

Integrating Asset Building into Affordable Housing

Pathways to Prosperity

Durham, NC

October 18, 2011



Heartland Human Care Services, Inc.

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a Company of Heartland Alliance

Mission:

- To achieve freedom from want, fear, and injustice for people marginalized by poverty, displacement, or situations of vulnerability by developing and providing a continuum of services that meet basic needs (including the development of affordable and supportive housing), build strengths, safeguard human rights, and provide opportunities for positive change

How does asset building fit?

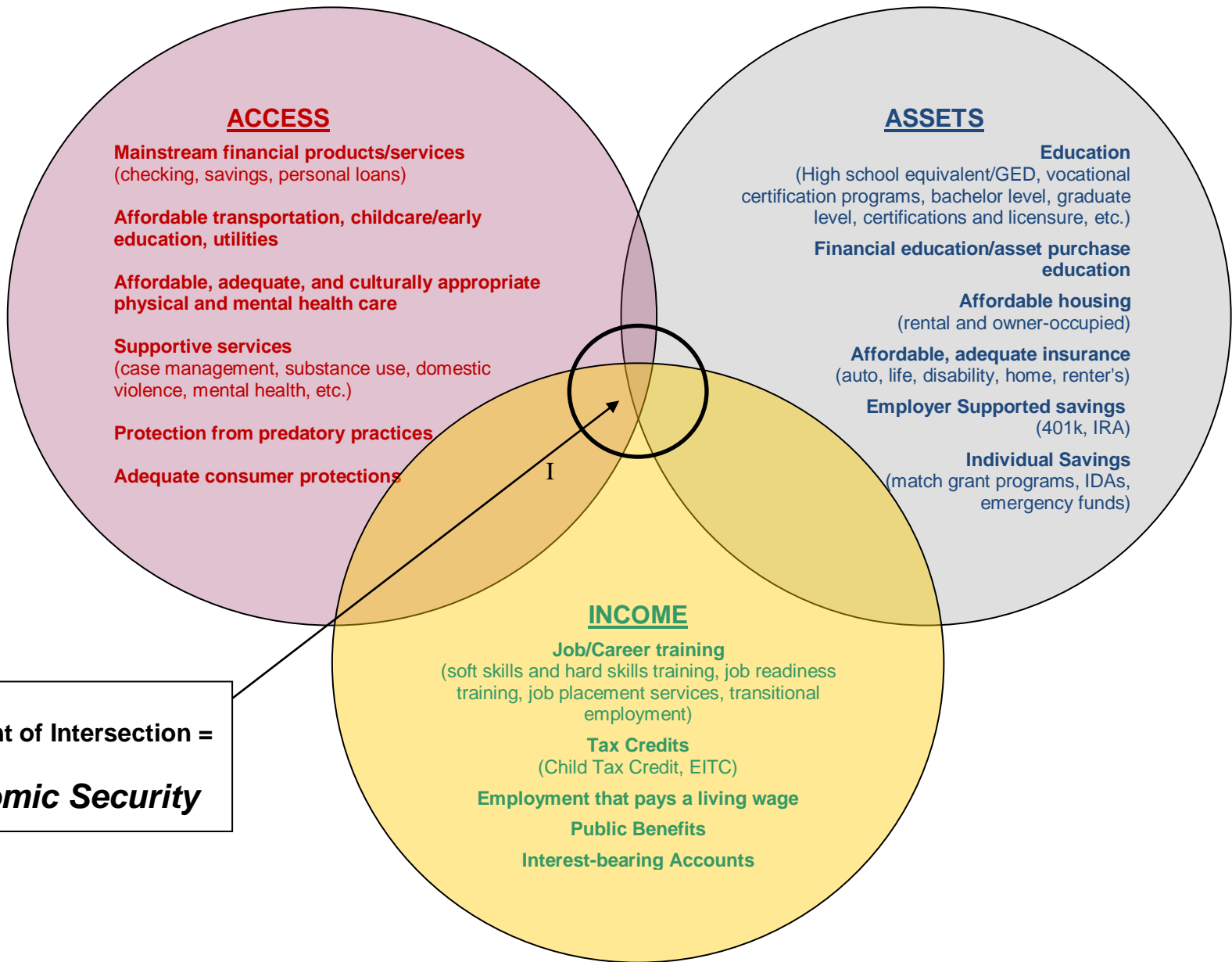
Creating Paths of Opportunity

There is no one singular path to economic security. Asset development programs must empower individuals and families to create their own unique and realistic paths to economic security rather than using a “one size fits all” model. Appreciation of unique financial challenges and adaptation to varied circumstances is essential in creating effective programs.

Heartland Alliance's Asset Development Model

Adaptable to participants' varied circumstances so that individuals and families are empowered to identify, develop and realize their self-identified asset development goals.

Participants are given options for savings depending on their personal situation.



The Point of Intersection =
Economic Security

Our Current Work in Asset Building

- Since 2006, more than 5,600 participants have received financial education
 - What do we look like?
- It's all about behavior change
 - Build on strengths to achieve Economic Security
 - Adult learning experiences
- The expertise and competencies already exist
 - Example of current services at work

Why should Asset-Building programs target residents in affordable housing?

- Utilize support services already in place
- Address the need for financial education
- IDAs are not reaching enough people
- Provide opportunities for families to move out of subsidized housing

Individual consultation + Classroom-style education

- Regular meetings to chart progress
- 12-hour financial education course



Behavior Change Model with Wrap-around support services

Our programs provide:

- Educational groups (financial, housing, career development)
- Individual consultation
- Matched savings
- Points-based incentive program
- Wellness services
- Linkage to community resources

Asset Building introduced to HUD housing programs

- Family Self-Sufficiency, 1990
 - Increased employment = automatic savings
 - 1st asset building program created specifically for residents in subsidized housing
- HCV Homeownership Program, 2000
 - Allows voucher holders to use subsidy toward homeownership
 - Not available for residents in public housing

Who we serve

Each asset development program we provide is tailored to the needs of the population we are serving:

- Families living in Chicago Housing Authority public housing and Housing Choice Voucher programs
- Formerly homeless participants (individuals and families) receiving supportive services and subsidized housing
- Lower-income workers
- Survivors of violence
- Refugees

Program Design

- Each program ranges from six months to five years
- 10-12 hours of financial education
- Programs match participants' savings 2:1 or 3:1
- Bring services onsite
- Options for banking, saving and debt repayment
 - Participant-based, self-directed
- Incentive points
- Varied financial education group schedule
- Flexible time frame

Integration of Asset Development with Case Management Services

- Intensive case management model
- Building awareness with residents
 - Marketing
 - Accessibility
 - Word of mouth

Outcomes and Indicators

- Financial Literacy: Build capacity to manage personal finances
 - complete 12-hour curriculum
 - minimize risky financial behavior
- Savings & Assets: Generate savings and assets
 - open a federally-insured deposit account
 - increase savings rate

Why does it work?

- Build on trust already established
- Services are brought into the community
- Helps families plan for the future
- Creates habit of saving
- Builds savings, while at the same time preparing families for market-rate rent
- Continuity of services

How Do We Know This Works?

- Participants self-report successes (pre- and post-testing for changes in knowledge, behavior, self-efficacy)
- Follow up with graduates
 - Alumni group
 - Follow-up calls

But, we have more to learn...evaluation is key!

Other ideas...

- Growth of existing programs
- Target PHAs for IDA programs
- Rental Assistance Asset Accounts
- Financial Education embedded in Workforce Development programs
- Suggestions???

For more information

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