Improving Household Financial Stability

A SparkPoint perspective

September 18, 2012

SPARKPOINT
Grow and Prosper.

United Way
United Way of the Bay Area
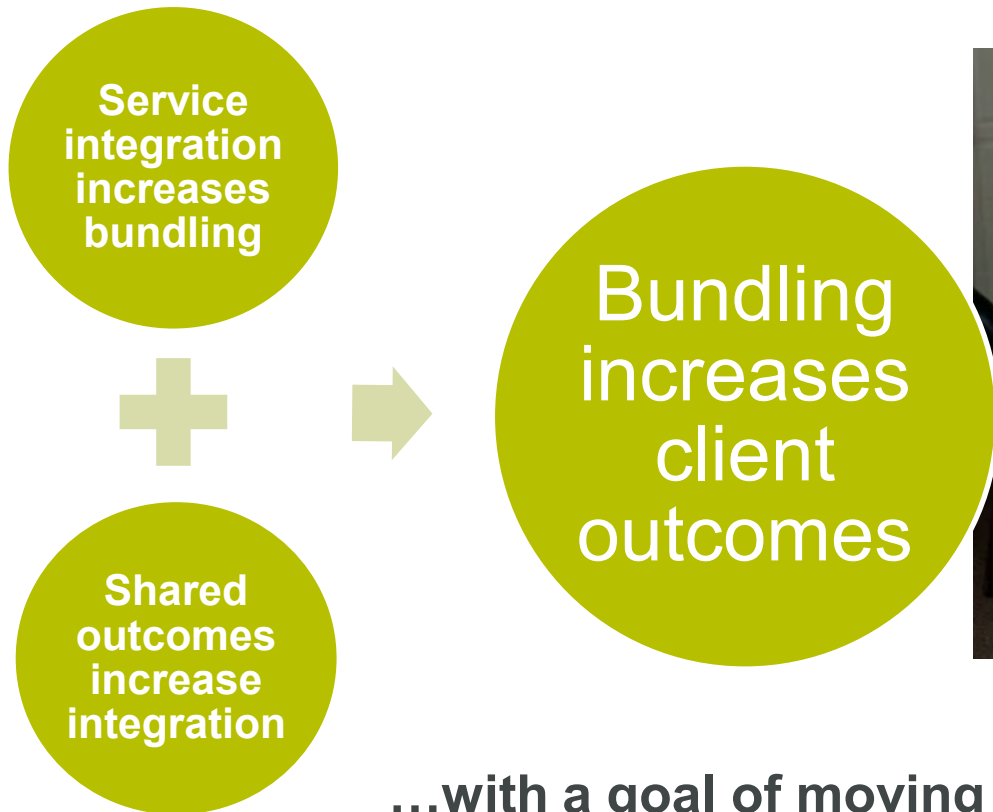
What is SparkPoint?

SparkPoint integrates best-in-class services at one-stop financial centers designed to help create pathways out of poverty for low- and moderate-income clients.

SPARKPOINT

United Way
United Way of the Bay Area

What is the goal of SparkPoint?

We're testing a model …

Service integration increases bundling

+

→

Bundling increases client outcomes

Shared outcomes increase integration

…with a goal of moving as many individuals to financial stability as possible.

