



Municipal Government Representatives for Poverty Reduction CoP

Monday, January 8, 2018
1:00 pm – 2:00 pm EST

TECHNICAL CONSIDERATIONS

Visuals: You must be connected through the URL to see today's visuals

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TODAY'S AGENDA

Welcomes & Check-Ins

Financial Empowerment Initiatives for Municipalities, led by Lorna Morin and Glenna Harris, Prosper Canada

Q&A Discussion

Closing Announcements

Check-Ins

Please introduce:

- **Your name**
- **Your city and department**
- **Whether your city is leading a financial empowerment initiative(s)**
 - **If so, at what stage of the work are you at?**
 - **If not, what is your learning interest today?**

TODAY'S COP SPEAKERS:



Glenna Harris
Manager, Learning & Training
Prosper Canada



Lorna Morin
Program Officer
Prosper Canada

Welcome & Agenda

- **Financial Empowerment**
 - What is it and why do we need it?
- **Municipal Financial Empowerment Integration**
 - Access points
 - Approaches
 - Considerations
- **Cities for Financial Empowerment Project**
 - Toronto case study
 - How Prosper Canada can help
- **Discussion / Q&A**

Prosper Canada – who we are

Meet Prosper Canada

Founded in 1986, Prosper Canada is a national charity dedicated to expanding economic opportunity for Canadians living in poverty through program and policy innovation.

As Canada's leading champion of financial empowerment, we work with government, business and community partners to develop and promote financial policies, programs and resources that transform lives and foster the prosperity of all Canadians

We help service systems and organizations in all sectors to build proven financial empowerment approaches into their businesses



Prosper Canada works to enhance capacity of Ontario FE champion organizations

REACH

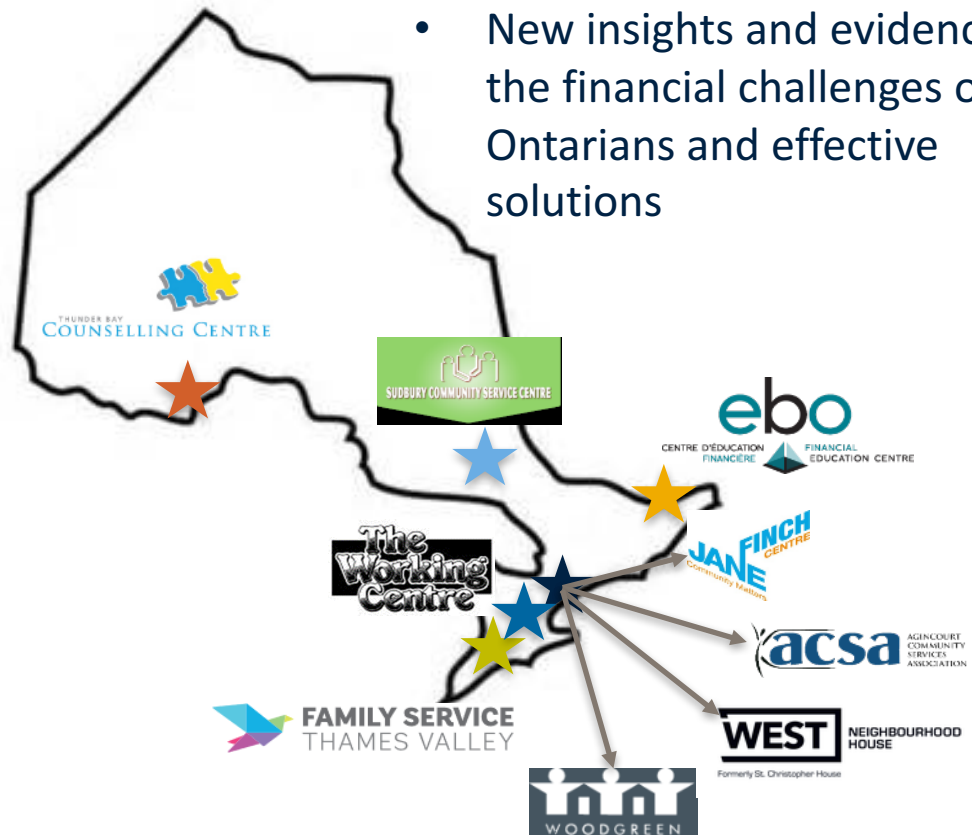
- Services in every region
- French (Ottawa) & English
- Experience working with newcomers, Indigenous Peoples & people with disabilities

