



**United Way of Lane County
2010/2011 Strategic/Preventive Proposal**

- A. Name of Organization: St. Vincent de Paul Society of lane County, Inc.
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Name of Proposed Services:

B. Lane County Financial Literacy and Individual Development Account Program

C. Amount of Funding Requested for a 12 month period: \$8,520

The undersigned confirm that the information provided in this application is true and accurate and that the application has received / will receive Board approval.

Signature: Agency Director Date

Signature: President, Board of Directors Date

Signed Coversheet in PDF

SECTION I: Strategic/Preventive Action Area

Which Community Investment Strategic Action Area do the proposed services primarily address? (Please see **Appendix A UWLC 2010 Strategic/Preventive Goals and Funding Strategies for EDUCATION, INCOME and HEALTH.**)

1. **Action Area:** (select one)

Education: Preparing children to succeed in school and life.

Income: Moving families from poverty to financial stability.

Health: Ensuring people have basic access to healthcare.

2. **Strategies:** Based on your selection above, list the specific strategy or strategies the proposed services are designed to address. (*Note: Strategy or strategies listed must come from Appendix A referred to above.*)

1) Improved Financial Literacy for households below 200% of the federal poverty level, with a focus on single heads of households in rural communities in Lane County. Imbedded in this strategy will be classes and mentoring on budgeting, credit repair and helping households connect with the financial mainstream.

2) Building Assets targeting rural households below 200% of the federal poverty level with Individual Development Account use or other savings strategies.

3. Provide a **brief** (no more than one paragraph) executive summary of how you will address the strategies you listed in Question 2, above. Details will be expanded in Section II, questions 1-3. Poverty is much more complex than simply not having enough money. Poverty is often characterized by *hopelessness* manifested in both the absence of goals and *lack of knowledge and skills needed to actualize a goal*. To overcome these barriers to stability and financial security, the proposed Lane County Financial Literacy and Individual Development Account Program will provide financial education and Individual Development Accounts (IDA) to over 70 households in Lane County in 2010. By using a researched-based interactive financial literacy program *Pathways to Prosperity*, participants improve their financial literacy through classes, individualized coaching and the support of their peer group. In addition to financial literacy and goal setting, participants have the opportunity to enroll in an Individual Development Account (IDA) program, a powerful national poverty alleviation tool. This approach of activity based financial literacy training, individualized coaching and peer support coupled with the saving incentives of the IDA can bring very low-income households into the financial mainstream, create lifetime habits of budgeting and saving, and create lasting assets for households.

SECTION II: SERVICE IMPACT

1. Need, Target Population and Program Description

A. Need/Target Population

Identify the community problem/need the strategies described in Section I address, including the number of Lane County residents affected. Clearly link the need to the Community Investment Strategic Action Area goals and strategies selected in 1 and 2 above. *Also, include local trend information over the last five years as available/appropriate.* Describe how the proposed service(s) reach the intended target population for your Action Area (see Appendix A) and is appropriate to the need.

Need/Target Population

This proposal will focus on meeting the need for financial literacy for households at or below 200% of the federal poverty guidelines in rural areas and Eugene/Springfield transitional housing participants who have experienced generational poverty. Rural poverty often includes a generational component. Generational poverty is often characterized by a lack of financial capital, educational skills and a day-to-day time horizon. The Lane County Financial Literacy and Individual Development Account Program seeks to address these issues for this target population. Households at 200% of the federal poverty level or below often live paycheck-to-paycheck, juggling car repairs, rent, insurance and other basic needs. One small disaster can send a household into crisis. Accruing multiple debts and a history of late payments is common. Often households cannot 'save for a rainy day', and more often than not, do not budget. Planning for the future, setting goals and having the ability to distinguish wants from needs are often absent. Very low-income rural households have difficulty accessing the services that might help them acquire the skills and education to improve their situation. Interactive financial literacy training and the incentive provided by IDAs can break the cycle of poverty.

Local Trend Information

Statistically, the average median income of Lane County residents is lower than the state average. Oregon's median income is \$50,169 compared to between \$31,235 and \$40,456 in the communities currently accessing IDAs through St. Vincent de Paul. In Lane County 24, 080 adults, or 10% of adults, have not completed high school. The percent of all people living in poverty increased from 17% in 2007 to 20% in 2008 (Human Services Commission, 2010). These numbers tell only part of the story. 2008 School District Poverty Data (www.epodoc.com) gives a glimpse at the true poverty rates in the rural communities to be served. The Siuslaw School District serving the Florence area reports a 21% poverty rate among students, the Oakridge Districts shows an 18% poverty rate, Junction City reports an 11% poverty rate, South Lane indicates an 18% poverty rate, and the Fern Ridge District reports a 16% poverty rate among their students. Since these percentages are on rates of children ages 5-17, one can infer that these percentages reflect the most current household poverty rates in these communities. Clearly, many households are living on the edge.

Poverty for the transitional housing families is manifested by homelessness. 100 percent of the transitional housing population is homeless and many have experienced repeated episodes of homelessness. 50% of this population is from backgrounds of generational poverty.