SPARKPOINT

United Way
United Way of the Bay Area

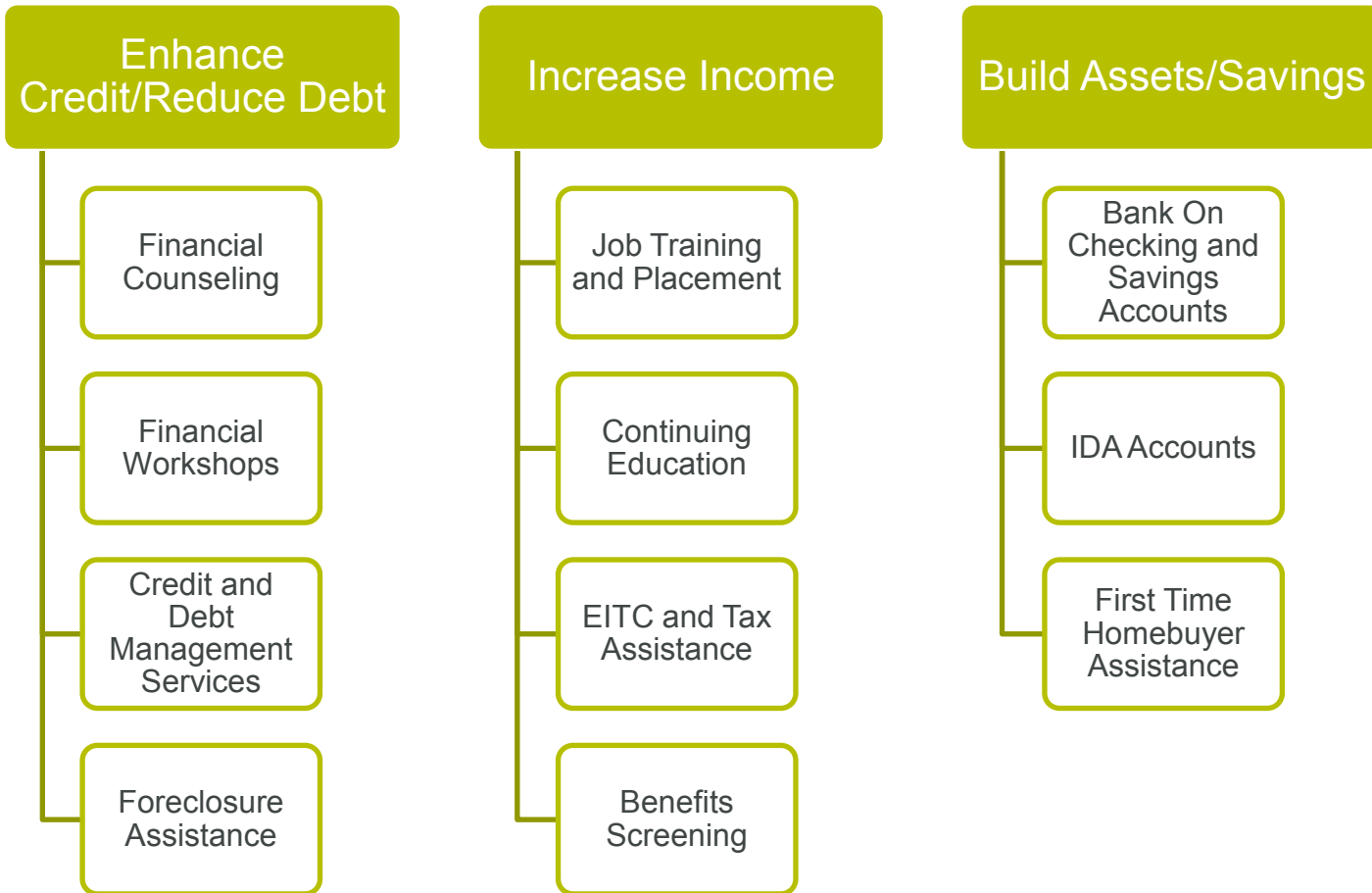# What does financial stability mean?

MEASURING OUTCOMES

All Centers share a primary goal of helping individuals achieve a goal of financial stability, as defined by

1. **Livable income** that reaches the Self-Sufficiency Standard (i.e., $65,000 for a family of four in San Francisco)

2. **Good credit** score of 650 or above

3. **Savings** equal to three months of living expenses

4. **Debt less than 40%** of monthly income

Shared outcomes support service integration. Partners decide which services will lead to these outcomes for their clients.

SPARKPOINT

United Way
United Way of the Bay Area

How do people reach financial stability?

Enhance Credit/Reduce Debt

- Financial Counseling
- Financial Workshops
- Credit and Debt Management Services
- Foreclosure Assistance

Increase Income

- Job Training and Placement
- Continuing Education
- EITC and Tax Assistance
- Benefits Screening

Build Assets/Savings

- Bank On Checking and Savings Accounts
- IDA Accounts
- First Time Homebuyer Assistance

