

**Training Webinar: Financial Education and Wealth Generation**  
**Strategies for Economic Mobility**  
*National Community Action Partnership*

*September 17, 2025*

*2:00pm ET / 1:00pm CT / 12:00pm MT / 11:00am PT*

# Disclaimer

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This presentation is supported by Grant Number 90ET0502 from the ACF Office of Community Services, Community Services Block Grant within the Administration for Children and Families, a division of the U.S. Department of Health and Human Services. Neither the Administration for Children and Families nor any of its components operate, control, are responsible for, or necessarily endorse this presentation (including, without limitation, its content, technical infrastructure, and policies, and any services or tools provided). The opinions, findings, conclusions, and recommendations expressed are those of the author(s) and do not necessarily reflect the views of the Administration for Children and Families and the ACF Office of Community Services, Community Services Block Grant.

# Agenda

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- Welcome
- CEM Project Overview
- Promising Practices
- Louisville Office of Financial Empowerment
- Upcoming Tools and Resources

# Project Overview

# Purpose

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*“The Collaborative on Economic Mobility is intended to highlight emerging and promising practices in economic mobility for low-income communities and to expand the capacity of the Community Action network to deliver services that promote economic mobility.”*

# Key Focus Areas

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Community  
Asset Building

Innovative  
Community  
Programs and  
Organizations

High-Quality  
Education

Two-Generation  
and Whole  
Family  
Approaches

Workforce  
Development

# Promising Practices

# Community Asset Building

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- **Promoting Financial Capability and Economic Empowerment**

- Community Development Financial Institutions (CDFIs)

- Financial literacy training programs

- **Promoting access to affordable financial products and services**

- Accessing safe and affordable banking, credit unions, savings accounts, and legacy planning

- Access to credit score

# Innovative Community Programs & Organizations

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## Opportunities in Economic Support

- **Understanding Tax Credits**
  - Child Savings Accounts (CSAs)
  - Child Tax Credit (CTC) & Earned Income Tax Credit (EITC)
  - Baby Bonds
- **Tax Opportunities**
  - Volunteer Income Tax Assistance (VITA)



## Opportunities in Housing

- **Supporting Home Ownership**
  - NeighborWorks America

# **Louisville Office of Financial Empowerment**



OFFICE OF  
**FINANCIAL  
EMPOWERMENT**

A Division of Resilience and Community Services

**Integrating  
Financial  
Wellbeing into a  
Community  
Action Agency**

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# OFFICE OF SOCIAL SERVICES

**Our Mission:** To promote stability and advance equity by leveraging relationships with partners and connecting residents with essential resources.

## Office of Social Services Structure

- Public CAA
- Housing stabilization and Low Income Home Energy Assistance Program (LIHEAP) offered through our 8 Neighborhood Place locations- a collaborative of local, state, and public school resources
- Housing & Support manages long term housing voucher clients and housing inspections
- Senior Nutrition serves Meals on Wheels homebound recipients and senior engagement and connection at congregate meal sites
- Planning and compliance helps with grant administration and external agency funded non-profits