EXPERTISE

- Tested program tools and resources
- Ongoing training and technical assistance
- Community of practice to share learning
- Evaluation frameworks, tools and metrics

IMPACT AND EVIDENCE

- Measurable results
- Reduced poverty & increased financial resilience
- New insights and evidence on the financial challenges of Ontarians and effective solutions



1. Financial empowerment – what is it and why do we need it?

People living in poverty face many financial barriers

Typical **financial barriers** include:

- Limited access to relevant financial information, counselling and advice
- Lack of awareness of or access to government benefits
- Low or non-existent savings
- Limited access to mainstream financial services
- Low credit scores
- Reliance on fringe financial services
- Inability to weather financial shocks
- Low financial literacy
- High household debt
- Not filing taxes

14% of Canadians are living on a low income

4.7 Million people living below the Low Income Cut-Off (LICO)

Vulnerable Canadians at higher risk include: Lone parents, Aboriginal people, newcomers, people with disabilities

Research shows worrying about money can perpetuate poverty



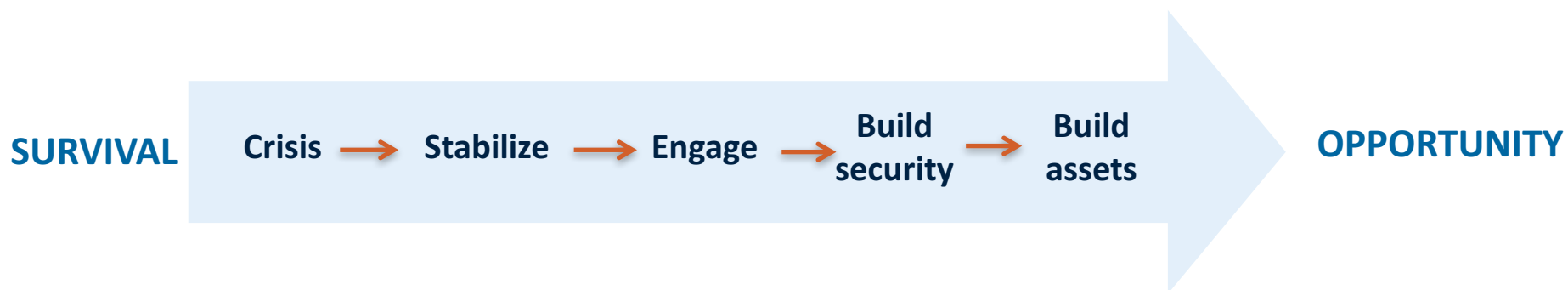
“This vicious cycle – that people are poor because they are stressed and stressed because they are poor—can easily last for generations without appropriate interventions.”

**- Sendhil Mullainathan and Eldar Shafir.
Scarcity: Why Having Too Little Means So Much. New York, NY: Henry Holt, 2013.**

Financial empowerment (FE) helps people move from survival to opportunity

Financial empowerment is a set of interventions shown to measurably improve financial outcomes for people living in poverty

FINANCIAL EMPOWERMENT SOLUTION FRAMEWORK



2. Municipal Financial Empowerment integration

Municipal FE integration is well established in the U.S.

In 2013, CFE Fund invested **\$16.2M** in first **5** U.S. cities to integrate FE into services

