United Way of Fresno County

Our Work in Financial Stability Serving the Hispanic Population
United Way of Fresno County

- Mobilizing communities since 1924
- Volunteer governed organization
  - Volunteer committees
  - Over 1500 community partners
  - Funded by community giving
Call to Action

• GIVE
• ADVOCATE
• VOLUNTEER
• LIVE UNITED
Strategic Agenda

• Advance the common good in:
  – Education
  – Income
  – Health
  – Building blocks to a good life
Building Blocks for a Good Life

- A quality EDUCATION that
- Leads to employment that
- Provides enough INCOME to
- Support a family through retirement and
- Access to resources to build and sustain
- Good HEALTH.
Education Building Block

helping children and youth reach their full potential

• Driven by Successful Children Impact Council

• Strategic Areas:
  • Literacy Development: *Children will read at grade level by the end of 3rd grade.*
  • High School Graduation: *Youth will graduate from high school on time; prepared for college/career.*
  • Real World Learning: *Students have opportunities to engage in the real world through experiences that link the classroom to career and community.*
Income Building Block
creating pathways to financial stability for individuals and families.

• Driven by Financial Stability Impact Council
• Overarching Goal: to reduce poverty in Fresno County.
• Strategic Areas:
  – Maximize Income
  – Build Savings
  – Gain and Sustain Assets
Health Building Block

helping youth and adults avoid risky behavior and access resources for healthy living.

• Driven by Healthy Community Impact Council

• Strategic Areas:
  – Youth and adults avoid behavior that negatively affects health.
  – Resources are available that promote a healthy lifestyle. (exercise and healthy food choices)
  – All children are covered by health insurance and have access to quality health care.
Fresno County Demographics

- 49 % Hispanic
- 40 % Foreign language spoken at home
- 56 % Homeownership rate (2000)
- 22 % Persons below poverty line (2008)
- $43K Median household income (2008)
Economic Stress Indicators

- 16.9% Unemployment
- Second highest unbanked rate
- Checkcashing/Payday lending $34-36 million dollar industry (2006)
- West Fresno County-highest concentration of poverty (2006)
- Top 20 in foreclosures nationally (Marketwatch)
Issues Affecting Hispanic Population

- Lack of Water
- Loss of Jobs
- Barriers to Healthcare and Financial Resources
- Predatory Lending
- Disenfranchised Rural Communities
Bank on Fresno

- Joint Effort
- Increasing Access to Financial Institutions
  - Over 51,000 Accounts
  - PSAs in 13 languages
- Financial Education
  - Matchmaking of CBOs and Financial Institutions
  - 53 Workshops-Approx. 900 Participants
2-1-1 Fresno County

- Assistance by Simply Calling 2-1-1
- Connects Vulnerable Populations to Resources
- Available 24/7-365 Days
- 172 Languages
- 47% Call Volume Increase in 2010
  - 65% food assistance
  - 25% housing assistance
Volunteer Income Tax Assistance

- Free tax filing for LMI Clients
- Tax preparers available in Spanish, Hmong, Lao
- IRS Certified volunteers
- Trained to screen for all available tax credits
- Crucial launching pad for families
- Over $10 million in refunds 2010 tax season
San Joaquin Workforce Funders Collaborative

• Public/Private Investments to support Workforce Development

• Focus:
  – Healthcare
    – Cultural competency
    – “ladders” to professional advancement
  – Manufacturing
    – Green technology
Key Partnerships

• Department of the Treasury
  • Community Financial Access Pilot
  • VITA/EITC and Tax Counseling for the Elderly
  • Housing and Urban Development
• Financial Regulatory Agencies: FDIC and Federal Reserve Bank
• Government: city, county and state
• Financial Institutions
• Institutions of Higher Education
• Community Partners: for-profit and non-profit
Key Partnerships

• Financial Institutions (Wells Fargo, Bank of America, and others)
  – SparkPoint Fresno
  – Community awareness and outreach
    – “Call Night”
    – Leveraging resources for Public Service Announcements
  – Joint funding of university study
  – Financial Education
  – Financial Education classes offered in Spanish
Key Partnerships

Media

• Univision
  – Recorded Audio PSAs FREE
  – Video Vignettes
    – Banking: Save, Safe and for you
    – Interviews and news coverage

• Radio Bilingue
  – Interviews
  – PSAs
Key Partnerships

• Mexican Consulate
• Mini educational sessions in waiting areas
• Disseminated information to clients
• Promoted using Matricula to open accounts
• Acted as a trusted/credible source
Key Partnerships

• California State University, Fresno
  – Center for Economic Research & Education: Financial Literacy in Hispanic Population
    – Surveyed Hispanic population, found:
      – 20% Unbanked
      – 45% Wished they knew more about finances
      – 32% Reported sending money out of US
      – 21% Reported being very confident in financial future
Advocacy in Rural Communities

- Mendota, CA
  - No financial institution
  - Bank left years ago
  - Arranged for a workshop, filled the room with participants
  - Since then empty bank building bought by local investors
Future-Sparkpoint Fresno

- Family-Friendly Financial Services Center
- Bundled, Complimentary Services: credit counseling, homeownership/housing, financial services & education, employment
- Client Goals: Credit Score 650; Income Above Self-Sufficiency Standard; Manageable Debt; Asset Building
- Financial Coaches to help clients reach goals
- Collaborative partners: cross-training, referrals, case management
Future-Embedding Services in Rural Communities

- Financial education and coaching
- Mainstream financial services
- Train the trainer programs
- SparkPoint satellite centers
Thank you

Questions?

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