



Contact Person

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## General Overview

### Approach

- Part of a broader financial well-being investment strategy

### Target Age Groups

- 14-18 years old
- 18-24 years old

### Target Populations

- College students
- Immigrant youth
- LGBTQ+ youth
- Opportunity youth (young people, typically aged 16 to 24, who are not engaged in school or employment)
- System-involved youth (e.g. —child welfare, juvenile justice, homelessness, mental health)
- Transition-age foster youth
- Young parents
- Youth with disabilities

### Geographic Focus

- **Middle Atlantic**  
(NJ, NY, & PA)
- **East North Central**  
(IL, IN, MI, OH, and WI)
- **West North Central**  
(IA, KS, MN, MO, NE, ND, and SD)
- **South Atlantic**  
(DE, DC, FL, GA, MD, NC, SC, VA, & WV)
- **East South Central**  
(AL, KY, MS, & TN)
- **West South Central**  
(AR, LA, OK, & TX)
- **Mountain**  
(AZ, CO, ID, MT, NV, NM, UT, & WY)
- **Pacific**  
(AK, CA, HI, OR, and WA)
- **National**

## Financial Well-Being Investment/Interest Areas

### Direct Services

#### Educational Programs

Investing in financial education, financial capability, job readiness, or mentorship programs that benefit youth

## Research and Pilots

### Program Evaluation

Funding evaluations of existing programs to measure impact and identify best practices

### Needs Assessments

Supporting research to understand the specific needs and challenges of youth populations in various communities

### Data Collection and Analysis

Investing in studies that gather data on youth outcomes and financial well-being

### New Initiatives

Funding pilot programs or innovative approaches to addressing youth financial well-being, such as new technologies, financial tools, or peer-led programs

## Policy and Advocacy

### Advocacy

Supporting efforts to inform local, state, or national policies that improve youth access to education, employment, and financial stability

### Systems Change

Investing in initiatives that seek to reform systems (education, criminal justice, child welfare) to create better opportunities for youth

## Capacity Building

### Nonprofit Support

Providing funding to build the capacity of organizations that serve youth, improving their ability to deliver high-quality services and reach more young people

## Community Engagement

### Youth-Led Initiatives

Funding programs that empower youth to design and lead initiatives addressing issues that affect them directly

### Family and Community Support

Supporting programs that engage young parents, families, and communities in fostering youth development and financial well-being

## Collaboration

### Partnerships

Funding collaborations between nonprofits, schools, businesses, and government agencies to maximize impact on youth development and financial well-being

### Peer Learning and Exchange

Supporting networks or platforms where youth-serving organizations can share knowledge, resources, and best practices

## Other Youth/Young Adult Financial Well-Being Services

We support Summer Jobs Connect (SJC), which embeds banking access and targeted financial education into municipal Summer Youth Employment Programs in 41 cities and counties.

## Stage of Grantmaking

### Supporting and Sustaining (Growth Phase)

Providing support to nonprofit partners (e.g., technical assistance, communications, advocacy, policy work), and sustaining the work through peer learning, narrative change, and more

## Approximate Level of Investment in The Last 12 Months

**\$1,000,000+**