Lake Area United Way helps families THRIVE
THEORIES OF CHANGE

Technical Change

Adaptive Change
WHAT ARE THE STRATEGIES?

• Attain Better Paying Jobs
• Develop Financial Wellness
• Access Quality, Affordable Childcare & OST
• Support Basic Needs
• Engage the Community to Change Systems
### WORK GROUPS CONVENE TO CREATE STRATEGIES

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<th>Financial Wellness Coalition</th>
<th>Mental Health Supports</th>
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<td>• Community Savings Challenge</td>
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HOW THE PIECES FIT TOGETHER
JOBS, FINANCIAL EDUCATION, CHILDCARE, BASIC SUPPORTS

LAUW Helps Families Thrive

Level Up Program

Supporting Strategies

Thriving Families

Better Paying Jobs

Financial Education

Skills and Certifications

Quality, Affordable CC & OST

Basic Needs Supports
HOW IS LEVEL UP STAFFED?

NWICA

LAUW

NWIRA

BGC

Geminus
FINANCIAL WELLNESS STRATEGIES
FINANCIAL WELLNESS NAVIGATORS

- Budgeting/Expense Tracking
- Debt Reduction/Credit Repair
- Savings/Individual Development Accounts
- Home Ownership
FINANCIAL EDUCATION WORKSHOPS

Tuesday, February 16, 2021
BUDGET BASICS/PNC Bank

REGISTER IN ADVANCE FOR THIS WEBINAR
https://us02web.zoom.us/webinar/register/WN_loFEm_3Sbw2ll2Lqnr5T0A

NORTHWEST INDIANA REINVESTMENT ALLIANCE
Northwest Indiana Bankers Community Council
Northwest Indiana Community Action

UPCOMING WORKSHOPS

- Tuesday, March 2, 2021 REBUILDING MY CREDIT/PNC BANK
- Tuesday, March 16, 2021 IDENTITY THEFT/Horizon Bank
- Tuesday, April 6, 2021 BUYING vs. RENTING/Peoples Bank
- Tuesday, April 20, 2021 BUDGET BASICS/First Savings Bank of Hegewisch
- Tuesday, May 4, 2021 ASSET BUILDING/NWICA
- Tuesday, May 18, 2021 MONEY MANAGEMENT/BMO Harris Bank
- Tuesday, June 1, 2021 BUDGET BASICS/Peoples Bank
- Tuesday, June 15, 2021 BUYING vs. RENTING/First Savings Bank of Hegewisch
- Tuesday, July 6, 2021 FINANCIAL INVESTING/BMO Harris Bank
- Tuesday, July 20, 2021 SPENDING PLAN/SAVINGS/Peoples Bank
- Tuesday, August 3, 2021 PRETATORY LENDING/ Horizon Bank

(ADDRESS) (219) 750-1206
WWW.NWIRA.ORG
MONEY SMART WEEK PROMOTION

Community Promotion
- Used Money Smart Week branded flyers and copy
- Partnered to promote with another local UW & our Bank On Alliance
- Non-profit and Bank Partners shared with their networks & clients
- Outreach to local universities and local radio/media news outlets

Level Up Client Promotion
- Offered participation incentive
- Targeted email
- Included in monthly newsletter
- Presented details during monthly meeting
  - 7 participants, 4 of whom met the participation criteria to earn incentive (5 classes)
COMMUNITY SAVINGS CHALLENGE

- Staying in your home: People with balances above $250 are 71% less likely to have to move for financial reasons
- Avoiding high-cost debt: People with balances above $100 are 83% less likely to need payday loans, auto-title lending, rent-to-own, and pawn shops
- Keeping the lights on: People with balances above $100 are 95% less likely to have their utilities shut off
- Feeling less financially stressed: People with balances above $100 have a 61% greater likelihood of financial satisfaction
COMMUNITY SAVINGS CHALLENGE

Goal: Save at least $250 in 6 months

- Small emergency fund
- Attainable - around $10/week - 3-6 months of expenses can be daunting for ALICE
- Encourages habitual savings (over a 6 month period)
- Encourage greater savings without significant impact as wages rise
COMMUNITY SAVINGS CHALLENGE

Goal: Ensure Access to Affordable Savings Products

- Working with bank partners to waive minimum opening and maintenance requirements and fees
- SaverLife
- Apps
STRATEGIES THAT HELP FAMILIES THRIVE

- Attain Better Paying Jobs
- Develop Financial Wellness
- Access Quality, Affordable Childcare & OST
- Support Basic Needs
- Engage the Community to Change Systems
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