SPARKPOINT

United Way
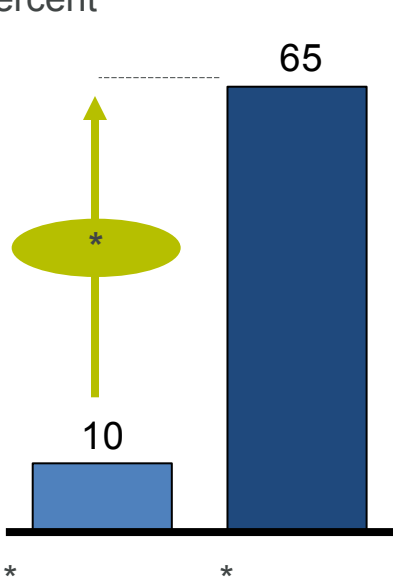United Way of the Bay Area

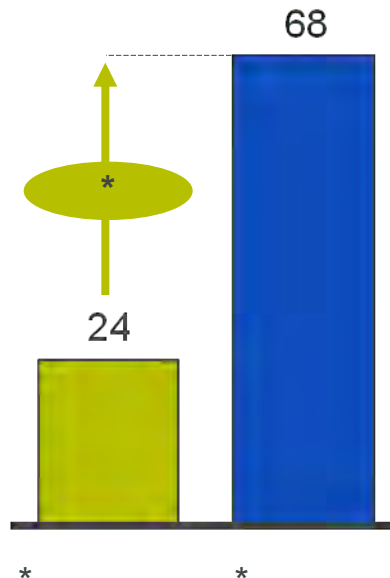# Research from the field shows great promise for the model

Clients who achieved major economic outcomes
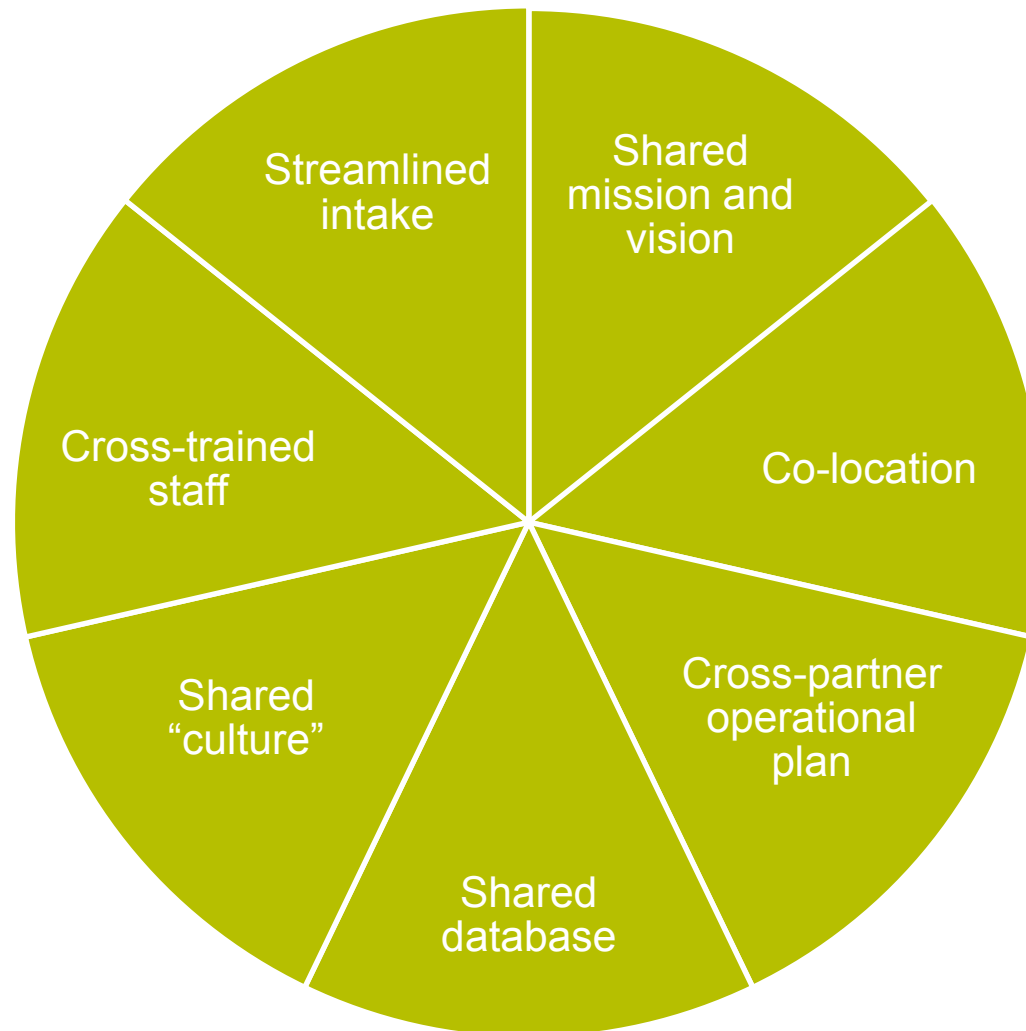Percent