### OUR BRANCHES



Advocacy & Outreach



Financial Empowerment



Administration



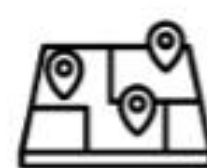
Housing & Support



Homeless Services



Senior Nutrition



Neighborhood Places



Planning and Compliance

VISIT OUR SITE



We are a Community Action Agency



# OFFICE OF SOCIAL SERVICES



**16,129**  
Households Served

**13,282**  
Children Served

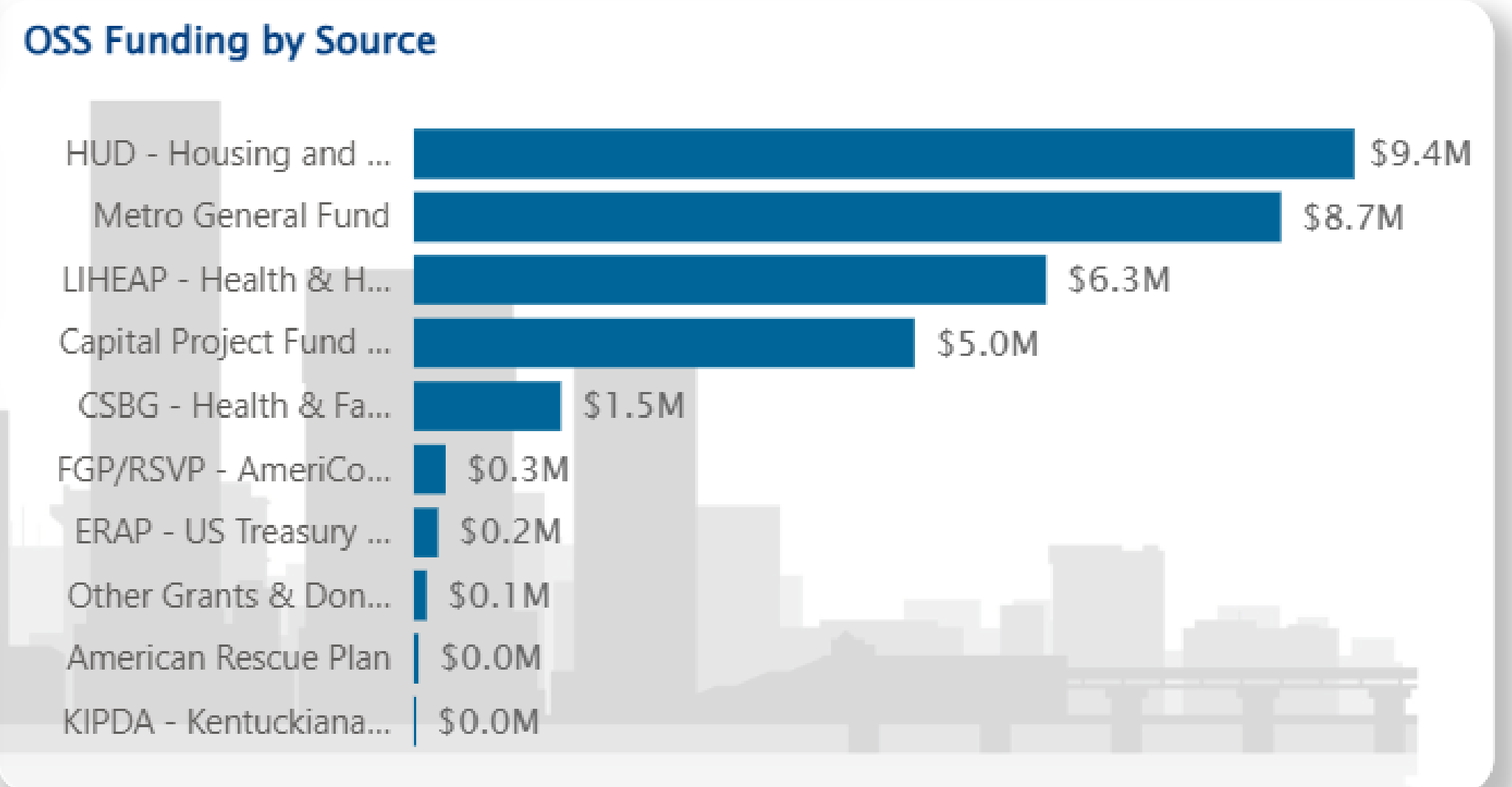
**32,376**  
Individuals Served

**5,912**  
Disabled Served

**5,029**  
Seniors Served

**554**  
Military Served


## PERIOD SUMMARY Fiscal Year 2025 ▼ FY25: 7/1/2024 to 6/30/2025




**Neighborhood Place**  
With 8 locations across Louisville, Neighborhood Place is the front door for many households receiving services from OSS.



**LIHEAP**  
The Low Income Home Energy Assistance Program provided more than \$6 million in utility assistance in FY25.



**Economic Mobility**  
• \$11.3M to the community through VITA  
• \$3.3M to the community through EITC



**Household Stability**  
• 331,461 meals distributed to seniors  
• 27,637 individuals avoided potential utility shut-off



**Homeless Prevention**  
• 1,820 households avoided eviction  
• 46 new households served with permanent supportive housing



