

# Coaching Financial Capability: Resources and Strategies for Inspiring Client Success

Presented by:

Financial Stability Partnership of Northern  
Nevada

## Presenters

- Nancy E. Brown, Community Development Manager of Charles Schwab Bank
- Catherine Marshall, Consultant to the Asset Development Field
- Kirsten S. Moy, Director of Scale Initiatives, Economic Opportunities Program of the Aspen Institute

## Purpose of this Webinar

Provide information to community members, agencies and nonprofits on the resources to help integrate asset building strategies in client development programs.

Highlighting the work of the  
**Financial Stability Partnership**  
of United Way of Northern Nevada and The Sierra and  
**AssetPlatform.org**

## Asset Building

An effective strategy that supports the acquisition and preservation of assets as a way to achieve financial capability and success.

## Asset Building supports the acquisition of financial assets such as

- Savings
- Home
- Business
- Education

## Asset Building supports the preservation of assets through:

- Financial education
- Credit score improvement
- Avoidance of predatory loan products
- Using bank and credit union bank products and services
- Insurance

## Asset Building Strategies

Work together with

- Safety Net Services such as SNAP and Section 8
- Income Development strategies such as job training and placement and microenterprise development

If you provide services to clients directly you may want to integrate asset building strategies

- |                       |                               |
|-----------------------|-------------------------------|
| * TANF                | * Domestic violence           |
| * Housing             | * Youth programs              |
| * Drug rehabilitation | * Prisoner re-entry           |
| * Homeless programs   | * Faith based programs        |
| * Job development     | * Microenterprise development |

## Resources for Asset Building

- Financial Stability Partnership including Earn It! Keep It! Save It! And Bank On Nevada
- Training for client development practitioners
- AssetPlatform.org



AssetPlatform.org  
Financial tools to serve your community

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Budgeting

Training

[A suite of trainings on prepaid debit cards and the CFR card --](#)  
[About Prepaid Debit Cards](#) guides counselors in the offering of prepaid debit cards using the fundamental interaction skills. [Learn more.](#)  
[Features, Fees and Uses of the CFR Prepaid Debit Card](#) guides counselors through specific features of the CFR card so they can better present the information to their clients. [Learn more.](#)  
[How the CFR Card Can Help Your Client's Budget](#)

Tools

[FamilyMint](#)  
Free for AssetPlatform members - an interactive, fun and simple way to involve children (geared to ages 5 to 16) in budgeting their money, while emphasizing the importance of saving, setting and achieving goals, and helping simplify families' lives. [Introductory video](#)  
Avg rating ★★★★★  
[MyJibe](#)  
Free for AssetPlatform members - an online envelope-style system to help track how much you can spend, when you can afford what you want and if you're on track to reach your

Products

[CFR Prepaid Debit Card](#)  
[Click here](#) to apply for a general-purpose, consumer-friendly prepaid card from the nonprofit Community Financial Resources. [Learn more here.](#)  
[View Comments](#)  
Avg rating ★★★★★

Favorites

CFR Prepaid Debit Card

★★★★★

Four Basic Medical Debt Strategies

★★★★★

FamilyMint

★★★★★

MyJibe

★★★★★

Debt in Focus

★★★★★

Polls and Ratings

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Quick Assessment Tool

Many organizations conduct multi-page assessments before beginning to work with individuals and families. These assessments provide a great deal of useful information, but can also be daunting for someone just entering your program. For staff who want a quick way to get a feel for a client's financial situation, we offer this 5-minute Quick Assessment tool.

1) At the end of a typical month, do you...

☐ a) Have money left over for savings.

☐ b) Just break even after paying all bills and buying what you need.

☐ c) Come up short and have to borrow from family or friends.

☒ d) Add to your credit card, take out a payday loan or take on other debt to get by.

2) Have you ever created a personal or family budget?

☐ a) Yes, I keep my budget regularly.

☒ b) Yes, I did a budget once but don't use it regularly.

☐ c) No, I have never created a budget.

3) How many of the following do you have? (check all that apply)

☒ a) Savings account or other savings product (like a CD or savings bonds).

☐ b) Retirement account or pension.

☐ c) Home or other asset (worth more than what you owe on it).

☒ d) A car that is in good condition (and worth more than you owe on it).

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Quick Assessment Tool

4) Do you know your FICO credit score?

☐ a) Yes, it is above 650.

☐ b) Yes, it is between 620 and 650.

☐ c) Yes, it is less than 620.

