The Asset Funders Network presents

Financial Coaching as an Asset Building Tool
June 4, 2014
1:00pm EDT - start time

AFN is a community of national, regional and community-based foundations and grantmakers who are passionate about using philanthropy to invest in economic opportunity and financial security for all Americans.

- Growing
  Increasing the number of grantmakers and resources focused on financial security.

- Educating
  Building knowledge and serving as an information resource to grantmakers and the asset-building field.

- Influencing
  Engaging policymakers and key stakeholders in the needs and benefits of expanding access to financial opportunities.

To learn more, please visit assetfundersnetwork.org

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Webinar Agenda

I. AFN Overview and Introduction of Speakers
Heather Benedict, Vice President, Hands on Banking, Wells Fargo

II. Financial Coaching as an Asset Building Tool
J. Michael Collins, Director, Center for Financial Security, University of Wisconsin

III. Question and Answer Session
J. Michael Collins, Center for Financial Security, University of Wisconsin; moderated by Heather Benedict, Wells Fargo

IV. Implications and Consideration for Funders
Regina Salliey, Program Officer, Annie E. Casey Foundation

VI. Question and Answer Session
J. Michael Collins, Center for Financial Security, University of Wisconsin; Regina Salliey, Annie E. Casey Foundation; moderated by Heather Benedict, Wells Fargo

VII. Closing Remarks

Introduction of Presenters

Moderator
- Heather Benedict, Vice President, Hands on Banking, Wells Fargo

Presenters
- J. Michael Collins, Director, Center for Financial Security, University of Wisconsin
- Regina Salliey, Program Officer, Annie E. Casey Foundation
Building Capability
- Even given knowledge or a resource, people still struggle to change behaviors
  - Goal is not to solve problems, but develop capability to solve problems on own
    - We are all creative and resourceful
    - We need a structure to develop our own solutions
- The Promise of Coaching
  - Focus attention
  - Exercise self-control
  - Build adaptable skills
  - Facilitate empowered consumers in marketplace
    * not about “a product” or any one decision

Coaching as a Technique and a Process
- Systematic collaborative process
  - Self-actuated goals
  - Non-directive
- Solution-focused
  - Focus on the future
- Coach facilitates goal attainment
  - Ongoing process over time
  - Performance improvement
  - Monitoring

1. Set Goals
   - Planning / future focused
   - Implementation intentions
2. Accountability
   - Self control
   - External monitor / feedback
   - Overcome procrastination
3. Focus attention
   - Persistence / Adherence
   - Top of mind: Executive Attention

Application to Finance
- Targeted families develop greater financial capability
- Empowered to adapt to new economic contexts
- Increased self-efficacy, accountability, self-control, attention/reduced inattention
- Goal-focused financial behaviors.

<table>
<thead>
<tr>
<th>Financial Coaching</th>
<th>Financial Counseling</th>
<th>Financial Planning or Consulting</th>
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<tbody>
<tr>
<td>Length of engagement</td>
<td>2 w/in few months</td>
<td>Often 2; “drop-in”</td>
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<tr>
<td>Client status</td>
<td>Stable and seeking improvement</td>
<td>In crisis</td>
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<tr>
<td>Termination</td>
<td>When client pursues goals independently</td>
<td>Ad hoc; often restarts with next crisis</td>
</tr>
<tr>
<td>Monitoring / Self-control</td>
<td>Accountability is explicit and planned</td>
<td>Client assumed to follow through</td>
</tr>
<tr>
<td>Referrals and Advocacy</td>
<td>Client responsible for own advocacy; referrals common but passive</td>
<td>Active referrals (calls placed; appointments made); will advocate on behalf of client</td>
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Outcomes from the Financial Field
- Increased ability to use a budget
- More likely to pay more than minimum
- More likely to set money aside for savings
- More likely to pay bills on time
- Increased likelihood of having a financial goal and confidence in ability to achieve that goal

http://jftonline.org/journals/jft/article/view/1659/1354
Models of Coaching

• Integrated Services
• Volunteers
• Fellowship
• Employer-based
• Group Coaching

Challenges

1. Understanding Cost Effective Models & Scale
2. Fidelity to non-prescriptive approach
3. Consistency & Quality
4. Standards of Training and Practice
5. Need for Capacity-building
6. Using outcomes measures

- Coaching is a complement to counseling
- Good counselors use coaching skills and techniques
- Some people are not good coaches
- Some people not ready to be coached


Opportunities for Funders

• Convening practitioners to learn about the approach
• Supporting regional trainings
• Setting and promoting standards for financial coaching
• Funding coaches and coaching programs
• Collaborating on evaluation efforts

Funder Perspective

Regina Salliey
Program Officer, Annie E. Casey Foundation

The Annie E. Casey Foundation is devoted to developing a brighter future for millions of children at risk of poor educational, economic, social and health outcomes.
Asset Funders Network provides a unique and vital space where funders gather in-person or virtually to share ideas, best practices, and gather input to maximize our resources and share progress.

Visit our website to learn more about in-person convenings, webinars, and resources. Asset Funders Network seeks to increase the capacity of grantmaker members to effectively promote economic security by supporting efforts that help low and moderate-income households build and protect assets.

For more information, please contact juliemorris@assetfunders.org.

To learn more about the Asset Funders Network, please visit assetfundersnetwork.org.