

June 21, 2011

Empowering Frontline Staff through Financial Education

WABC Yakima Conference

1



Who is the Snohomish County Financial Asset Development Coalition?

In 2006 the Snohomish County Financial Asset Development Coalition was convened by:

- Snohomish County Human Services Department's Community Action Partnership Division in cooperation with Human Services Department
- United Way of Snohomish County
- Workforce Development Council Snohomish County.

Our Vision

The Snohomish County Financial Asset Development Coalition envisions a Snohomish County wherein all individuals and families are able to live, work, meet basic needs, prosper, and realize their potential.

Our Mission

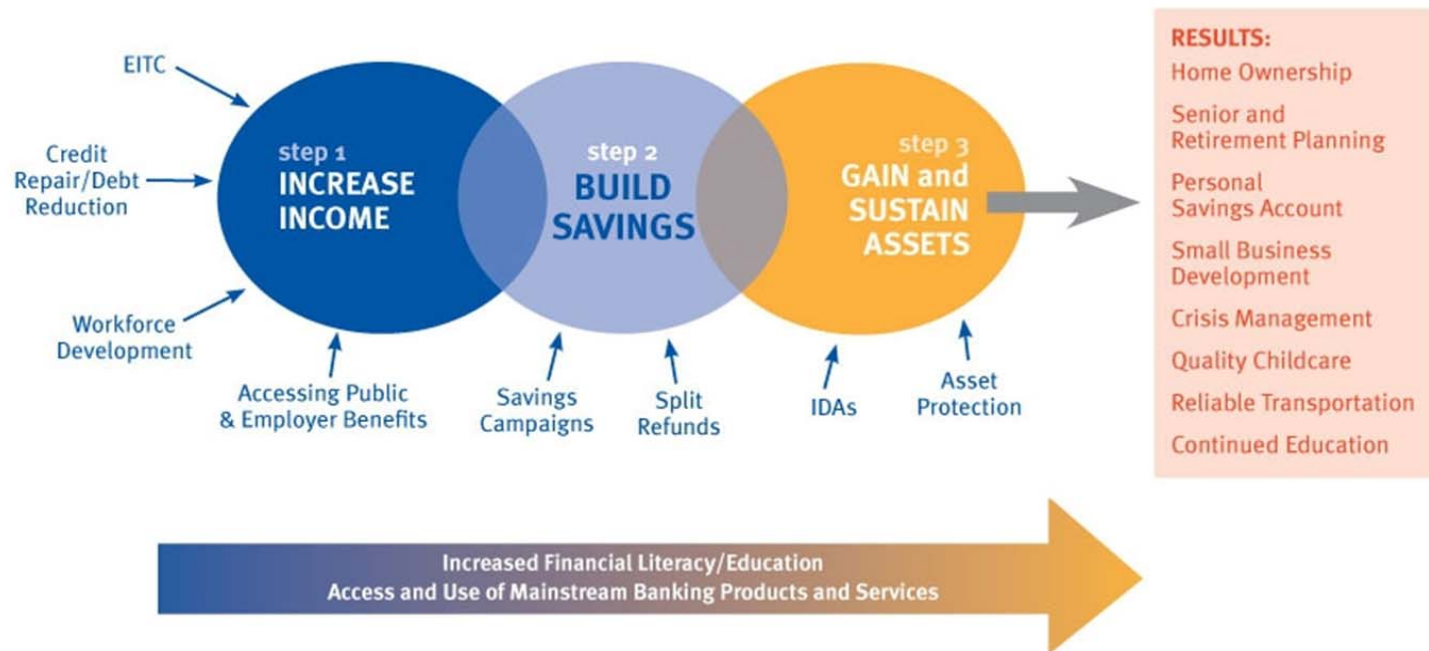
Provide Snohomish County residents with a variety of pathways to prosperity by sharing a full range of high-quality tools and services for building financial assets.

Current Active Partners

- United Way of Snohomish County
- Workforce Development Council Snohomish County
- Snohomish County Human Services
- Everett Housing Authority
- Lutheran Community Services NW
- ClearPoint CCS
- Housing Hope
- NW Washington Business Center
- Volunteers of America WW
- Larry Wewell, Community Member
- WA Working Families Prosperity Center
- Mercy Housing NW

A Stepped Approach To Asset Building

Steps in the Financial Stability Framework



Coalition Objectives

- Capacity building
- Income Tax and EITC Outreach
- Financial Education
- Public Awareness
- Asset Ownership

Frontline Financial Education

- 2007 – Workforce Development Council Snohomish County and PortJobs of Seattle developed training for frontline staff and case managers
- 1st year – Understanding Financial Resources and Community Services; 4 workshops throughout county – 65 attendees from 29 agencies

Building on successes

- 2nd year – 2 workshops Financial mentoring/Financial Resources – 48 attendees from 35 agencies
- 3rd year – Financial Asset Development 101 & 201 – expanded to include youth providers – 30 attendees from 15 agencies; 201 introduced Financial Coaching concepts

Currently...

- 4th year
 - Financial Resource workshop in fall - 38 attendees
 - Financial Coaching 101 - 33 attendees
 - Financial Coaching 201-14 attendees; cohort established

Participant Quote

“The information stuck with me because of its relevance and importance. The training was delivered in a way that led to continued learning and application. I didn't feel like I learned something once that was then replaced by or contradicted by other information. The training provided information that will last a lifetime.”

Change in Clients

“Several of our families receive large amounts of money from their annual tax return. With one of our families we sat down and planned exactly how much of the money they “needed” to catch up on bills and how much they could save for emergencies. The family still has half of the money in a savings account. This family spent most of last year living in hotels and a state park because they were evicted from their house, so being able to have a cushion of money saved is huge for them.”

Client Success Story

“A client who had been homeless on and off for the last 5 years, couch surfing, realized after making a budget that he had plenty of money to have his own apartment, go fishing and play pool if he just plugged his spending leaks and didn't give money to friends and family when they asked. He is now happily housed in his own apartment, and discovered an old friend living in the building that he can fish with. My understanding is that his children are learning to be more self-sufficient.”

Evaluation

- Workshops fill a gap in professional development training that is currently being offered
- Workshops covers the kinds of money-related issues that are relevant to clients
- Tools and resources easy to incorporate in case management

Lessons Learned

- Form partnerships with like-minded agencies
- Repeat trainings often
- Don't assume who the participants will be
 - early learning family coordinators were a great example
- Evaluate and measure outcomes
- Keep what works and improve

2011-2012 Objectives

Establish and build capacity of
Snohomish County Financial
Educators Network
(community calendar & professional
development)