



Cities for
**FINANCIAL
EMPOWERMENT**
Fund



Financial Empowerment Centers (FEC)

City of Salinas, CA



**Thank you to our
supportive partners**

**Bloomberg
Philanthropies**



CFE Fund Approach: Helping government leaders embed financial empowerment strategies into municipal infrastructure



ASSET BUILDING



BANKING ACCESS



CONSUMER PROTECTION



**FINANCIAL EDUCATION
AND COUNSELING**

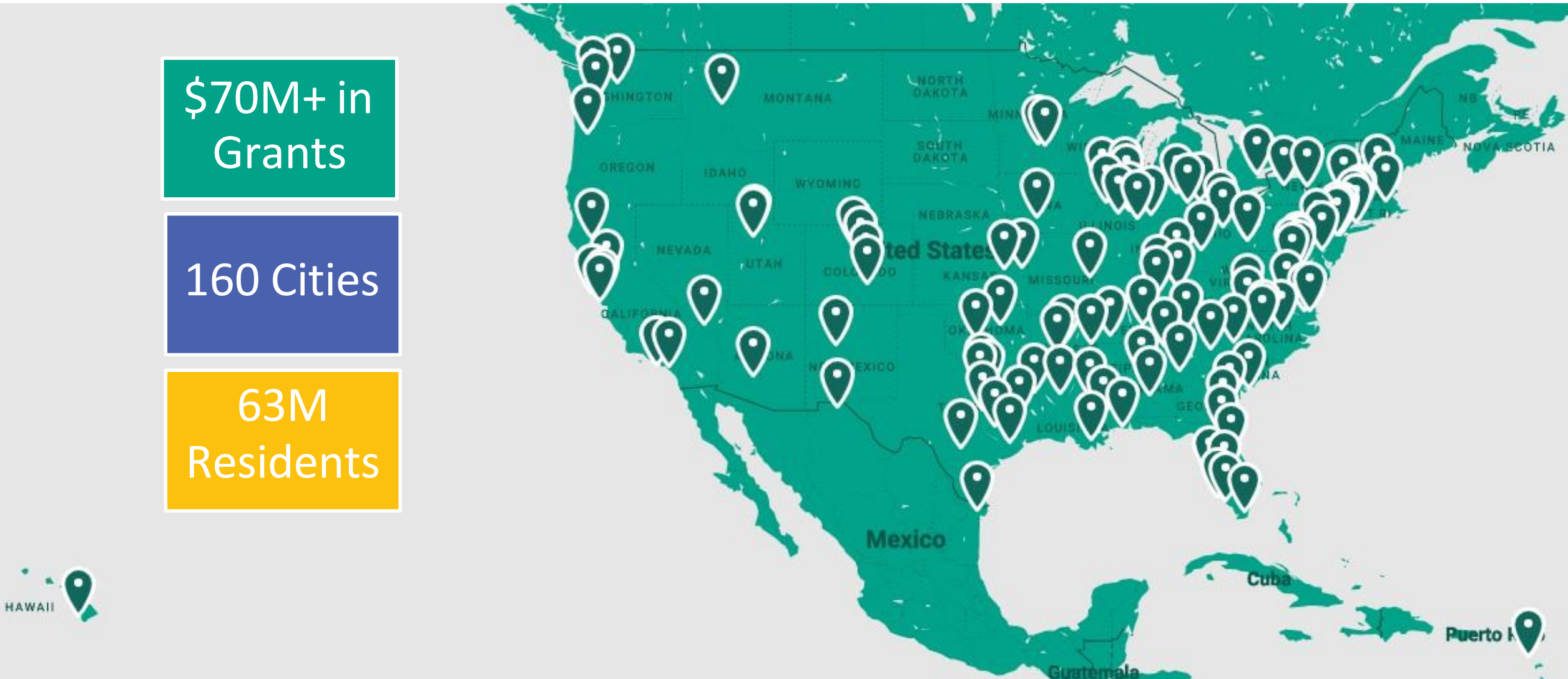
- Design and fund multi-city programs
- Pilot new initiatives and research
- Provide robust technical assistance
- Replicate and share knowledge and best practices

Local Governments in Action

\$70M+ in Grants

160 Cities

63M
Residents



Financial Empowerment Center (FEC) Background



Financial Empowerment Centers



The Financial Empowerment Center initiative offers professional, one-on-one financial counseling as a no-cost public service for all residents.

