



THE ROADMAP TO FINANCIAL RESILIENCE

NOV 5-6



Welcome

Lauren Gates, RAISE Texas

Woody Widrow, RAISE Texas

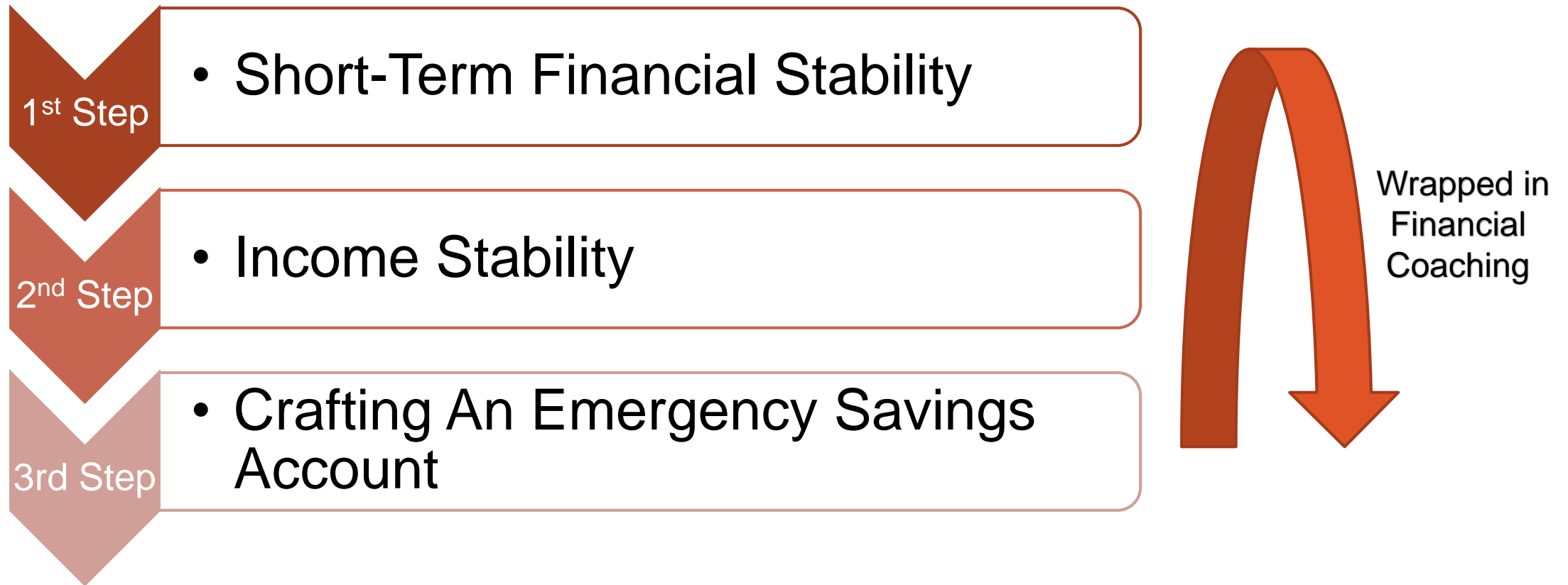
Housekeeping

- FYI: Recording in progress
- Grab a pen, pencil, and pad so you can take notes on ideas and insights during the panels and the small group discussions.
- Be engaged! Networking is important and after each panel there is a breakout session to share your thoughts and ideas with others from around the state.

Agenda: Day 2

- **Panel: Savings is Happening: The How, When and Why!**
- Small Group Breakout Discussions
- **Large Group Discussion**
- Emergency Savings: Next Steps
- **Adjourn**

A Framework for Financial Resilience



Savings is Happening: The How, When and Why!

Moderator: **Levar Martin**, National Association for Latino Community Asset Builders (NALCAB)

Melissa Gopnik, Commonwealth

Diana Rucci, Prudential Retirement

Karen Serna, Austin Community College

Making Wealth Possible for All

RAISE Texas November 6, 2020
Melissa Gopnik

Commonwealth - Making Wealth Common

Commonwealth is a national nonprofit building **financial security and opportunity for financially vulnerable people** through innovation and partnerships.



Financial Insecurity: The \$400 Problem

37%

Don't have \$400 in savings for an unexpected emergency

58%

<\$60k

61%

Women <\$60k

69%

Hispanic households
<\$60k

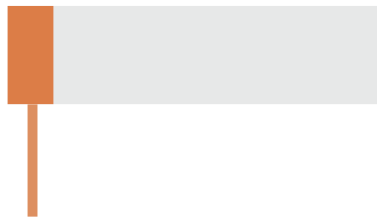
71%

Black households
<\$60k



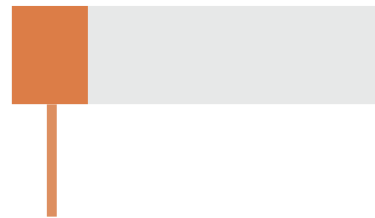
Why Having Savings Matters

Of households who lost 50% of their pre-COVID income:



