Iowa Coalition Against Domestic Violence

The Future is simple: Every person will be safe in their home; No one will fear the one they love; Everyone will be treated with dignity and respect; Communities will support healthy relationships and healthy sexuality.

Our mission

• We seek to engage all people in a movement to change the social and political systems that perpetuate violence. We do this through education, advocacy and quality services.

• We are a state level nonprofit organization representing 21 statewide victim service programs that provide direct assistance and resources to survivors of intimate partner violence.
The Survivors Achieving Financial Empowerment program

• Beginning 2012 with the support of the Allstate Foundation ICADV and the Iowa Credit Union Foundation (ICUF) formed a partnership to create a statewide matched savings account program.

• The program provides financial literacy and incentive pay to Survivors participating in the curriculum

• Survivors are supported in opening a savings account with a community credit union of their choice. ICADV matches all contributions into the account up to $500

• As of 2019 ICADV has assisted survivors in generating over $155,990 dollars in new wealth assets for more than 200 savers, with an average match of just over $400 dollars.
Core Values/lessons learned

• Work without language access and cultural relevance is doomed
• Personal connection is vital
  -this includes connection between the financial literacy coach and survivor and between survivors
• Respect and Honor survivor autonomy and choice
• Program successes are defined by participants
• Money makes more possible
• Everyone is Welcome
• Make Banks and Credit Unions compete
Questions?

• Contact Info
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Mission
We empower people and communities to achieve financial well-being by championing the credit union philosophy of “people helping people.”

What we do:
• We advocate the people helping people philosophy.
• We collaborate with credit unions and community partners to provide resources for financial well-being.
• We invest in grants and scholarships.
We **advocate** for the People Helping People philosophy

- **Financial Literacy:**
  - Money Smart Month
  - Department of Education Financial Literacy Task Force
  - College affordability

- **Financial well-being and asset building:**
  - ALICE Report
  - Child Care Cliff Effect
  - IDA and asset building programs
  - Poverty
  - Affordable housing
  - Payday loan alternatives
  - Financial inclusion of underserved communities
We collaborate with credit unions and community partners to provide resources for financial well-being.

IDA and Asset Building programs
- **Iowa Coalition Against Domestic Violence Asset Building Program.** Since 2012, more than 200 victims have received more than $86,000 in small dollar emergency matched savings.

- **Partnerships with Habitat for Humanity and Lutheran Services in Iowa** to continue to provide asset building programs in Iowa. More than $2 Million has been matched with low income families across the state, targeted predominantly to the refugee and immigrant communities.

Grant programs:
- **Disaster Grant program** provides emergency disaster assistance grants to Iowa credit union members in need. Since our inception nearly $1 Million in small dollar emergency grants has been provided to more than 1,000 Iowans who have lost their homes due to a natural disaster.
Serving the immigrant community

**lessons learned**

- **Make sure your team is on board**
  - Ensure staff, volunteers and board are aligned with efforts to serve immigrant community.

- **Know your community**
  - Does your current constituency match the local demographics?

- **Mindful of cultural and linguistic differences**
  - Do you have staff or volunteers that understand the cultural or linguistic needs of your constituency?
  - Are your program materials in the language of your constituency?

- **Make an effort to build trust**
  - Bring services to them!

- **Partner with experts!**
  - Non profits
  - Churches
  - Community based entities
  - Schools
  - Credit unions – *Look for Juntos Avanzamos designation!*
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DELAWARE STATEWIDE PARTNERSHIPS

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Making Cent$ Financial Education

• Allstate curriculum
  – Localized and subcategories on home ownership, car ownership, education, spending plans.
• 5 week curriculum
• Private Coaching
• Outside Speakers: $tand By Me, Legal Svcs of DE
• Financial Incentives
  – $10 gas/gift card
  – Savings Match - $300
    • Enhanced Savings Match - $900
  – Fresh Start Loan Program (Del-One)
  – Independence Program
Making Cent$ 
Key Partnerships

• DCADV, Child Inc., YWCA
• Del-One Federal Credit Union
• $tand By Me
• Legal Services Corp. of Delaware
• The Money School and many others!
  – NCALL, Habitat for Humanity, Milford Housing Development Corp., Diamond State Community Land Trust
  – Churches, Community Centers, DE State agencies
STATEWIDE PARTNERSHIPS

Del-One

MAKING CENT$

Financial Literacy
Education
Credit Improvement
Coaching
Goal Creation

Programs

$STAND BY ME

Credit Repair +
Goal Achievement

DE LEGAL SERVICES

Legal Services
around Money
Del-One FCU

- Verification of Address Letters for students and shelter residents; no credit requirements
- Secured Credit Card ($300 +)
- Secured Loan ($500 +)
- Better Life Checking – 2% interest
- Wincentives (SBM partnership)
- Builders Shares $50 1 yr CD (SBM partnership)
- Better Life Checking – 2% interest
- Fresh Start Loan - secured
- Very flexible and supportive of victims
Collaboration between Delaware State and United Way. Developed by Mary DuPont and State Treasurer Jack Markell.