Reaching the Target Population

Eugene and Springfield offer a rich array of services that benefit low-income households. Households in rural communities often feel frustrated in their ability to access a similar variety of services. The cost in accessing services is often seen as prohibitive in terms of time and money. SVDP began an intensive rural outreach program for IDAs two years ago. This outreach initiative engages Habitat for Humanity in Cottage Grove and Florence, Community Sharing, Family Resource Center, Family Relief Nursery, South Lane School District, Head Start, Department of Human Services (Cottage Grove); Florence Area Coordinating Council members, Habitat for Humanity, Head Start, Siuslaw School District, Three Rivers Casino (Florence); Family Resource Center, City of

Oakridge, Oakridge School District (Oakridge). In addition, Oregon First Community Credit Union, Boys & Girls Club and SVDP are considering offering a monthly savings club for youth in Florence. With these community partners, SVDP has been able to recruit participants for financial literacy classes, IDA enrollment and saving clubs. Bringing these activities to the communities where participants live has made a tremendous difference in rural IDA participation. With additional funding, SVDP will bring this effective partnership model to Junction City and Veneta.

B. Service Description

Describe the proposed services for which you are requesting funds. Be very specific. The description should be a clear and logical response to needs outlined in Section 2, question 1A. Describe how your proposed services are designed to effectively meet the Community Investment Strategic Action Area goals and strategies selected in Section 1. Describe the research or evidence based methods which justify the proposed approach.

SVDP is requesting \$21,300 over a two and one half year period. With United Way funding, SVDP will expand its Financial Literacy and IDA program in Oakridge, and open the program to Junction City and Veneta residents, providing crucial tools to help families strategically boost themselves above poverty. Based on the research of Greinstein-Weiss, Curley and Charles www.usc.edu/dept/chepa/IDApays/publications/asset%20building%20in%20rural%20communities services to be offered will include financial literacy training, individualized coaching, IDA enrollment, and savings clubs.

Financial literacy

Households at 200% of the federal poverty level struggle to 'make ends meet'- often without the financial tools common to people who were not born into generational poverty. Even the most mundane of crises, such as a car repair, may plunge this household into disaster, which will only be exacerbated by recourse to a payday loan option. Typically these households have too many rainy days to save for, and more often than not, do not see the point of budgeting. Relating to a complex financial education class that is text-dense and often presented in a classroom setting can seem irrelevant to their reality.

To ensure financial self-sufficiency, financial education must address a multitude of issues facing very low-income households in a way that is accessible. In four 2 1/2 hour interactive sessions, participants look at decision making, values, consumerism, tracking spending, wants vs. needs, setting SMART (specific, measurable, achievable, results-oriented, trackable) goals, overcoming barriers, record keeping, developing a spending plan, credit reports and scores, avoiding scams, and ways to save on utilities. The focus is on practical information that directly relates to their day-to-day experience. Individual's literacy levels are sometimes an issue. The curriculum "Finding Paths to Prosperity," is activity-based and interactive, designed to reach individuals with limited literacy skills. (National Endowment for Financial Education, Corporation for Enterprise Development, Fannie Mae Foundation) In addition to "Finding Paths to Prosperity," SVDP uses materials designed by OSU graduate students. These materials, supplement the "Pathways" curriculum, and are interactive and are designed to reflect circumstances and experiences of the participants, insuring relevance.

Individualized Coaching

Working one-on-one initially with families to analyze spending patterns and develop a family budget has been a critical component of success. Changing behavior can be daunting for all of us. Changing spending behavior when one perceives there is not enough income to make choices with in the first place is truly overwhelming. Using individual coaching to reinforce the difference between needs and wants presented in group sessions, tracking of spending, and celebrating even the smallest of monthly savings can be the difference between success and failure.

IDA Enrollment

Building assets through IDAs is a powerful national poverty alleviation strategy. IDA programs seek to create economic self-sufficiency through savings and investment paired with financial education. This national movement views the accumulation of assets as the key to the improvement of the economic condition of poor households. In an IDA program, individuals save no less than \$25 each month in a special savings account to purchase an asset. Commonly, eligible assets are home ownership, post-secondary education or small business start-up. In Oregon, two additional asset categories are home rehabilitation and repair and specialized adaptive equipment, technology, or training related to employability. Participants must attend financial literacy classes and access-approved training related to their chosen savings goal. Pairing financial education, supportive household budgeting and a savings incentive program can truly break the cycle of poverty for participating households.

To qualify for an IDA in Oregon, a household must meet income and net worth guidelines (for federal funds- income level of 200% of FPL and \$10,000 net worth cap, excluding the value of a home and a car; for state funds-income level of 80% average median income for the county and \$20,000 net worth cap, excluding the value of a home and a car). The IDA participant, upon completion of the savings goal, uses the savings plus matching funds, worth three times the savings amount, for the targeted goal.

