit for your clients



## PARTNER

Developing partnerships with other organizations to deliver financial capability services in one convenient location or with a shared brand

### ADVANTAGES

Can maximize the strengths of each organization and allow clients to avoid traveling to multiple locations

### DISADVANTAGES

May involve making compromises and giving up some autonomy over how services are provided and branded, and can take time to establish, especially when deciding where to locate services and how to brand them



## DO-IT-YOURSELF

Building internal capacity to embed financial capability services into your existing programs

### ADVANTAGES

Can ensure that goals and activities contribute to your organizational mission; provides all services at one location, thus lessening the potential for client drop-off between services

### DISADVANTAGES

Is the most resource-intensive option; requires leadership buy-in, funding, and training and support for staff

# Characteristics of Successful Integration

- ✓ The financial capability services integrated address clients' **identified financial issues** and results in improved **client outcomes**.
- ✓ Financial capability services are **tailored** to meet clients where they are in their financial lives and are based on their goals.
- ✓ Clients can **easily access** the financial capability services.
- ✓ Services are provided in a way that leverages staff **expertise and capacity**.
- ✓ Coordination of financial capability and other services involves established service delivery **processes** and consistent **communication** between service providers.

# **Integration in Practice**

# Tribes and Tribal Organizations

- Aleutian Islands Pribilof Association – Aleutian Islands, Alaska
- Kenaitze Indian Tribe – Kenai, Alaska
- Pascua Yaqui Tribe – Tucson, Arizona
  
- Questions:
  - Do you have enough information to move forward? If not, what information would be useful and how would you gather it?
  - What services do you think would be most impactful for clients?
  - What would be your first step in planning to integrate?



# BUILDING FINANCIAL CAPABILITY

A Planning Guide for Integrated Services

Prepared by CFED under the ASSET Initiative Partnership for the Administration for Children and Families at the US Department of Health and Human Services

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Reader suggestions about *Building Financial Capability* are welcome. These may be sent to [PlanningGuide@cfed.org](mailto:PlanningGuide@cfed.org).



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