55 (37)

FEC PARTNERS (OPEN)

201,000+

CLIENTS SERVED

\$344+M

DEBT REDUCED

\$69+M

SAVINGS INCREASED

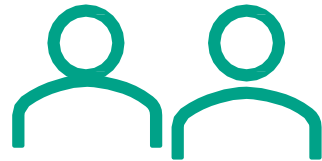


Core Elements of the FEC Model

The Financial Empowerment Center initiative offers professional, one-on-one financial counseling as a no-cost public service for all residents.



No Cost



One-on-One



Professional



Integrated



Data Driven



Sustainable



Government Led

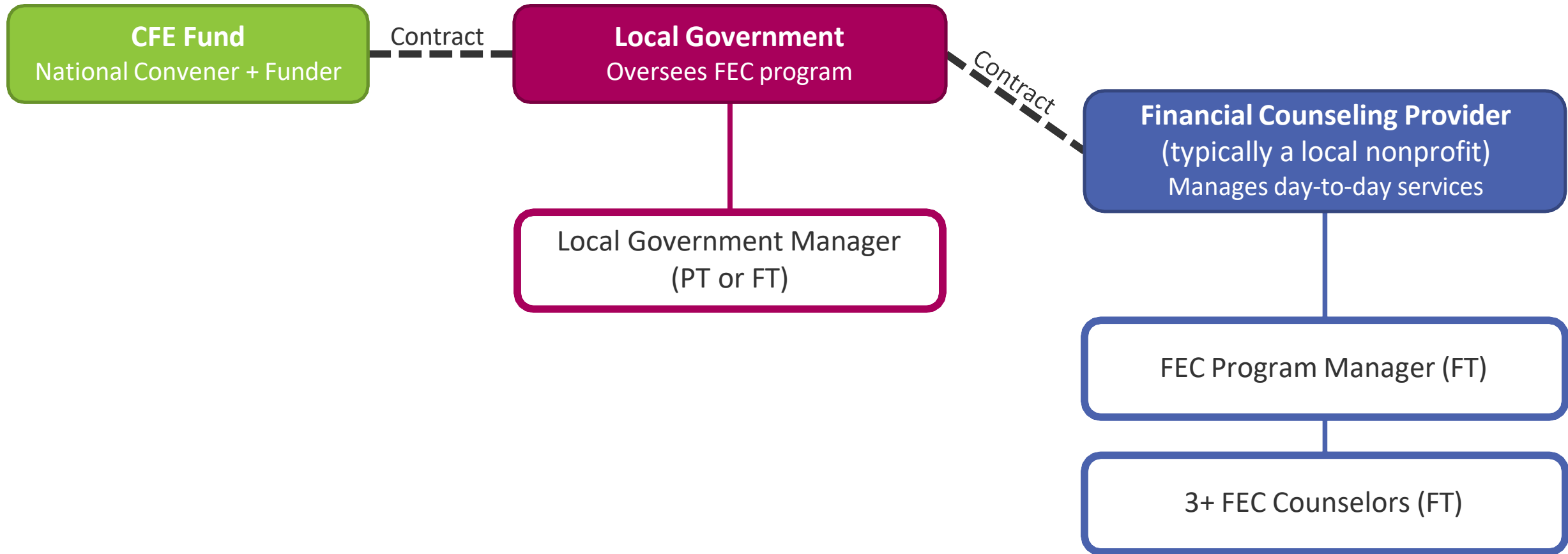
Unique Role of Local Governments

- Interest in resident financial stability
- Connections to unique stakeholders
- Access to funding streams
- Ability to build lasting infrastructure
- Regulatory and enforcement authority
- Legitimate voice among scams and costly fringe financial services