The targeted community outcome is more self-sufficient households, specifically households who can pay their bills for 2 months or more after losing their main source of income and households who will earn more than 200% of FPL with the help of increased knowledge to make better choices. These households will realize this goal through education, home ownership, creation or expansion of a business, home rehabilitation/repair or specialized equipment, technology and training. Education, business, and specialized training have obvious potential to help households achieve economic stability; home ownership or home rehabilitation/repair help create or maintain a significant asset base.

Over the years, there have been 26 graduates from SVDP's IDA program, 16 of whom enrolled in 2009. With the addition of a full time IDA Specialist, this powerful tool is finally being fully utilized. There are presently 26 active participants, 16 of whom enrolled in 2009. In all of 2009, 26 new participants opened up IDA accounts (i.e., six for homeownership, thirteen for education, four for home rehab). Over half were rural residents and over half were in single parent households. 36 individuals, including 3 in Oakridge, 14 in Florence, 9 in Cottage Grove, and 10 in Eugene, completed the "Finding Paths to Prosperity" course, impacting not only those individuals but also their families. Fourteen individuals completed the "Home Care & Repair" course, required for a home rehab IDA and thirteen rural residents completed homeownership training in their own communities. Probably the most compelling statistic is the 30 households who are currently completing their 3-month pre-savings program to qualify for IDA enrollment. These households have taken concrete steps to achieve stability and self-sufficiency.

With United Way funding, we anticipate an additional 60 households will become IDA eligible in 2010.

Savings Clubs

Greinstein-Weiss, Curley and Charles in their analysis of successful IDA programs focused on impoverished rural communities (Asset Building in Rural Communities: The Experience of Individual Development Accounts*) found that peer support was a key indicator of success. SVDP has incorporated this approach in the Lane County Financial Literacy and Individual Development Account Program.

In each community, monthly savings clubs have been organized to provide peer support for ongoing savings, to strategize ways to overcome barriers for reaching goals, and to continue to gain knowledge

about topics related to financial management. Currently, Florence has a group of four to six regular participants, Oakridge has a group of three to five individuals, and Cottage Grove will be starting a group this month. With funding, groups will be formed in Veneta and Junction City.

2. 2010/2011 Service Objectives and Outcomes

A. Service Objectives (# people to be served and/or services provided):

You may choose the 12-month reporting period that best matches your data collection system as long as the period begins in calendar year 2010.

12-Month Service Objectives: 9/ 2010 through 8/ 31 /2011
 (Month/Day/Year) (Month/Day/Year)

Proposed Service Objectives:

- 60 households in Junction City, Veneta, Oakridge, Cottage Grove, Florence and Eugene/Springfield residents of St. Vincent de Paul transitional housing programs will complete the financial literacy program "Finding Paths to Prosperity" The class will be offered twice in each rural community and once for each of the three transitional housing programs.
- 20 low- to- moderate income households will enroll in the VIDA Ida Program and begin matched savings for homeownership, education, opening a small business , higher education, purchasing specialized equipment/technology to overcome a disability, or home repair. At least 1/2 of the IDA funding will be reserved for rural residents.

B. Proposed Services Outcomes (measurable statement of intended effect on target population.)

Dates should match the service objective dates you specified in question 2 A.

12-Month Outcomes: 9/01 / 2010 through 8/31/ 2011
 (Month/Day/Year) (Month/Day/Year)

Proposed Outcomes and Performance Measures for each proposed service (provide in table format, correlating measures to proposed outcomes):

Example: Note: Table can be expanded as needed to include all information.

<i>Outcomes : Graduates of Paths to Prosperity</i>	<i>Measures</i>
85% will increase their knowledge,, attitudes , beliefs and skills related to financial matters	5 to 10 point increase on the KABS pre/post assessment test
75% will access their credit report once during the year	Case file notes, credit report review w/instructor
50% will reduce debt within one year	Case file notes, credit report verification
50% will establish a savings account for emergencies	Case file notes, bank statements
<i>Outcomes : VIDA IDA participants</i>	<i>Measures</i>
75% will increase their Credit Scores	Credit Report comparisons@ enrollment and @ graduation
50% will reduce their household debt within one year	Credit Report comparisons@ enrollment and @ graduation
60% will maintain consistent monthly savings for one year	Case files, bank statements
<i>Outcomes : Savings Club participants</i>	<i>Measures</i>
65% will reduce their debt within one year	Credit Report comparisons@ enrollment and @ graduation
65% will maintain monthly savings for one year	Case files, bank statements

Note: Please include a copy of your Logic Model if one was developed. It is excluded from the 15 page limit.

Logic Model

Impact: Increasing the % of households who are financially stable will help to strengthen the family unit and increase their ability to become and remain self-sufficient.

Outcome: 60% of Finding Paths to Prosperity graduates and 100% of IDA participants, starting July, 2010, will become more financially literate and self-sufficient by setting goals to increase income, decrease spending, pay down debts, increase credit scores, and/or target emergency funds as a savings goal. 100% of IDA graduates will increase their financial stability by using their savings and match for asset development.