**Community Engagement**  
• \$3.4M savings to the community through volunteerism  
• 50 external agencies funded



**H.E.A.R.T.**  
The Homeless Engagement and Assessment Response Team provide safety assessments and street outreach.



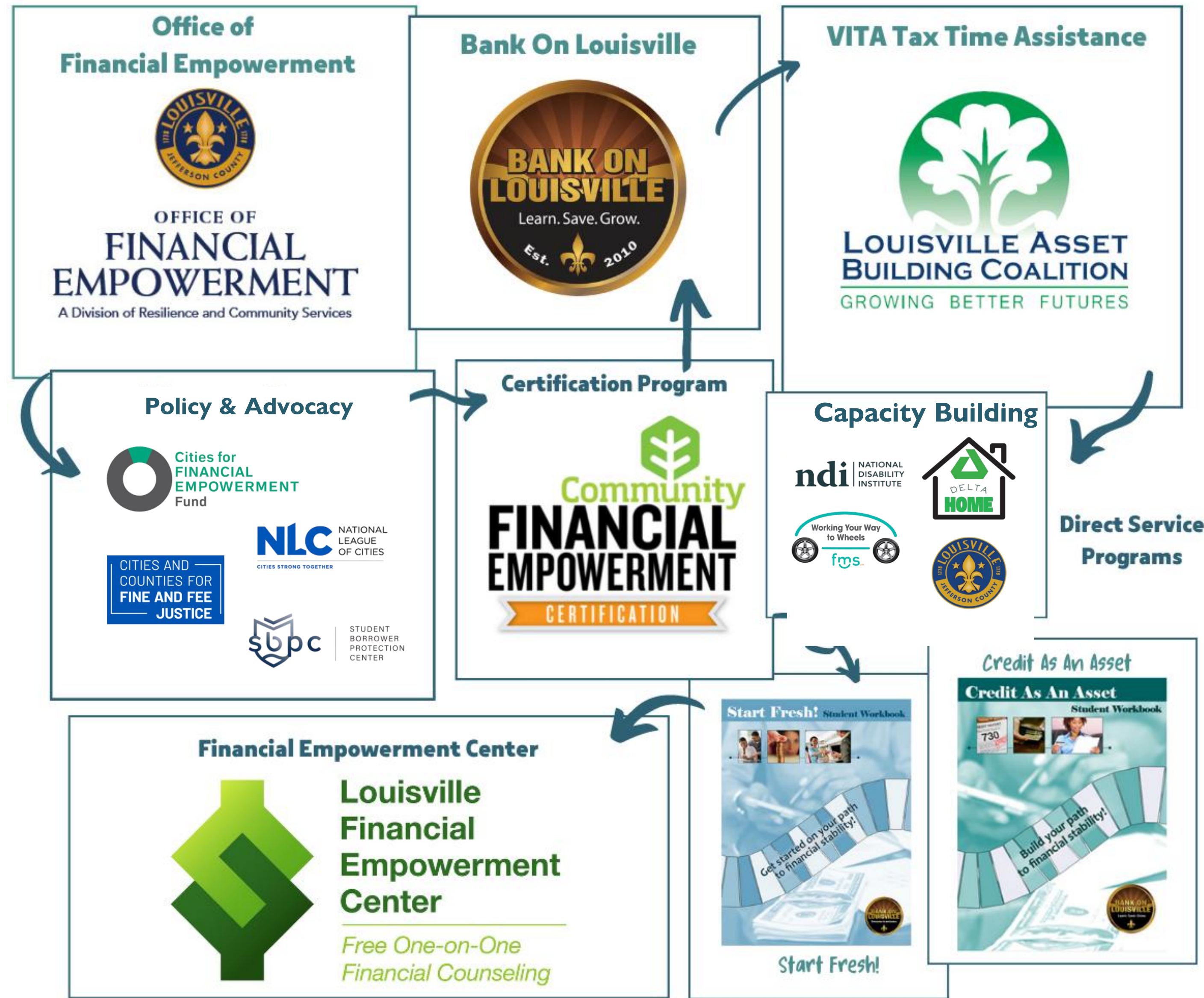
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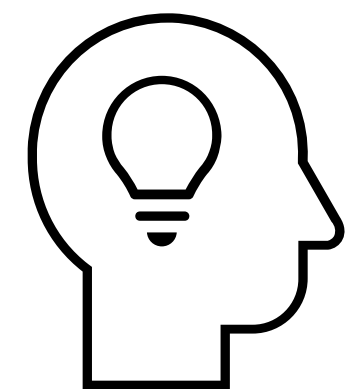
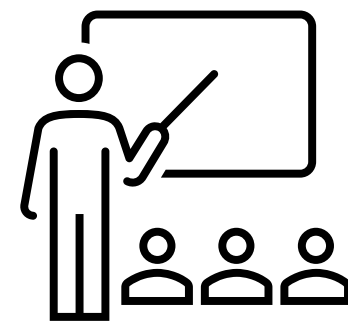
# Need: Financial Health of Jefferson County, KY