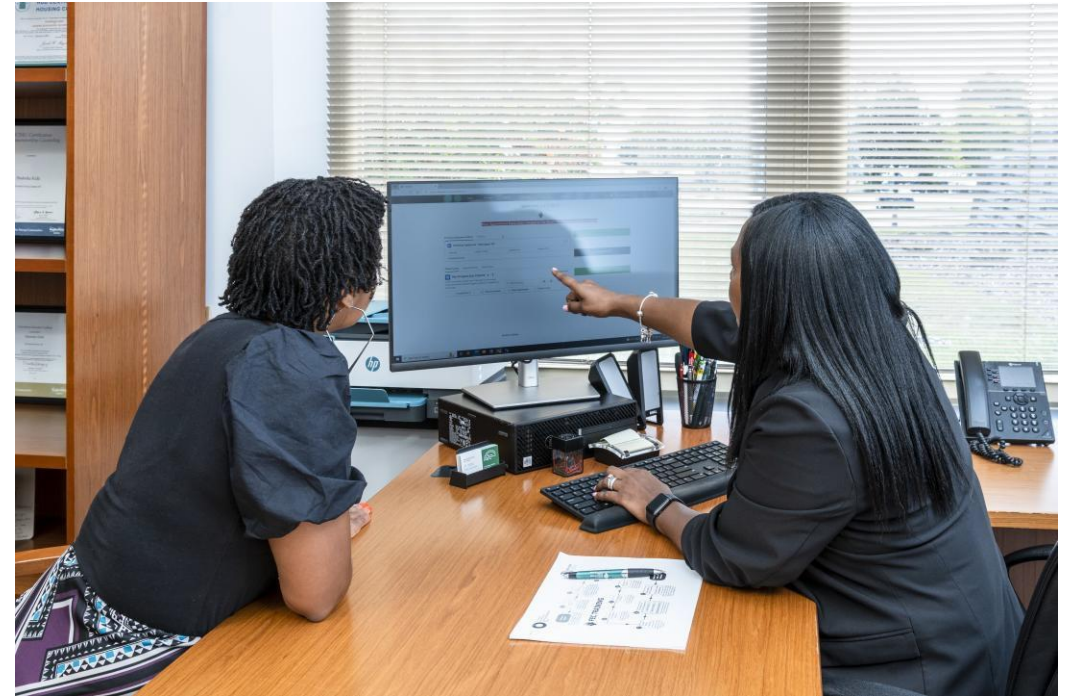
FEC Launch Event, Detroit

FEC Structure



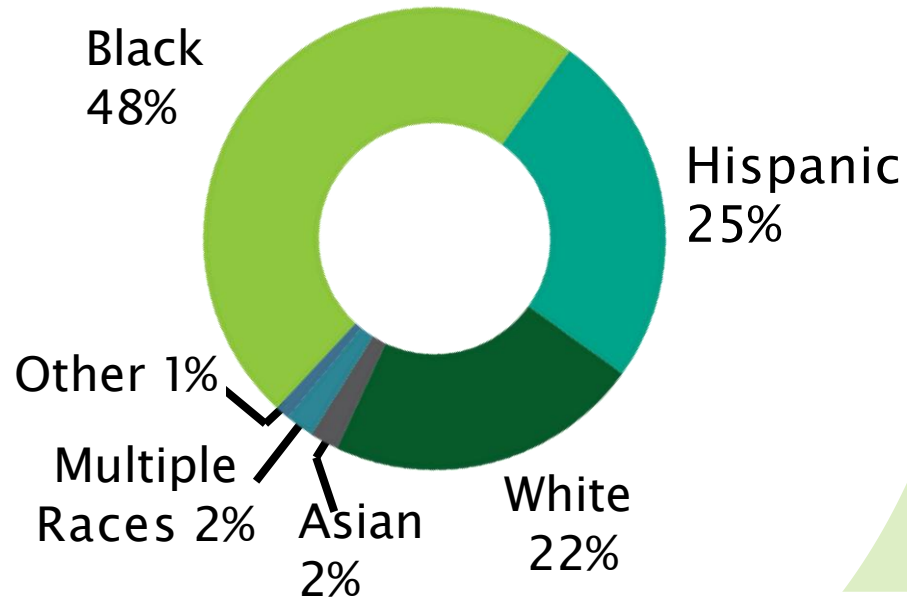
Financial Counseling Client Journey

- Five main counseling areas: Banking, Credit, Debt, Savings, Legacy Planning
- Sessions are client-focused and centered on the client's priorities
- FEC relationships are intended to be multi-session



FECs by the Numbers

DEMOGRAPHICS



72%
are female

\$38,400
average income

50%
are renters

68%
are employed—
full or part time

63%
attended 2 or
more sessions

\$36,000
average debt
load

ACHIEVEMENTS

Med. for clients with an achievement in these service plans

\$1,400
in savings
increased

\$2,400
in debt
reduced

34 point
increase in
credit score

2
delinquent
accounts
closed

FECs and Local Priorities

FECs support local priorities through strategic partnerships:

- Government Agencies
- Housing Services
- Libraries
- Workforce Development
- Utilities Companies
- Reentry Services
- Legal Services
- Veteran Services
- *And many more...*



Planning for a Financial Empowerment Center



Implementation Proposal Checklist

- ☐ Hire (or plan to hire) a dedicated Local Government Manager
- ☐ Secure financial counseling provider(s)
- ☐ Secure local government and community partnerships
- ☐ Design a Counselor training plan
- ☐ Design a marketing plan
- ☐ Secure year 1 funds
 - ☐ Eligible for CFE Fund grant of up to \$150,000 for two years



Thank You