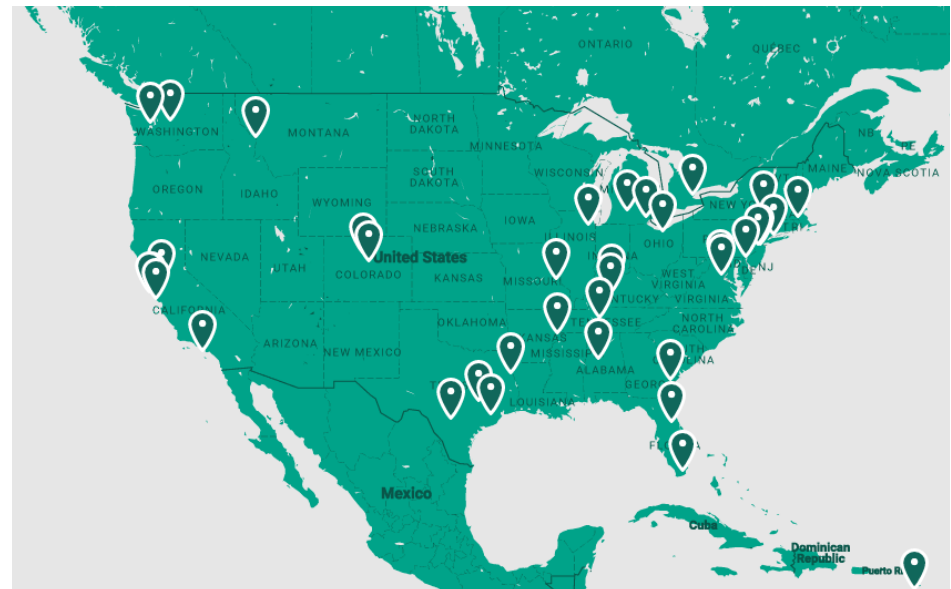
22,000 clients sought financial counselling during a 30-month period.

Of these, **5,305** clients achieved **14,493** financial outcomes including:

- **\$23M** drop in debt
- **\$2.7M** increase in savings

2016 report: “All **5** cities secured public dollars to sustain financial counselling and **3** opened new Offices of Financial Empowerment.”

CFE Fund has seeded new programs in **46** U.S. cities



Sustained FE programs can help cities reduce costs, improve community well-being

Financial insecurity costs cities millions in:

- lost tax revenue
- unpaid public utility bills
- public benefit use

“...residents’ financial insecurity costs cities between 0.3% (San Francisco) and 4.6% (Seattle) of their total annual budgets.”

Urban Institute, January 2017

“ Financial empowerment has already produced compelling evidence that the innovative strategies being used nationwide to improve residents’ financial stability have this ‘**supervitamin**’ effect when inserted into traditional social services. ”

New York City Office of Financial Empowerment

FE access points within municipalities

Poverty reduction strategy

- Improve **access to income benefits** to reduce poverty
 - Increase **access to financial literacy services and tools** to achieve financial stability
-