Financial Outcome Measure	Overall	Non-ALICE	ALICE (Asset Limited, Income Constrained, Employed)
Income poverty	11.9%	7%	23.5%
Liquid asset poverty	40%	30%	61%
Unbanked	4.8%	3%	18%
Underbanked	20%	15%	29%

Link to Data: <https://scorecard.prosperitynow.org/>

# FINANCIAL EMPOWERMENT ECOSYSTEM





## Build stronger financial futures: Bank On Louisville



### Offer access to safe and affordable bank accounts

- **100,000+** accounts opened through BOL partners
  - **12** Bank On Certified Accounts

### Provide financial education

- **36,000+** financial education participants

### Build capacity of partners to provide financial empowerment

- **1,061** participants in the Louisville Community Financial Empowerment Certification and Program
  - **226** unique agency trainings

**Income Source:** Employment    Social Security    None    Other:

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**Do you currently have a bank account?**

- |   |                                 |
|---|---------------------------------|
| A. Traditional                              | C. Paycard (DebitExpress, etc.) |
| B. Non-Traditional<br>(Chime, CashApp, etc) | D. No account/ Cash Based       |

**Are you satisfied with your current money management system?**

Yes                  No

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**Do you file taxes?**

- |                                |                           |
|--------------------------------|---------------------------|
| A. Yes, paid service           | C. Yes, free filing/ VITA |
| B. Yes, self-file/family files | D. Don't or haven't filed |
- 

**Do you know your credit score?**

- |                                   |                             |
|-----------------------------------|-----------------------------|
| A. Yes, it needs work             | C. No, I do not use credit. |
| B. Yes, i am happy with my credit | D. No or I am not sure      |
- 

**Do you have enough money to pay for your monthly expenses without stress or borrowing money/using credit?**

- |                          |   |
|--------------------------|---|
| A. Yes, most of the time | C. Someone else manages my household finances |
| B. Yes, some of the time | D. I am usually financially stressed          |
- 

**Do you have any money saved for an emergency?**

- |                     |   |
|---------------------|---|
| A. Yes, over \$400  | C. No, I do not have the resources or need help |
| B. Yes, under \$400 | D. No, I am worried about my benefits           |

# Financial Health Assessment (brief)

- Outreach events and client interest meetings
- Financial education opportunities
- Partnership days
- Helps to :
  - Ensure appropriate referrals
  - Creates documentation to pass with referrals
  - Helps to document community needs
  - Guides the direction of services

# Create access to financial services: Louisville Financial Empowerment Center (FEC)

- Launched July 11, 2022
- Fully general funded as of FY2025 with periodic grant supports
- As of August 1, 2025, **9,127** counseling appointments completed
- **2,323** residents have initiated engagement with FEC
- 5 pillars of service
  - Banking and budgeting
  - Savings & Asset Building
  - Credit Health
  - Debt management
  - Life & Legacy Planning (coming soon)



**Louisville  
Financial  
Empowerment  
Center**

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*Free One-on-One  
Financial Counseling*



# OFFICE OF FINANCIAL EMPOWERMENT



Select Date Period

All Available

All Available: 7/1/2021 to 6/18/2025

877

Clients Served Through Finan...