Central New Mexico
Community College

Bon Secours,
Baltimore
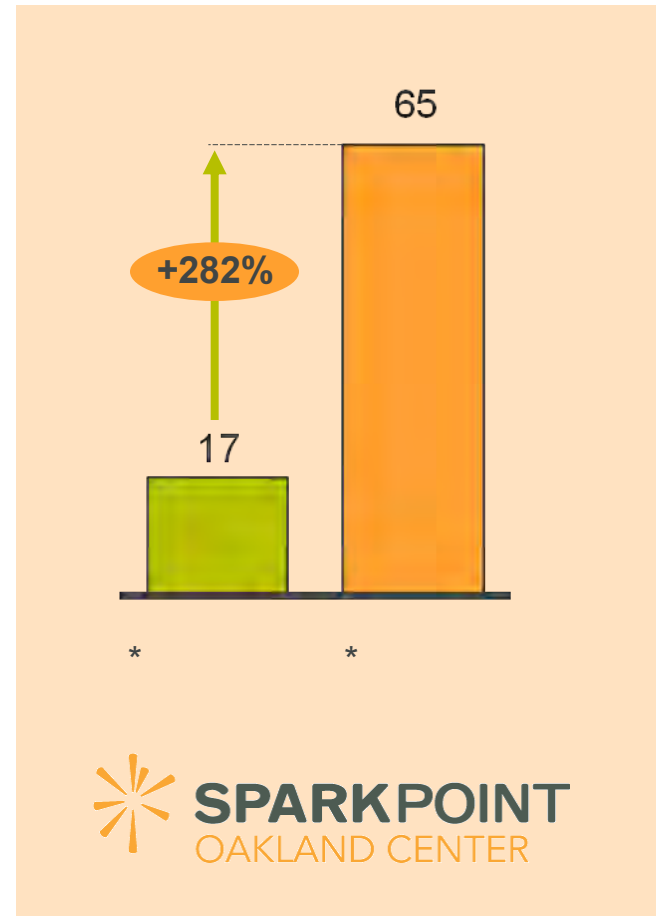
SPARKPOINT
OAKLAND CENTER

SPARKPOINT

United Way
United Way of the Bay Area

Elements of Service Integration

Pie chart with the following segments:
- Shared mission and vision
- Co-location
- Cross-partner operational plan
- Shared database
- Shared "culture"
- Cross-trained staff
- Streamlined intake

SPARKPOINT

United Way
United Way of the Bay Area

What do we know so far? Bundling matters.

Long-Term Outcomes		
Outcome	**Single Service**	**2+ Services**
Self-sufficient income	25%	75%
Credit score 650+	34%	66%
40% or better DTI	34%	66%
3 months of savings	25%	75%

- **73%** of measurable clients who made progress were bundlers

- **65-75%** of measurable clients who achieve any long-term outcome were bundlers

- Bundlers made up **60-80%** of the clients who increased their vocational skills, obtained post-secondary education, obtained or maintained employment, obtained or maintained public benefits, and improved their budgeting skills

For partners

- It creates greater impact for the client

- It helps organizations deliver on their missions

- It leverages existing resources in new ways

- It brings new resources and knowledge to the table

- It's a chance to build something together

- It's an effective way to work together differently

- Partners talk about the work differently

Recipe for success

It's about the client

Champions make the difference

Shared measurable goals are essential

A learning culture is important

Transparency and good communication are critical

SPARKPOINT

United Way
United Way of the Bay Area

Looking Ahead

- Growing learning community
- Push policy towards institutionalization, sustainability, and systems change

Current Locations: Oakland, Fremont, Richmond, Bay Point, Fairfield, Vallejo, American Canyon, San Rafael, San Francisco, San Bruno, Fresno, Orange County

Future Locations: Ashland/Cherryland, Denver

Inquiries From: Atlanta, Seattle, Las Vegas, Portland, Dover, Santa Rosa, Sacramento, Los Angeles, Silicon Valley, Bloomington, Wichita Falls, Richmond, Savannah, Saugus, Lawrence, Chelsea, Lynn

SPARI

United Way

United Way of the Bay Area

THANK YOU