Milestone: For IDA applicants/participants—show proof of pre-savings of at least \$25/month for three consecutive months; participate in financial literacy training; access credit report; develop a savings and budget plan; increase knowledge/skills and change attitudes/beliefs about financial management; reduce debt. For participants/graduates in Finding Paths to Prosperity financial literacy course—access credit report, identify spending leaks by distinguishing between wants and needs and tracking spending, increase knowledge/skills and change attitudes/beliefs about financial management. For savings club participants—identify savings goal, overcome obstacles to reaching goals, share information and resources related to financial management, provide and receive peer support.

Evaluation: KABS (Knowledge, Attitude, Beliefs, Skills) Assessment will be administered in the first and last session of the financial literacy class or at the beginning and the end of the period that an IDA participant is saving. Semi-annual survey (to be developed) for savings club participants will be administered to assess individual progress/growth and to get feedback about the program. IDA client files, class notes, and meeting notes will also track milestones/progress.

Metric: Finding Paths to Prosperity graduates: 85% will increase their knowledge, attitude, beliefs, and skills related to financial matters, indicated by an increase of 5 to 10 points on the KABS assessment; 75% will access their credit report once during the year; 50% will reduce their debt within one year; 50% will establish a savings account for emergencies. IDA Graduates: 75% will increase their credit score, comparing the score at their entrance into the VIDA program and their score after they graduate from the program; 90% will access their credit report once during the year; 50% will reduce their debt within one year; 60% will establish a savings account for emergencies. Monthly savings club participants: 75% will increase their credit score within one year; 90% will access their credit report once during the year; 50% will reduce their debt within one year; 60% will establish a savings account for emergencies.

Output: The number financial literacy graduates per year will increase from 36 to 60. The number of savings clubs will increase from two to four within one year. Twenty applicants will open new IDAs. There will be 70 individuals who will graduate from the Finding Paths to Prosperity Course, participate in a savings club, and/or start saving in an Individual Development Account (IDA).

Activity: Continue offering 10-hour financial literacy courses to St. Vincent de Paul transitional

housing programs 1x/year and to Cottage Grove and Florence residents 2x/year; 1 ½ hour savings clubs in Florence and Oakridge; matched savings opportunities to low to moderate income households in Eugene/Springfield, Florence, and Cottage Grove with at least 50% of the matching funds designated for rural residents. Added to the existing savings clubs, financial literacy classes, and IDA's for low to moderate income households will be: rural outreach and marketing in Junction City, Veneta, and Oakridge to offer two 10-hour financial literacy courses per year; establish monthly savings clubs in at least two more communities within one year; offer education for potential home buyers in Veneta, Junction City, or Oakridge; assist residents to build assets with the help of the Individual Development Account matched savings program. The coaching time for each VIDA-IDA participant depends on length of goal and individual financial management habits (i.e., 20 hours to 50 hours).

Input: Existing—25-30 hr./wk. VIDA Program Manager/IDA Specialist, mileage, materials, office space, phone. Needed—additional 10-15 hr./wk. plus additional mileage and materials.

Strategy: A recent review of the effects of financial education, by Matthew Martin, published by the Federal Reserve Bank of Richmond, found that “financial education is necessary; mistakes are more common for low income and less educated households; there is a causal connection between increases in financial knowledge and financial behavior; and the benefits of financial education appear to span a number of areas including retirement planning, savings, homeownership, and credit use.” This program teaches financial literacy courses to households faced with debt, low credit scores, employment challenges. Financial literacy is directly impacted through the classes, the savings clubs, and the matched savings opportunities. At least 50% of households saving in an IDA will be from rural communities.

Indicator: Financial challenges are becoming prevalent for an increasing number of Americans. With increasing unemployment, the number of Americans who don't have enough income to pay off their debts has been increasing. Between January 2004 and December 2009 the unemployment rate in Oregon rose from 7.7% to 10.6%. Lane County had a 5.8% decline in employment from December 2007 to December 2008, the largest decline in employment levels of all counties in Oregon. Between 2000 and 2008, total outstanding consumer debt has grown by over \$1 trillion, an increase of approximately \$4,400 per person. In 2008, consumer debt burdens in the U.S., as a percentage of disposable income, were 17.64% for homeowners and 26.25% for renters. Bankruptcy filings in the U.S. more than doubled from 2006 to 2009 (i.e., 617,660 to 1,473,675).

Condition: Financial challenges are faced by a majority of American citizens due to many factors including unhealthy patterns of spending, unhealthy systemic practices, loss of jobs, lack of living wage jobs and affordable housing, and the current recession. The poverty rate in Oregon has been growing, impacting rural communities more significantly than urban communities. Between 1999 and 2008, the percentage of households in poverty grew from 11.6% to 13.5%. Comparing rural and urban communities, rural grew by 2.1% (i.e. 13.8% in 1999 to 15.9% in 2008) and urban grew by 1.8% (i.e. 11.0% in 1999 to 12.8% in 2008). In 2008, the median household income in Oregon was \$50,169 compared to a range of \$31,235 to \$43,794 in Oakridge, Cottage Grove, Florence, Junction City, and Veneta.