8%

of those with savings had to borrow compared to **31%** of those without savings



15%

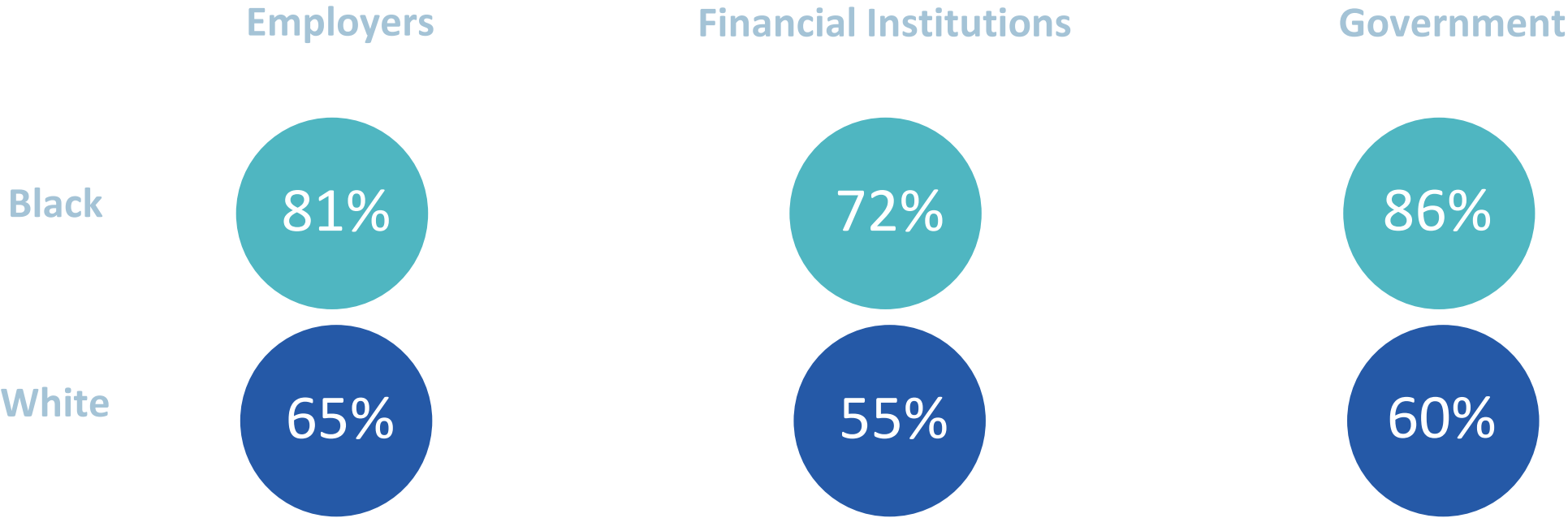
of those with savings increased their credit card debt compared to **25%** of those without savings



49%

of those with savings partially paid or postponed bills compared with **70%** without savings

Perceptions of Institutions' Role Varies By Race



A Place to Save

- Savings Account
- Fintech App
- Retirement "Sidecar"
- HSA



Easy

- “Forced” Choice
- Raises
- Split direct deposit
- Pre-commitment





Fun

- Prize-linked Savings
- Games & Gamification

Newer Strategies

Build, Use, Rebuild

**Aspirational Goals
Attainable Goals**

Habit Forming

**Role Models
Social Contract**





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Thank You

Savings is Happening: The How, When and Why!

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Recap: Small Group Discussions on Achieving Short-Term Financial Stability

- Clients are facing access and knowledge of how to use technology, needing help with rent and utilities.
- Funding is not available to many clients who don't meet the criteria, amount of paperwork asked of the client to complete/submit, they are ashamed of asking for help.
- We need to take a more holistic approach that addresses transportation, childcare, and other items.
- The virtual services allow more flexibility for clients to meet since there is no need to get babysitters or require transportation.

Recap: Small Group Discussions on Achieving Short-Term Financial Stability

- Nonprofits don't usually have a large technology budget.
- Childcare is a huge issue and should we look into state support for childcare.
- We need to assist small landlords because there isn't enough affordable housing.
- There has been an increase of talks regarding racial issues, but we need to continue to push for more resources for undocumented individuals and families.

Recap: Small Group Discussions on Achieving Income Stability

- Supporting clients during the pandemic is very hard when many do not have access to technology and do not know how to use it.
- When looking at clients we need to look at the entire household, demographics, and ability to work. Many households are multi-generational.
- Workforce Solution Centers across the state are important partners along with local economic development board, chamber of commerce, Goodwill, churches, community colleges and universities.
- Collaboration between organizations offering financial coaching and partners that have job readiness/employment coaching has been an effective approach to assist clients.

Recap: Small Group Discussions on Achieving Income Stability

- Need to think about long-term job quality but it is hard to do right now when people are in survival mode and need income.
- A barrier is that many clients don't know what jobs are available, what they pay, etc.
- Partnership, partnership, partnership! It was a point consistently brought up that organizations and members must work together and rely on one another to create a holistic approach to tackle the problem.
- Training prepares people for job/career success.

Crafting Emergency Savings Discussion

- Notetakers will share highlights from each of the small groups.
- Use the chat box to share ideas or to ask questions.

Emergency Savings: Next Steps

- **Financial Coaching Trainings-** email Lgates@raisetexas.org for more information.
- **Emergency Savings Learning Cohort**
- **Take the Summit Evaluation and Follow-up Survey-** get involved and connected to this work in your community.

Closing Remarks

- Thank you to our co-host, the **Federal Reserve Bank of Dallas**, and our generous sponsors, **JPMorgan Chase**, **BBVA**, and the **National Association for Latino Community Asset Builders**!
- Don't forget to take the summit evaluation and follow-up survey to give us feedback and to stay involved in this important work
- Summit materials and presentations will be made available later
- Thank you for attending the RAISE Texas Virtual Action Summit!