

# Central Valley Financial Security and Opportunity Workshop Series

*Cohosted by CFED and the Federal Reserve Bank of San Francisco*

The Corporation for Enterprise Development (CFED) and the Federal Reserve Bank of San Francisco (FRBSF) are pleased to announce a FREE workshop series to build capacity in both the nonprofit and government sectors to help families become more financially secure.

A lack of savings or other assets to weather a financial crisis or provide a better future for their families impacts a range of human services. Non-profits, government agencies, and elected officials trying to increase homeownership, help people get and retain jobs, assist foster youth transitioning to adulthood, build stability for Head Start parents, ensure refugees can be successful when resettling in our communities, advocate for domestic violence survivors, or provide other valuable services to the community are all affected when their clients are financially vulnerable. Financial capability and asset-building programs can help improve your outcomes.

If you would like to better integrate financial empowerment services into work with your clients, then this workshop is for you! We encourage nonprofit and government agency directors, managers and staff who want to add financial capability, savings and asset-building strategies to your “toolbox” to apply to participate.

The workshop series will:

- Create a shared understanding of what families need to be financially secure and to prosper.
- Prepare participants to assess the viability of integrating a range of asset-building approaches into their programs.
- Demonstrate the power, pitfalls and strategies for success in coalition-building for increased collective impact.

Up to 30 emerging leaders will be selected to participate in the workshop series, which will be held one per month in April, May and June. Each workshop will be 3-4 hours in duration and held in a centralized location in the Central Valley accessible by participants. **A limited number of travel scholarships are available.**

To apply to participate in the workshop series, contact Darryl Rutherford, Regional Manager, Federal Reserve Bank of San Francisco at [darryl.rutherford@sf.frb.org](mailto:darryl.rutherford@sf.frb.org).

## **Workshop 1: Framing, selling and showing impact of financial security and asset-building programs**

*April 30, 2012 11:00 AM – 3:00 PM (United Way Fresno County: 4949 E Kings Canyon Rd Fresno, CA 93727)*

The first workshop will introduce a high-level framework and supporting data that can be used to think about the comprehensive financial security needs of families. The session will offer examples of a range of strategies to address household financial security that have been successfully implemented by non-profits in a range of sectors across the country. It will include an interactive portion that encourages participants to identify barriers to financial security faced by their clients and to begin a discussion of outcomes measurement that ties financial security outcomes to other programmatic goals. The discussion of metrics will continue in Workshop #2.

Trainers: Jennifer Brooks and Kate Griffin (CFED)

## **Workshop 2: Integrating asset-building strategies into your programs**

*May 30, 2012 11:00 AM – 3:00 PM (location TBD)*

Building on the foundation laid out in Workshop #1, this session will focus on integrating asset-building strategies into a range of settings. Depending on participants' focus, these settings could include: housing, welfare-to-work, child support enforcement, workforce development, mental health, youth aging out of foster care, and others. The session will present models for integration on a continuum from easy-to-integrate (e.g., connecting people to VITA sites) to harder-to-integrate (e.g., co-located "one-stop" centers). It will include the "who, how and when" to implement each. The session will also include topics such as choosing the right outcome measures for specific interventions, choosing between direct service provision and robust referral networks, and building staff capacity to incorporate financial empowerment services.

Trainers: Kate Griffin and Jennifer Brooks (CFED)

## **Workshop 3: Coalition building for increased impact**

*June 2012 (exact date, time, location TBD)*

The final workshop in the series will be more "outward"-facing and focus on the value and potential for greater impact of working in coalition. Topics will include:

- What are the benefits of working in coalition? Why is it so hard?
- How do you keep people at the table?
- Nuts and bolts of coalition management
- Moving from information-sharing to advocacy
- Lessons from the field
- Resources available through the Assets & Opportunity Network

Trainers: Jennifer Brooks (CFED), Catherine Marshall (CapBuilders), Jenna Churchman (Alameda County Community Assets Network) (invited)