3. Tracking Systems

What systems will be used to track the impacts and outcomes of the services provided and support continuous improvement? (e.g., telephone logs, client files, client satisfaction survey, pre-test/post-test, software systems, etc.) Please note if a tracking system is already in use, or if it will be developed to support the program.

Lane County Financial Literacy and Individual Development Account Program utilizes the following mechanisms to track service outcomes:

"Finding Paths to Prosperity" outcomes are tracked utilizing a pre and post test, *The Knowledge, Attitude Beliefs, Skills Assessment*. Client satisfaction surveys are administered at the end of each course. In addition, a brief verbal feedback format for each session will be implemented with the next class series.

IDA Enrollee outcomes are tracked in client files. CASA of Oregon monitors IDA savings on a monthly basis and reports savings progress to the SVDP IDA Specialist. Client Satisfaction Surveys, utilizing the instrument developed by Portland State University are administered when a participant completes the VIDA IDA Program.

Savings Club outcomes are tracked utilizing case notes. A satisfaction survey is being developed with input from current participants.

SECTION III: SERVICE MANAGEMENT

1. Client Involvement

Describe your client involvement systems and how they lead to more efficient and effective services. For example: How are clients involved in service planning, offering feedback or making suggestions about your services? How do you measure client satisfaction? How do your feedback systems lead to more effective services? Please provide examples.

The Lane County Financial Literacy and Individual Development Account Program involve participants in a number of ways. Participants in the "Pathways to Prosperity" classes are asked to provide both written and verbal feedback at the end of each session to make sure each lesson was relevant and the information presented was clear. Participants are also asked to suggest additional topics for class discussion. Since classes are informal, feedback and comments can be made at all points during and after sessions. This participant engagement insures that complex material can be reframed in several ways to insure full class understanding. Participants are encouraged to bring examples of their personal saving strategies and the things that trigger impulse spending for them. The latter offers an opportunity for peer problem solving and support and has been quite effective! The two other Program elements use similar participant involvement strategies.

Since both savings Clubs and the VIDA-IDA participants receive one-on-one support, participant engagement and feedback is on-going. We will asking VIDA graduates to share their experiences with all three Program components.

2. Coordination/Collaboration

Describe specifically how you work with others in the community to maximize service to the people you serve. List any formal relationships, the nature of the partnership and the type of agreement (i.e. Memorandum of Understanding, Service Agreement, Contract or other documentation.)

Community partners are crucial as a referral base and a source of expertise in all communities where SVDP offers financial literacy training and IDAs.

OakRidge

Community partners in Oakridge include the following:

The City of Oakridge providing outreach and free meeting space

The Oakridge Family Resource Center providing referrals, outreach

The Oakridge School District providing referrals and continuing outreach

First tec Credit Union, Sterling Savings Bank and Siuslaw Bank* providing panel members for discussions on credit scores, debt management, managing savings and banking options. These banks provide staff for two sessions for the 'Pathways to Prosperity' financial planning classes.

Cottage Grove

Community partners in Cottage Grove include the following:

Community Sharing providing referrals for "Pathways to Prosperity" These classes are free to the public, and are offered twice per year.

Habitat for Humanity providing referrals for both "Pathways" classes and VIDA-IDAs

Family Relief Nursery providing outreach and direct referrals for all three Program components

Family Resource Center providing outreach and direct referrals

South Lane School District providing outreach and referrals for all Program elements

Head Start providing outreach and referrals for all Program elements

Department of Human Services providing outreach and referrals for all Program elements

North West Credit Union and Siuslaw Bank *providing panel members for discussions on credit scores, debt management, managing savings and banking options. These banks provide staff for two sessions for the 'Pathways to Prosperity' financial planning classes.

Florence

Community partners in Florence include the following:

Florence Area Coordinating Council providing access to all Coordinating Council members for information and outreach

Habitat for Humanity providing referrals for both "Pathways" classes and VIDA-IDAs

Head Start providing outreach and referrals for all Program elements

Department of Human Services providing outreach and referrals for all Program elements

Family Resource Center providing outreach and direct referrals

Siuslaw School District providing outreach and referrals for all Program elements

Three Rivers Casino providing outreach and referrals for all Program elements

Florence Area Boys and Girls Club: We are in conversation about starting a financial literacy and savings club program for Club participants

Siuslaw Bank, Oregon First Credit Union, Sterling Savings Bank, Oregon Pacific Bank *providing panel members for discussions on credit scores, debt management, managing savings and banking options. These banks provide staff for two sessions for the 'Pathways to Prosperity' financial planning classes.

* Our financial partners have provided small contributions to keep Lane County Financial Literacy and Individual Development Account Program active in their communities

Eugene/Springfield

Community partners in Eugene/Springfield include the following:

HACSA, NEDCO and eDev reciprocally refer potential IDA participant to one another.

OUR Credit Union We encourage Eugene/Springfield VIDA-IDA enrollees to utilize the OUR "Lifeline" as transportation costs are not an issue for local residents.