Partner with over 100 non-profit agencies and community partners.

FREE personal financial coaching for every resident of Delaware.
- Improving credit score, reducing debt
- Increase savings
- Access Financial Services
- Pay for college and receive financial aid
Stand By Me

- 45 coaches statewide
  
  • Co-located with Goodwill, Head Start, DE Early Childhood Center, West End Neighborhood House, NCALL, Habitat for Humanity, Dover Downs Hotel and Casino, Cristiana Care, Latin American Community Center, Negocios, Food Bank of DE, Negocios, Wilmington Senior Center, ServiceSource Statewide, WONDER, Telamon.
  
  • Also roaming coaches will meet at a time and location convenient for the resident.
  
  • Resident calls a central number to be matched with a coach
$tand By Me Outcomes

• In the past 7 years:
  • 110,000 residents served
  • Credit Scores improved by an average of 64 points
  • Saved: $3.3 million
  • Personal Debt reduced by $19.6 million.
$tand By Me Programs

• Credit Repair
• Childcare Partnership
• College, Careers and Ca$h
• College Funding Project
• My Free Taxes
• $tand By Me 50+
• $tand By Me Hispano
• $tand By Me Home
• $tand By Me Negocios
• Workforce Development
Legal Services Corporation of Delaware

• Non-Profit
• Free legal services and representation
  – Bankruptcy
  – Consumer Issues: Repossessions, Fraud, Debt Collection, Identity Theft
  – Unemployment Benefit Problems.
Making Cent$ Partnerships Outcomes:

- Women Served: 620
- Women opening a financial acct: 258
- Women making a matched savings: 231
- A Continuum of Support
- Success Stories
Banking Access and
the Bank On National Movement

June 19, 2019
Banking Access Matters

63 million adults – 25% of US households – are un- or underbanked.

The average unbanked person spends 5% of net income on unnecessary fees for alternative financial services. This can amount to $40,000 over a lifetime.

Unbanked financial counseling clients were:

• *half as likely* to increase savings
• *over a third less likely* to establish a new credit score.

Unbanked clients who *became banked during counseling* were almost *8 times more likely* to increase their savings relative to those who never became banked.
The National Bank On Movement

The goal of Bank On is to ensure that everyone has access to safe and affordable financial products and services.

- Bank On Certified Accounts
- Local Coalitions
- Access Programs
- Research and Policy
Bank On coalitions

Across the country, Bank On coalitions are connecting consumers to Bank On Certified Accounts.

Coalitions are locally-led partnerships between

- public officials;
- city, state, and government agencies;
- financial institutions; and
- community-based organizations

that work together to help improve the financial stability of un- and underbanked individuals and families in their communities.
Bank On coalitions

The goal of Bank On is to ensure that everyone has access to safe and affordable financial products and services.
Bank On National Account Standards

The CFE Fund’s Bank On National Account Standards provide local programs with a benchmark for account partnerships with financial institutions.

Accounts certified as meeting the Bank On National Account Standards are:

**Safe**
No overdraft, non-sufficient funds, or dormancy fees

**Affordable**
Monthly fees of $5 or less with a low minimum opening deposit

**Functional**
Pay bills, make deposits and withdrawals, and transfer money
Bank On Account Data pilot findings

1.3 million accounts currently open and active

- 3 million Bank On certified accounts opened to date
- 600,000 accounts newly opened
- 72% of accounts opened were opened by customers new to the financial institution
- Pilot banks processed an average of 16 million+ debit transactions/month, with an average value of $511 million+ each month.
Integrating banking access into programs and services

The CFE Fund is testing different ways to embed banking access into existing municipal and community programs.

- **Youth** Connecting high school students and families to the financial mainstream through safe and affordable accounts

- **Workforce development** Innovative programmatic approaches to help unbanked people open accounts at the start of a new job

- **Additional programs and populations of focus:**
  - Foster care
  - Re-entry
  - Survivors of domestic violence
  - College students (financial aid, work-study)
  - Tax preparation
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joinbankon.org