1105

Total Outcomes

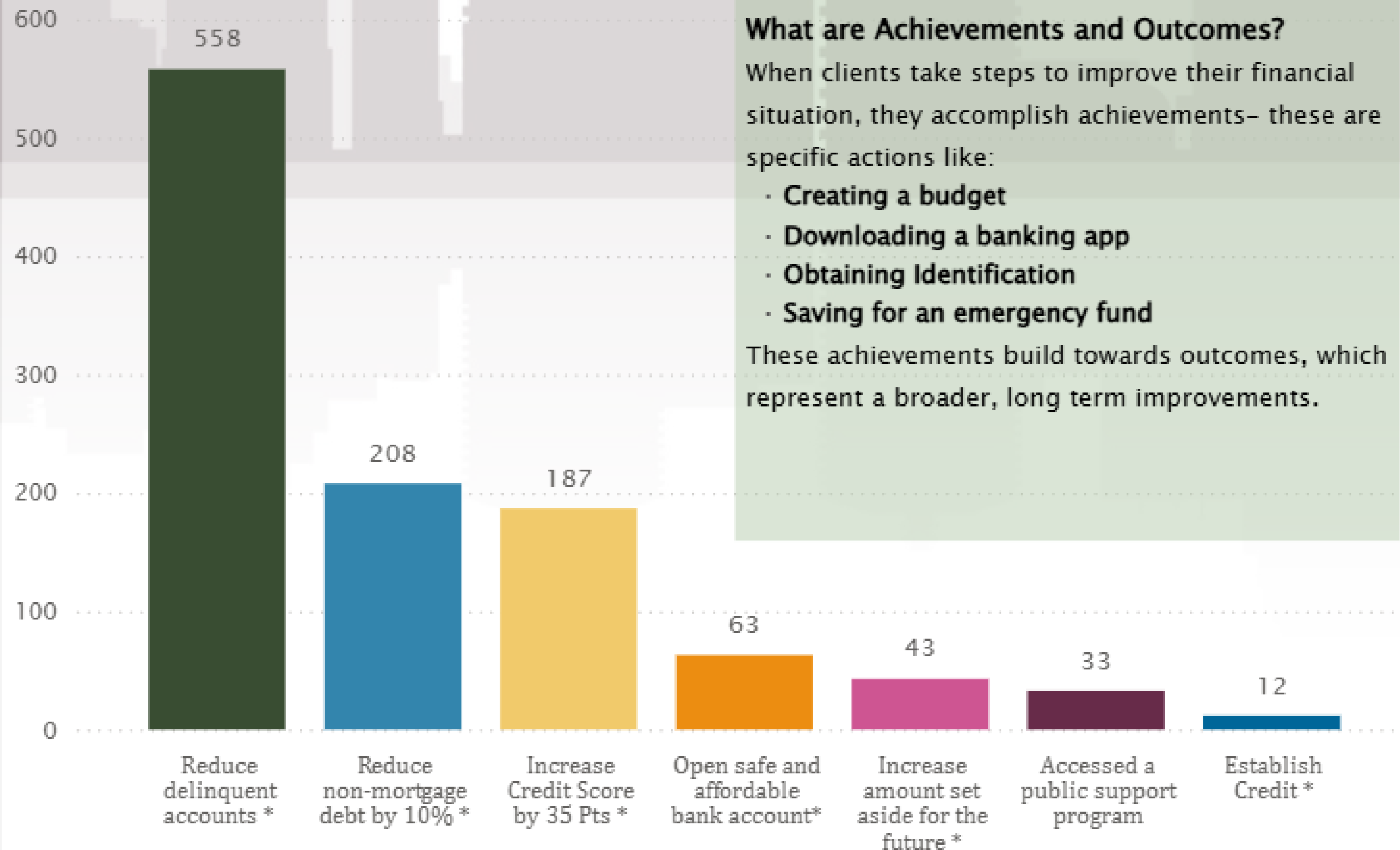
15.30K

Total Achievements

10.82K

Average Household Income

## Outcomes



### What are Achievements and Outcomes?

When clients take steps to improve their financial situation, they accomplish achievements- these are specific actions like:

- Creating a budget
- Downloading a banking app
- Obtaining Identification
- Saving for an emergency fund

These achievements build towards outcomes, which represent a broader, long term improvements.