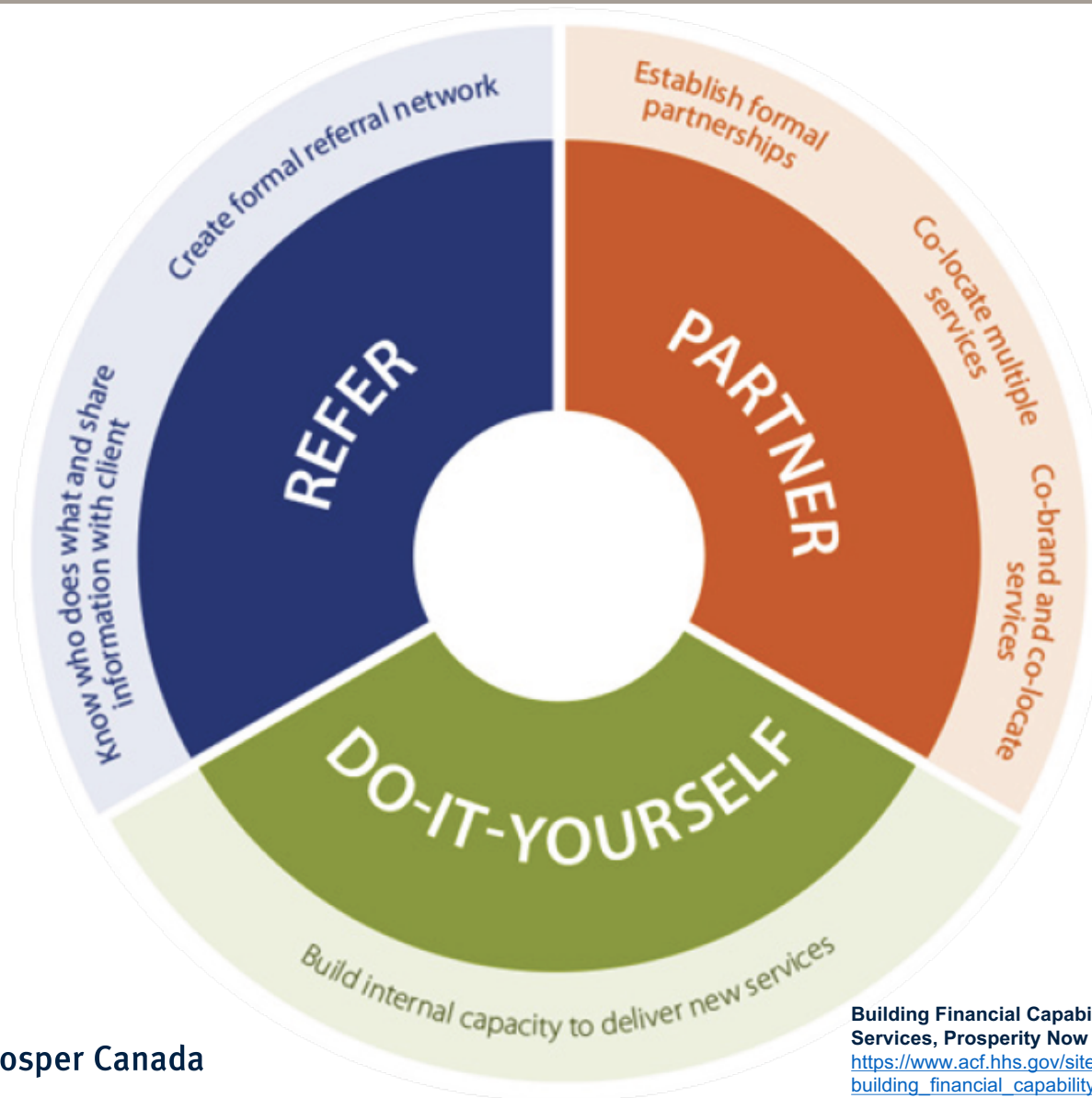
Workforce development programs

- Remove **barriers to employment** for the most vulnerable
 - Increase effectiveness of current **employment and training programs**
-

Income maintenance programs

- Enable people to **move toward employment and income security**
- **Break the cycle of poverty** for children and youth

Feasible and sustainable delivery approaches



Considerations

Existing services and strategy

- Service access points within your municipality
 - Target populations
 - Divisional/Departmental lead
-

Sustainability

- Funding
 - Staff resources
 - Buy-in
-

Capacity

- Project and leadership teams
 - Technical expertise
 - Stakeholder engagement
-

Research & Evaluation

- Data collection & analysis
- IT systems
- Evaluation framework

A number of Ontario municipalities are exploring FE integration



The **City of Toronto** is integrating **financial coaching for sole support parents on OW** and is pursuing further integration **opportunities** that we will begin implementing in January



The **City of Hamilton** has received a 3-year grant from Ontario Trillium Foundation to **adapt FEPS program to advance the city's FE Strategy** and enhance the economic well-being of low-income Hamilton residents.



Ontario **municipal Poverty Reduction Strategies** increasingly include **financial empowerment interventions** (e.g. London, Peel, Toronto, York).



Vibrant Communities have identified Financial Empowerment as one of the **Top 10 Game Changers** in the fight against poverty. These include **18** Ontario municipalities.

3. Cities for Financial Empowerment Project - Toronto case study

Background

Project goals:

- Build the capacity of City of Toronto staff to **design and implement sustainable financial empowerment solutions** within existing social service delivery
- Measurably increase the financial well-being of Toronto's low-income residents
- Achieve progress against Toronto's **poverty reduction strategies**, priorities and goals

Project description:

Prosper Canada will work with Toronto in a structured process over 12 months to:

Discover

Identify priority opportunities to integrate FE interventions

Select

Choose appropriate FE solutions based on established selection criteria

Financial empowerment solutions have already been linked to Toronto PRS goals & 2017-18 Work Plan

2017

4. Increase service access and availability

- ✓ Increase **access to financial literacy and advocacy tools** that support people to achieve financial stability (4.6)

16. Engage city staff and residents on poverty reduction efforts

- ✓ **Champion poverty reduction** as a priority to Toronto residents, businesses, and the Provincial and Federal governments (16.2)

