Strategic Philanthropy

The Grantmaker Webinar Series 2015

presents

Strategic Philanthropy

May 6, 2015

12pm CST/1pm EST – start time
The Asset Funders Network

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

**Mission**

Increase the capacity of our members to effectively promote economic mobility by supporting efforts that help low- and moderate-income individuals build and protect assets.

**Desired Impact**

Raise the visibility of and funding for activities that expand access to financial opportunities and strengthen communities.
AFN Steering Committee

Co-Chairs

Beadsie Woo, The Annie E. Casey Foundation
Benita Melton, Charles Stewart Mott Foundation

Steering Committee

Amy Brown, Ford Foundation
Sarah Cotton Nelson, Communities Foundation of Texas
Daniel Delehanty, Capital One Bank
Aimee Durfee, Y & H Soda Foundation
Amanda Feinstein, Walter and Elise Haas Fund
Nikki Foster, The Northwest Area Foundation
Megan McTiernan, The Thomson Family Foundation
Christine Robinson, The Kresge Foundation
Daria Sheehan, Citi Foundation
K. Sujata, Chicago Foundation for Women
Carla Thompson, The W.K. Kellogg Foundation
Angel Zapata, Wells Fargo Foundation
Webinar Agenda

Welcome and Introduction of Speakers
Stephanie Upp, West Coast Project Manager, Asset Funders Network

- Integrated Strategic Philanthropy
  Janet Boguslaw, Associate Director & Senior Scientist, Institute on Assets and Social Policy, Brandeis University

- Funder Perspective
  Daria Sheehan, Senior Program Officer, Citi Foundation
  Rafael O. Morales, Program Officer, Economic Security, Silicon Valley Community Foundation

Moderated Question and Answer Session
Introduction of Presenters

Moderator
Stephanie Upp, West Coast Project Manager, Asset Funders Network

Presenters
Janet Boguslaw, Associate Director & Senior Scientist, Institute on Assets and Social Policy, Brandeis University

Rafael O. Morales, Program Officer, Economic Security, Silicon Valley Community Foundation

Daria Sheehan, Senior Program Officer, Citi Foundation
Integrated Strategic Philanthropy

Janet Boguslaw
Associate Director & Senior Scientist
Institute on Assets and Social Policy, Brandeis University
Strategic Philanthropy
Integrating Investments in Asset Building:
A Framework for Impact

AFN Webinar
May 6, 2015

Janet Boguslaw, Associate Director
Research Co-Authors:
Kaleigh Behe, Joanna Taylor

IASP.brandeis.edu
boguslaw@brandeis.edu

With Thanks to:
The Citi Foundation for
Research, Product Development and Webinar
Support and
The Kresge Foundation for
Research Support
Why Focus on Asset Building?

- IF THEIR INCOME STOPS, 44% of all households - and 25% of middle class households - have less than three months of savings to draw upon without falling into poverty.

- WHITE HOUSEHOLDS have a median net worth 13 times that of Black households ($141,900 vs. $11,000) and 10 times that of Hispanics ($141,900 vs. $13,700).

- ONE-THIRD OF ADULTS IN THEIR 50s have no retirement savings plan and nearly half (45%) of American households have not contributed to a retirement savings plan.

- WOMEN MAKE UP 47% of the US workforce, yet have only 36 cents of wealth for every $1 of wealth owned by men.

- NEARLY 25% OF AMERICAN ADULTS have no credit score; An additional 25% have a subprime score leaving them without access to credit or access only to unfavorable rates and terms.

- PARENTS PLAN to cover 64% of their children’s total college costs, yet are on track to save just 28% of that goal.
Why Focus on Asset Building?

**With assets, people move from making ends meet to planning for their future.**

**Assets enable people to:**

- Live with housing security
- Improve children’s opportunities
- Take risks resulting in better jobs or business start-ups
- Advance through higher education
- Remain secure through financial disruptions
- Maintain good health
- Retire securely
- Pass on security to the next generation

**Asset building is a strategy that enables greater access to economic security and opportunities, particularly for low-income communities and communities of color.**

**Assets include:**

<table>
<thead>
<tr>
<th><strong>Financial Resources</strong></th>
<th><strong>Personal Resources</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to Credit</td>
<td>Education</td>
</tr>
<tr>
<td>Homes</td>
<td>Access to Healthcare</td>
</tr>
<tr>
<td>Savings</td>
<td>Job Skills and Experience</td>
</tr>
<tr>
<td>Retirement Accounts</td>
<td>Vehicles</td>
</tr>
<tr>
<td>Insurance</td>
<td>Social Networks and Community Support</td>
</tr>
<tr>
<td>Business Ownership</td>
<td>Citizenship</td>
</tr>
</tbody>
</table>
The Case for Asset Integration

"ASSET BUILDING has never been more important for our nation’s families and communities. Investing in new and collaborative solutions is critical to helping families not only develop financial security, but also enter the financial mainstream and achieve the American dream."

—BRANDEE MCHALE
CITI FOUNDATION

"INTEGRATING ASSET BUILDING throughout the service continuum ensures that our investments empower families over the long term to achieve better futures for themselves and their children."

—CHRISTINE ROBINSON
KRESGE FOUNDATION
Integrated Asset Building: A Strategic Framework

Integrated Asset Building Principles for Action

- Current strategies are not producing the desired community impacts in building residents’ economic security, stability, and economic advancement.

- Asset integration produces institutional shifts that change the environment within which opportunity is created and accessed.

- Integration leverages networks, organizations, and relationships to build shared understanding, resources, and reduce duplication of effort.

- Residents and program staff engagement creates culturally responsive integration and produces a multiplier effect in communities.

- Assessment requires overlapping and shared data, services, staff, and metrics in the short and long-term.
Recommendations for Funders Role in Strategic Asset Integration

Foster Alignment
- Integrate Financial Capabilities Development
- Craft Two-Generational Approaches and others that take a comprehensive approach
- Collaborate with other funder to convene and build capacities

Spur Integrated Asset Innovation
- Commit to support long-term goals
- Forge partnerships and leverage other resources
- Increase structured opportunities

Promote Inclusion
- Tailor integration approaches to differences in race, gender, ethnicity, citizenship status, etc.
- Build collective knowledge to empower community directions
- Bring in diverse stakeholders to align, scale, and sustain the work

Ensure Impact
- Embed asset building impact goals across organizations
- Fund research to inform investments
- Provide long-term funding horizons to enable collaboration and impact
Janet Boguslaw
IASP@Brandeis.edu
Boguslaw@brandeis.edu
Funder Perspective

Daria Sheehan
Senior Program Officer
Citi Foundation
Funder Perspective

Rafael O. Morales
Program Officer, Economic Security
Silicon Valley Community Foundation
Please open the question box in your control panel to submit questions.

Note, due to time and topic constraints, all questions may not be addressed, but we endeavor to address each question.
Asset Funders Network

What’s next?

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, or reply to the follow up email, sent your way this afternoon.

To learn more about the Asset Funders Network, please visit assetfunders.org
The Webinar is now concluded.

Please look for an email with a link to contact information for our presenters, as well as links to resources mentioned in the presentation, webinar recording, and slideshows.