☒ d) No, I don't know it.

5) Do any of the following apply to you? (check all that apply)

☒ a) I have more than \$2,000 in credit card debt.

☐ b) I have outstanding payday loans.

☒ c) I have unpaid medical debt.

☐ d) I am behind on mortgage payments or my home is in foreclosure.

☐ e) I am behind on car payments or my car is worth less than I owe on it.

☒ f) I have other outstanding debt or collections.

6) If you needed \$3,000 for an emergency, where would you get it?

☒ a) I have at least \$3,000 in savings.

☐ b) I have other assets I could sell or cash out (like a 401(k) account).

☐ c) I could borrow the money from family or friends.

☐ d) I would get a credit card advance, a payday loan or other new debt.

☐ e) I would not be able to get the money.

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Quick Assessment Tool

7) How many

☐ a) If I have

☒ b) I have

☒ c) My f

☐ d) I have

☐ e) I have

8) Looking at

☐ a) I will

☐ b) I will

☐ c) I will

☒ d) I will

☐ e) I will

☐ f) I will feel less stressed about money overall.

Here are the results of your Quick Assessment:

You're overall financial security rating is: 17 / 60

That means:

You have work to do – but it's never too late to start building your financial future.

We have also identified the following priorities for you to work on:

1) Credit: Review your credit report and build your credit.

2) Budgeting: Create a budget and identify ways to reduce spending and increase savings.

3) Debt: Focus on reducing your debt and building a savings cushion.

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# FamilyMint™

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Financial tools to serve your community

## The *simplest* way to raise money-smart kids

AssetPlatform.org is pleased to offer FamilyMint, the award winning online money management application that is helping parents raise money-smart kids, and helping busy families be smarter about money.

FamilyMint is the modern replacement for the piggy bank as well as an introduction to online banking, designed to start forming the right financial behaviors in an interactive, fun and simple way while emphasizing the importance of saving, setting and achieving goals.

**\$25 Value for FREE!**



Whether at home...



...or on the go


Kids can track and manage all of their money and goals in one place!

Get your family set up and using FamilyMint in less than 10 minutes.

**Sign Up Now!**

[Already Enrolled - Log In](#)





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## Savings

[Doorways to Savings](#)  
includes online training, support materials and helpful client takeaways to make savings easy.  
Avg. rating ★★★★★

[Suite of four trainings on savings](#)  
Following is a suite of four trainings developed with the assistance of D2D Fund on ways to encourage your clients to save.

[Promoting U.S. Savings Bonds](#)  
teaches counselors how to promote U.S. Savings Bonds at Tax Time using six fundamental interaction skills.  
[Learn more.](#)

[Promoting Savings Accounts](#)

[FamilyMint](#)  
Free for AssetPlatform members - an interactive, fun and simple way to involve children (geared to ages 5 to 16) in budgeting their money, while emphasizing the importance of saving, setting and achieving goals, and helping simplify families' lives.  
[Introductory video](#)  
Avg. rating ★★★★★

[MyJibe](#)  
Free for AssetPlatform members - an online envelope-style system to help track how much you can spend, when you can afford what you want and if you're on track to reach your savings goals.  
[Introductory video](#)

[Doorways to Savings](#)  
offers info on savings products and how to access them for your clients, including online savings and money management sites.  
Avg. rating ★★★★★

[Savings Bonds at Tax Time](#)  
Click above to learn more about encouraging clients to purchase savings bonds with their tax refunds. For tax preparation programs, the D2D Fund helps with free tools and trainings.  
[View Comments](#)  
Avg. rating ★★★★★

[CFR Prepaid Debit Card](#)  
Click here to apply for the CFR

**Favorites**

CFR Prepaid Debit Card ★★★★★

Four Basic Medical Debt Strategies ★★★★★

FamilyMint ★★★★★

MyJibe ★★★★★

Debt In Focus ★★★★★


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Promoting U.S. Savings Bonds


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Promoting Savings Accounts

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You don't need much to start saving. If you just saved \$25 a month you could have \$300 by the end of the year.

Think about it. What if you suddenly need money to fix your car, or if you or one of your family members got sick? It's always a good idea to have an emergency reserve.

It's really easy to do. I can do it right here. You don't have to go to the bank.

That's not a bad idea; I think I can probably do \$25 a month. I didn't realize I could start with so little. But first, can I ask you some more questions?