2018

4. Financial Savings Options for OW Families

- ✓ Work with a range of partners to **increase uptake of the RESP, CLB and OESP** (4.6)

10. Intensive Case Management practices

- ✓ **Support innovative programs and approaches** that increase access to key social, health and financial services for OW clients who are distant from the labour market (10.1)

Work plan

1. PROJECT PLANNING

Build project team, leadership team and steering committee

Draft Project Charter

Draft Stakeholder Register

Nov 2016 – Jan
2017

2. DISCOVERY

Draft research frameworks for staff and client consultations

Deliver consultations

Build research products: Community Scan, Landscape Analysis and FE Environmental Scan

Feb – June 2017

3. DATA ANALYSIS

Design analytical tools: Client Journey Maps, Staff Workflow Maps, Existing Service Blueprint

Design FE Options Map

July – Nov 2017

4. SELECTION

Establish selection process

Draft supporting materials

Selection made by SMT

Dec 2017

5. TRANSITION TO CFE STAGE 2

Project outcomes

FE integration recommendations endorsed

- 1:1 financial counselling and “light touch” interventions for families on OW delivered by TESS staff
- Partnerships with community agencies to leverage existing services and fill service gaps

Increased municipal capacity and buy-in

- Frontline staff trained to deliver financial counselling
- Increased understanding by senior staff of what this work involves and why it’s important for achieving mandates

4. How Prosper Canada can help

We employ a structured process in supporting cities to integrate and sustainably scale FE solutions into municipal programs and services

Knowledge exchange: Engage partners in peer learning, share progress with municipalities throughout Ontario

Discover & select

- Identify program to reach 10,000+
- Identify interventions, touch points and outcomes
- Choose service delivery approaches (in-house / refer / partner)

Research framework
Client journey map
Integration option's map

Design

- Design delivery model prototype and supports
- Design staff training plan and learning tools
- Plan evaluation
- Develop data tracking system

Co-creation
Evaluation framework
Implementation road map

Implement

- Launch model
- MIS data aggregation and analysis
- Revise training program and tools
- Pilot, evaluate and refine model

Technical assistance
Issues log
Evaluation

Transition

- Share impact results
- Build case for sustained local funding
- Transition to municipal funding
- Mobilize other local resources

Partnership agreements

Evaluation: Develop a plan early-on to monitor and assess progress on individual and municipal outcome measures. Use in house or field research expertise.



2018 ABLE Financial Empowerment Conference

A national conference for stakeholders working to foster financial empowerment for people who live on low incomes.

This year's conference theme is **FINANCIAL WELL-BEING FOR ALL**

MAY 8-9, 2018

**Radisson Hotel Vancouver Airport, 8181 Cambie Rd,
Richmond BC**

REGISTER TODAY

www.ablefinancialemPOWERment.com

Join leading experts from the financial empowerment field



The Honourable Jean-Yves Duclos

Minister of Families, Children
and Social Development



Sheila Regehr

Chairperson of the Basic Income
Canada Network



Dr. Rachel Schneider

SVP at Center for Financial Services Innovation
and co-author of The Financial Diaries: How
American Families Cope in a World of Uncertainty

Hosted by the ABLE Financial Empowerment Steering Committee
and supported by

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QUESTIONS?

DISCUSSION

- What financial empowerment (FE) programming already exists in your municipality?
- Where are the strategic access points to integrate FE in your city? For example, as part of a poverty reduction strategy, a workforce development plan or as a social service program.
- What are your local challenges for FE integration?

UPCOMING WEBINAR

211: A Tool for Alleviating Poverty

Speakers: Bill Morris, Karen Miligan, and Jerilyn Dressler
Thursday, January 25th from 12:00 – 1:00 pm EST

The 211 system is uniquely situated at the interface between the human needs associated with poverty and society's policy and programmatic responses. This webinar will explore how the 211 system is creating social infrastructure by combining cutting-edge technology with information about community services, and is increasingly being leveraged by people with lived experience, social service agencies, researchers and social planners, governments and other funders – to effectively address poverty.



Register Now: <https://events.tamarackcommunity.ca/211-tool-alleviating-poverty>

Closing Announcements



Thank you!