North West Credit Union Wells Fargo Bank and Siuslaw Bank *providing panel members for discussions on credit scores, debt management, managing savings and banking options. These banks provide staff for two sessions for the 'Pathways to Prosperity' financial planning classes.

EWEB provides expertise of local utility company staff that share information about ways to save money by saving energy.

LILA (Lane Independent Living Alliance) provides CASA approved training and procurement resources for IDA participants wanting to use their IDA savings for mobility or technical support

equipment

3. Diversity / Accessibility

“United Way of Lane County believes that respect for and understanding of all cultures, peoples, and lifestyles are central to our mission of helping people care for one another. To that end, United Way will demonstrate that it values diversity in its funding of programs in Lane County. We will attempt to promote and recognize programs and organizations which provide culturally appropriate services, ensure access for people needing those services, and show a valuing of diversity in volunteer, staff, and service systems.” --United Way of Lane County’s Diversity Statement

Describe how diverse segments of the community have access to the proposed services. Describe your efforts to continuously improve services to underserved populations. Diversity can include but is not limited to: race, gender, ethnicity, physical ability, sexual orientation, age, familial status, economic status, rural/urban location.

Lane County Financial Literacy and Individual Development Account Program was developed to reach as inclusive a population as possible. Prior to 2008, financial literacy classes and access to VIDA IDA’s were available in Eugene locations only. The time and transportation barriers meant that residents of rural communities either traveled to Eugene, or did not participate. Our participation data indicates the latter was the reality, showing 0 rural participation prior to 2008. The Lane County Financial Literacy and Individual Development Account Program has made accessing services in rural communities possible with 26 IDA enrollees and 36 “Pathways to Prosperity” participants in 2009. With an established outreach and referral strategy, we expect these numbers to continue to rise. We count on our extensive web of diverse community partners to insure that all persons regardless of race, gender, ethnicity, physical ability, sexual orientation, age, familial status, or economic status have access to program information, location of meetings and contact information. Classes are always held in fully accessible settings.

4. Use of Volunteer and Partnership Resources

Describe how you use volunteers. Include type of positions they hold, number of volunteers, and total volunteer hours per year. Describe your capacity to mobilize additional community partners and/or in-kind resources in conjunction with the proposed services.

The Lane County Financial Literacy and Individual Development Account Program utilizes volunteers in many capacities. Financial institutions provide staff for the “Pathways to Prosperity” classes, entailing approximately 106 of volunteer time. Written agreements with EWEB, City of Eugene, SUB, Builders Electric, Gansen Construction, the Eugene Fire Department, the Eugene police Department, and Andrew Clay, a private contractor, provide an add 24 hours of volunteer contribution.

The Lane County Financial Literacy and Individual Development Account Program has developed a process of community engagement in all of the communities we serve. We have found that community non-profits, school districts and financial institutions are excited about the resources we bring to their communities, and are extremely supportive. When Junction City was approached as a possible expansion community, the response was “When and how can we help”

5. Budget

A. Complete the budget form (Appendix B) included separately.

B. Describe the return on the UWLC investment. Include such factors as demonstrated cost effectiveness and efficiency of service delivery, how you will leverage other financial investments to support the work and the sources of other financial investment for this work. Describe how the work improves the effectiveness of the human services network in Lane County.

Effectiveness

The Lane County Financial Literacy and Individual Development Account Program is requesting \$8,520 per year for the next 2.5 years in United Way funding. This represents 19.6% of the total Program budget. This program has been extremely resourceful in developing an array of local and service club contributions and funding from the Woodard Foundation to serve Cottage Grove residents. United Way funding will insure that rural communities will continue to be provided with free financial literacy classes in their own communities, and will have access to IDA's and the specialized training required for participation. We estimate the cost per rural resident covered by United Way to be \$106 per Program participant. While this may seem a substantial investment, one needs to remember that prior to the Program's rural outreach initiative, virtually no rural participants were participating in the VIDA IDA program.

Leveraging

This Program receives 80% of its funding from non-United Way sources. With United Way funding, we anticipate accessing the Collins Foundation for core funding, and will have an improved ability to leverage other financial institutions.

Impact on Human Services Network

Lane County is fortunate in having a rich array of social services available to support low-income households. These services are concentrated in the Eugene/Springfield area, often leaving rural communities under served. The Lane County Financial Literacy and Individual Development Account Program specifically targets this underserved population and strengthens the network by serving this population

C. If you are requesting funding for Capital investment, including funding for physical space or renovation, you must include the full cost of the capital project and how you will fund the balance outside the UWLC amount.

6. Follow-Up

If you received a United Way Allocation in 2009, the United Way volunteer-led review panel will receive copies of your most recent panel summary report. Were there any concerns or conditions for continued funding identified by the United Way review panel during the last review?

Yes No N/A

If yes, how have these been addressed by your agency?