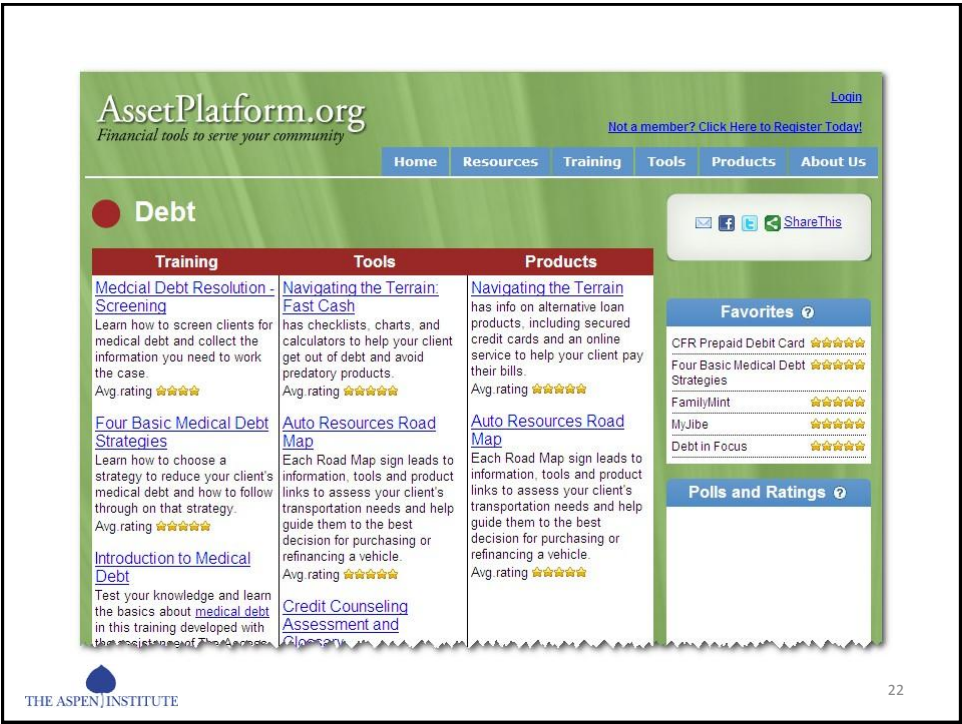
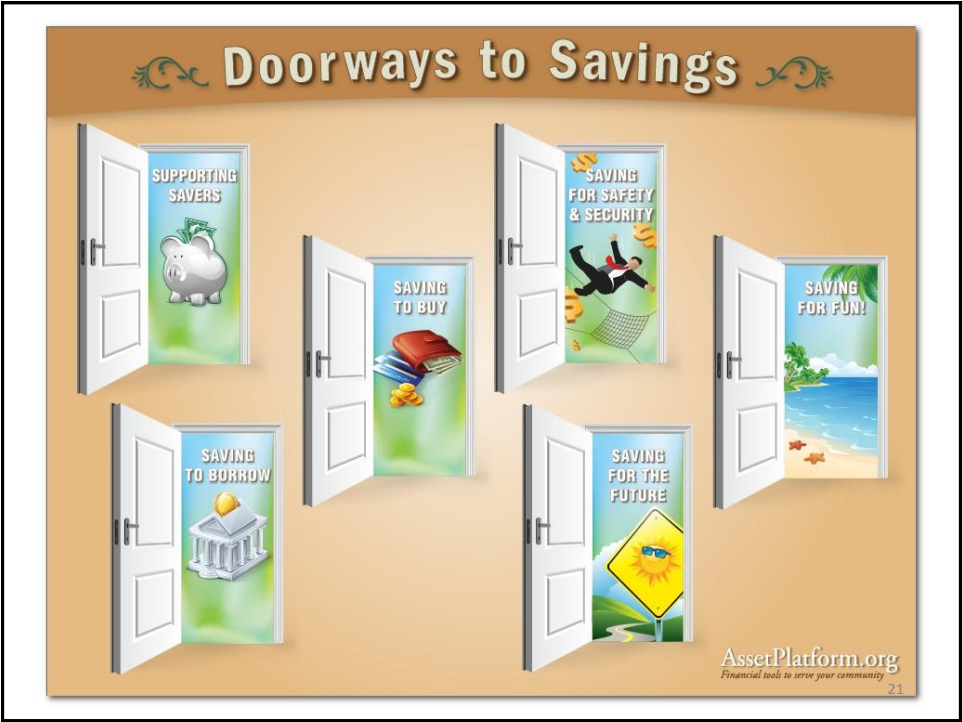
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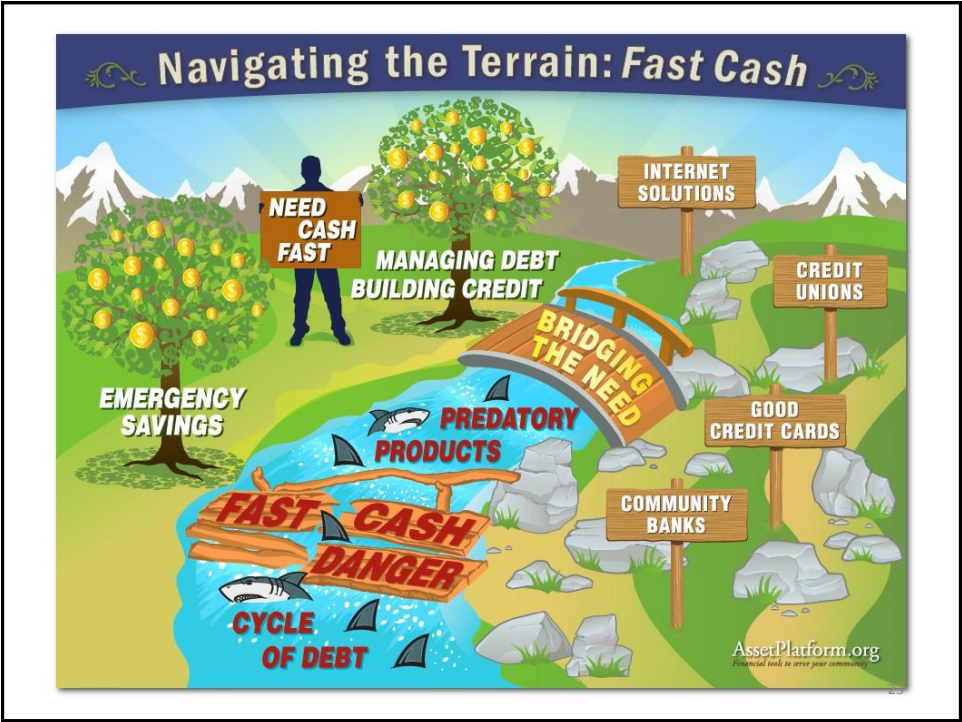