7. Governance, Management & Organizational Capacity

Briefly describe how this program fits into your organizational structure, how it will be managed, and how oversight will be provided. ***Complete Appendix C, Required Compliance Documentation, Exhibit A – Best Organizational Practices and Management.***

Describe the ability of the organization to carry out the proposed services successfully and efficiently based on current resources, i.e. expertise of staff, diversity of funding sources, board composition and involvement, fiscal and governance systems and facilities.

St Vincent de Paul was incorporated as a non-profit in 1955, and has been developing and implementing social service programs benefiting our community since its incorporation. The Agency currently owns and manages over 970 units of affordable housing, and has social service programs that serve over 85,000 households per year.

The Agency manages a vast array of funding sources including federal, state and local resources as well as a diverse list of foundation sources. All necessary systems for reporting and tracking of these sources are in place. An accounting staff of five supports a CFO, insuring excellent separation of function.

The Agency has a 15-member board and includes members of the low-income community, a member from the banking community, a member from the real estate community and an attorney. The diversity and breath of experience embodied in the board serves the agency well.

While the Board of Directors is the ultimate overseer of the Agency, a sub committee structure overseeing department functions is in place, and provides an additional layer of oversight for each department.

All Certifications and inclusions of Audit and Operating Budgets are in the materials included in another SVDP Application.

Strategic/Preventive Investment Application

Proposed Services BUDGET

(fill in the yellow cells)



Agency Name:

St. Vincent de Paul Society of Lane County, Inc.

Proposed Services:

Lane County Financial Literacy and Individual Development Account Program

	Prior 12 Months	Future 12 Months
REVENUE/SUPPORT		
United Way Funding/Request (do NOT include Donor Designations)	\$8,520.00	\$8,520.00
Public Support: Contributions/Fundraising Events (include Donor Designations)	\$2,080.00	\$3,000.00
Government Funding	\$9,000.00	\$9,500.00
Foundation/Corporation/Other Grants or Major Gifts	\$14,000.00	\$20,000.00
Other Revenue	\$11,900.00	\$11,900.00
Total Revenue	\$45,500.00	\$52,920.00
	Actual	Estimated
EXPENSES		
Personnel Related	\$34,200.00	\$36,000.00
Client Assistance	\$1,200.00	\$2,500.00
Other Direct Program Expenses	\$8,020.00	\$10,480.00
Administrative Overhead	\$2,080.00	\$3,940.00
Total Expenses	\$45,500.00	\$52,920.00
NET (should be zero)	\$0.00	\$0.00

What percent of your agency budget do these proposed services represent?	0%	
What percent of your agency revenue is the United Way request?	0%	
Number of employee FTE's (full-time equivalents) in proposed services?	1.00	1.00
Percentage United Way request to overall proposed services revenue	19%	16%
Administrative overhead percentage applied to proposed services	5%	8%

Our budget is \$16,516.221: the % of program cost is .002% and the % of united way funding is ,24% This is not recognized in the grid.

Completed by:

Anne M. Williams

Exhibit A

United Way of Lane County Best Organizational Practices and Management

Agency Name: St. Vincent de Paul Society of Lane County, Inc.

The following questions represent generally accepted best practices for the management and governance of non-profit organizations. Please respond with Yes or No. If No, provide a brief explanation. (Note: These are not required and some policies and activities may not be appropriate for your agency.)

ORGANIZATIONAL MISSION AND DIVERSITY	Yes	No	Other/Explain
A. Mission			
1. Our agency has a written mission statement that reflects our purposes and values.	X		
2. The board regularly reviews our agency's mission statement.	X		
3. Our agency engages in annual planning that helps define organizational and divisional goals.	X		
B. Diversity			
1. Our agency's governance and operations strive to be inclusive of all parts of our community.	X		
2. Our agency strives to reflect the diversity of the community we serve.	X		
3. Our agency has a written policy and practice of non-discrimination in the following areas:	X		
a. Employment (recruitment, hiring, assignment, promotion, discipline, termination)	X		
b. Board and committee participation	X		
c. Volunteer selection	X		
d. Service delivery	X		

FINANCIAL MANAGEMENT	Yes	No	Other/Explain
A. Audit			
1. Our agency has an annual audit or review done by an independent certified public accounting firm.	X		
2. If yes, the reports and management letter (if provided) are reviewed by a finance committee or the board.	X		
B. Financial Transactions and Controls			
1. Our board has approved a policy specifying that dual signatures are required on checks over a certain amount.	X		
C. Money & Investments			
1. Bank deposits are FDIC insured and account balances are at or below the \$250K limit.	X		
2. The board has adopted an investment policy that is regularly reviewed.			N/A