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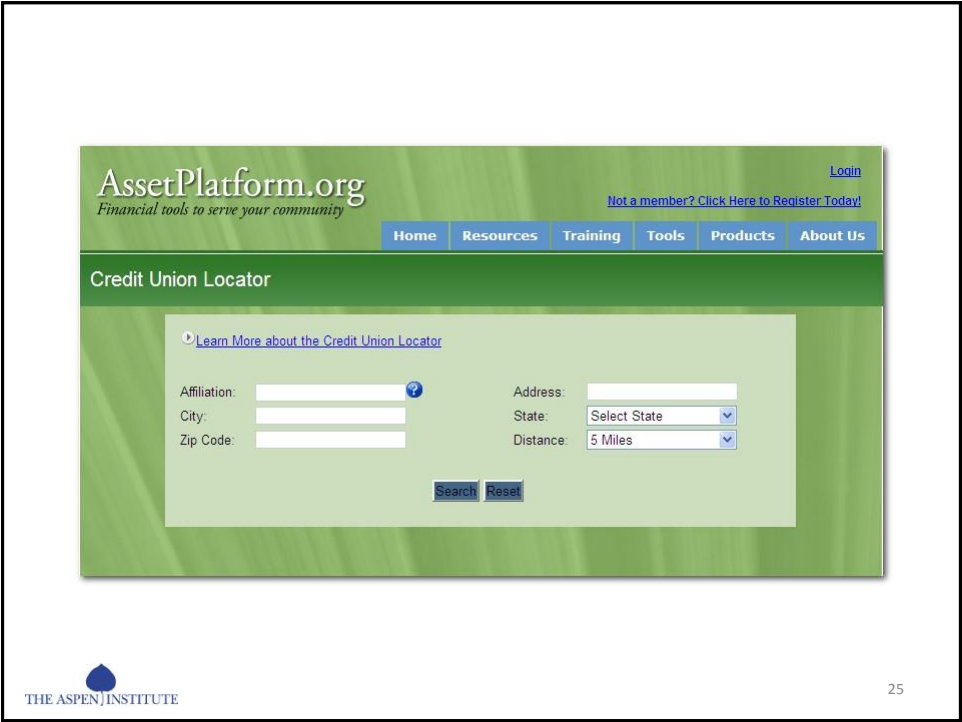
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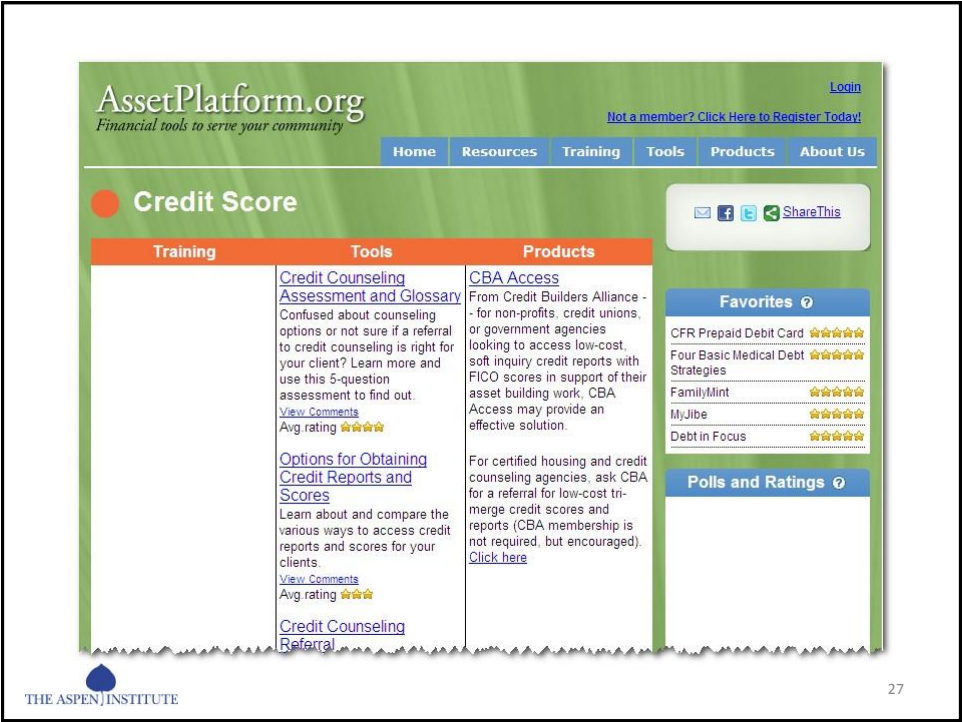




## Opportunities for Workers With Low Incomes

- Working Cars for Working Families
- Ways to Work

A screenshot of a page from AssetPlatform.org titled "Special Opportunities for Workers with Low Incomes". The page lists two programs: "Working Cars for Working Families" and "Ways to Work". The "Working Cars" program is described as a clearinghouse for autos at low or no cost. The "Ways to Work" program is based in Milwaukee, WI, and provides small, short-term, low-interest loans to working poor families with challenging credit histories. The page includes links to find a program and a directory of programs.



For more information or  
any questions, please contact:

Kirsten Moy,  
**kirsten.moy@aspeninst.org**

Jan Simpson,  
**jan.simpson@aspeninst.org**  
202-736-5844

## Access Additional Resources to Support Asset Building

- Capacity Building grants for those integrating asset building in their client programs (Washoe and Storey County nonprofits only).
- Sign up for the asset building listserv—contact  
**Nancy.E.Brown@schwabbank.com**

## Access Additional Resources to Support Asset Building

- **March 8 - 2:00 to 4:30 p.m.** Financial Stability Partnership of Northern Nevada quarterly meeting—Asset Building Learn and Share,
- **April 3, 9:00 to 3:00 p.m.** Workshop on Financial Stability: Integrating Financial Education & Asset Building Strategies
- **April 4, 9:30 to 10:30 a.m.** Webinar on Asset Report Card for State of Nevada presented by CFED and sponsored by Nevada Bankers' Collaborative

### Opportunities to apply for:

- Asset Building Learning Cluster—apply to participate in this 12 month program.
- Charles Schwab Bank Capacity Building Grant – Due: May 4

## **Contact Info** to Access Additional Resources to Support Asset Building

- Sign up for the asset building listserv & for more information on grants and asset building resources, email Nancy Brown at **[Nancy.E.Brown@schwabbank.com](mailto:Nancy.E.Brown@schwabbank.com)**