3. Securities, mortgages, insurance policies and similar instruments are under the control of the executive director, chief financial officer, or board member.	X		
D. Capital Equipment	Yes	No	Other/Explain
1. The board approves all equipment purchases, leases, and related renewals over a certain dollar amount.	X		
2. Periodic physical inventories are taken and compared with the capital equipment ledgers.	X		
E. Accounts Payable	Yes	No	Other/Explain
1. The board has approved a written purchasing policy.	X		
2. All deposits for payroll taxes, employee retirement contributions, etc. are made in a timely manner.	X		
3. Purchases for or on behalf of employees are made pursuant to a board-established policy.			N/A
4. Credit cards are issued in the agency's name but assigned to specific employees and in line with board policy.	X		
5. Credit card usage by employees is limited to use specified by board policy and is periodically reviewed by supervisors or, in the case of the executive director, the budget or finance committee.	X		
F. Employees Expense/Reimbursement	Yes	No	Other/Explain
1. We have a board-approved policy governing if and when salary advances (draw), travel advances, and per diems are provided to staff.	X		
2. There is a travel and employee expense reimbursement policy approved by our board.	X		
3. Employees are required to submit expense reports for all reimbursements within 60 days of expenditures.	X		Actually within 30 days
4. The board assures that the executive director's travel and expense reimbursement are reviewed and approved.	X		
G. Budgeting and periodic financial reports	Yes	No	Other/Explain
1. Our agency forecasts financial requirements for proposed program activity and optimum use of funds.	X		
2. The executive director prepares an annual comprehensive operating budget and capital budget, presents the budget to the board for approval, and establishes controls to assure that budgetary objectives are achieved.	X		
3. Substantial changes in the budget are presented to the board for approval.	X		
4. Our board, or the financial committee:			
a. Reviews the financial statements (statement of activities, statement of position) on a quarterly basis	X		Reviews are done monthly
b. Receives explanations of major variances.	X		
c. Receives a comparison of actual to budgeted expenditures for the reporting period and year-to-date by program.	X		

d. Reviews source and amounts of funding by function.	X		
GOVERNANCE	Yes	No	Other/Explain
A. Board of Directors			
1. Our agency has a governing board of citizen leaders.	X		
2. Our board is a volunteer group serving without compensation.	X		
3. Each board member has received training, as well as guidance materials on board governance and our agency operation.	X		
4. Our board ensures the creation of and approves agency policies and procedures.	X		
5. Our board hires, terminates, evaluates, and sets compensation for the executive director.	X		
6. Our board delegates responsibility for day-to-day agency operations to the executive director.	X		
7. Our board meets at least quarterly. Indicate how often:	X		Monthly
8. Our agency creates and maintains permanent board minutes.	X		
9. Our agency ensures continuity by having overlapping board member terms.	X		
10. Our board's nominating process ensures that the board remains appropriately diverse with respect to gender, ethnicity, culture, economic status, disabilities, and skills and/or expertise.	X		
11. Our board has a process for handling urgent matters between meetings.	X		
12. Each board member has contact information for the entire board.	X		
13. Our board evaluates the executive director on an annual basis.	X		
14. Over the last year, at what percent of your board meetings did you have a quorum in attendance? Indicate percentage	X		100%
B. Bylaws and Policies	Yes	No	Other/Explain
1. Our agency has written bylaws.	X		
2. Our agency provides each board member a copy of the bylaws.	X		
3. Our bylaws state the requirements for a board quorum.	X		
4. Our board regularly reviews the bylaws.	X		
5. Our agency has written operational policies and procedures.	X		
6. Our board has approved a code of ethics for both staff and volunteers, which includes provisions for ethical management, client confidentiality, publicity and fundraising practices.	X		
7. Our agency has a written conflict of interest policy and a mechanism for resolving conflicts should they occur.	X		
8. Our board ensures that the agency has personnel	X		

policies and written job descriptions.			
C. Board Committees	Yes	No	Other/Explain
1. Our agency has standing and special committees that have been established to achieve efficiency of operations and share responsibility for decision-making.	X		
2. Our agency's board members serve on at least one board committee.	X		And on Advisory Boards for each Program
3. Our agency committees meet on a regular basis (monthly or quarterly).	X		Monthly, with a few exceptions
4. Our agency committees' activities and recommendations are reported to the board (verbally or in writing) for approval/action.	X		
D. Compliance with legal requirements	Yes	No	Other/Explain
1. Our agency complies with all applicable legal, local, state, and federal operating and reporting requirements, including non-discrimination and non-profit requirements.	X		
2. We have been the subject of a governmental investigation in the last 24 months.		X	
E. Insurance	Yes	No	Other/Explain
1. We have liability insurance covering volunteers, staff and board of directors.	X		
2. We have general liability coverage.	X		

Agency Name: St. Vincent de Paul Society of Lane County, Inc.

Prepared By (Name): Cynthia Weiss and Toni Schindler

Title: Grant Writer/ Chief Financial Officer
Date: March 4, 2010

Exhibit B

**United Way of Lane County
Policies and Certification Documents**

"I hereby certify that

St. Vincent de Paul Society of Lane County, Inc.
(print agency name)

agrees to follow and adhere to the following UWLC Policies and Certification Documents:"

- **Non-Discrimination Certification**
- **USA Patriot Act Anti-Terrorism Compliance Measures**
- **Agency Direct Fundraising Policy**
- **Donor Designation Policy**

Signature, Agency Director: _____ 

Print name: Terry McDonald

Date: March 4, 2010