Outcome Average

3

Outcomes Per Client

Achievement Average

6

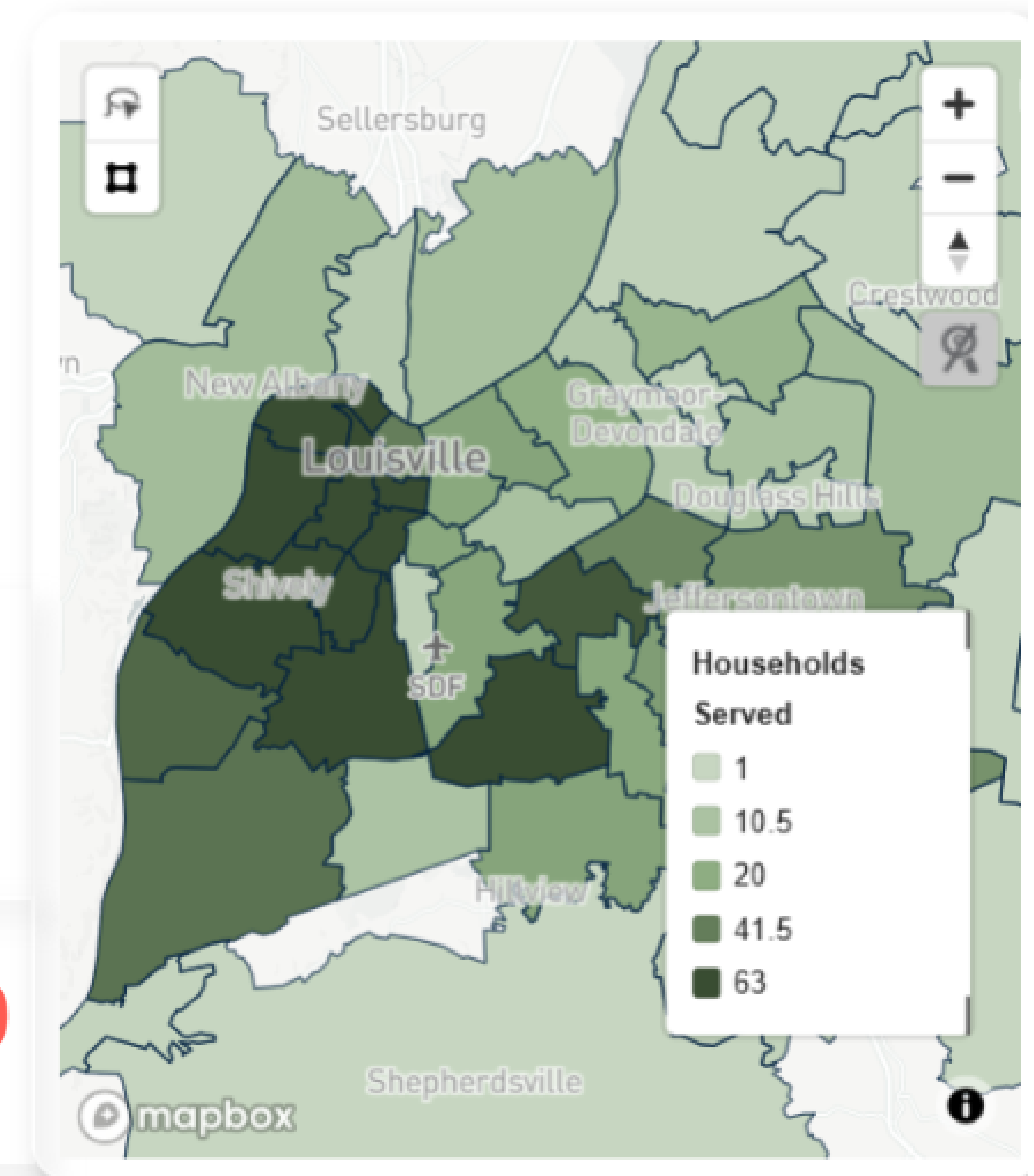
Achievements Per Client

\$202,274

Total Savings Increased

-2,845,230

Total Debt Reduced



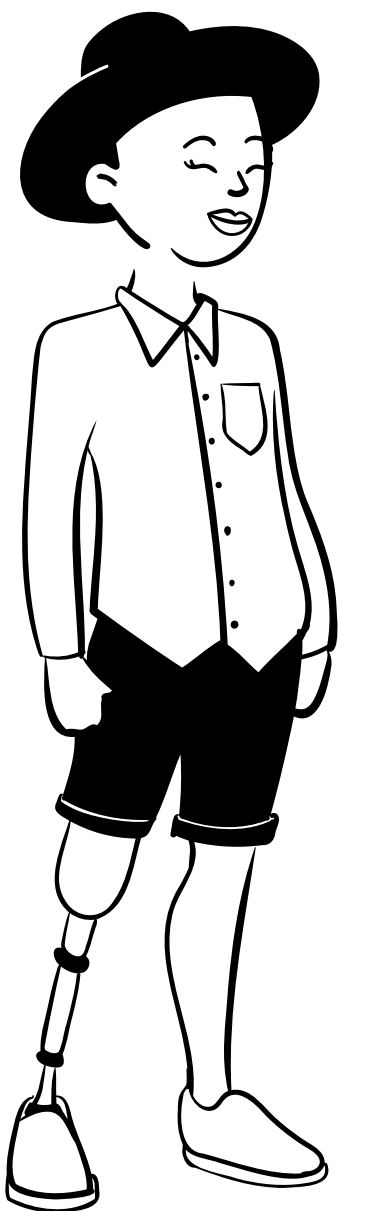
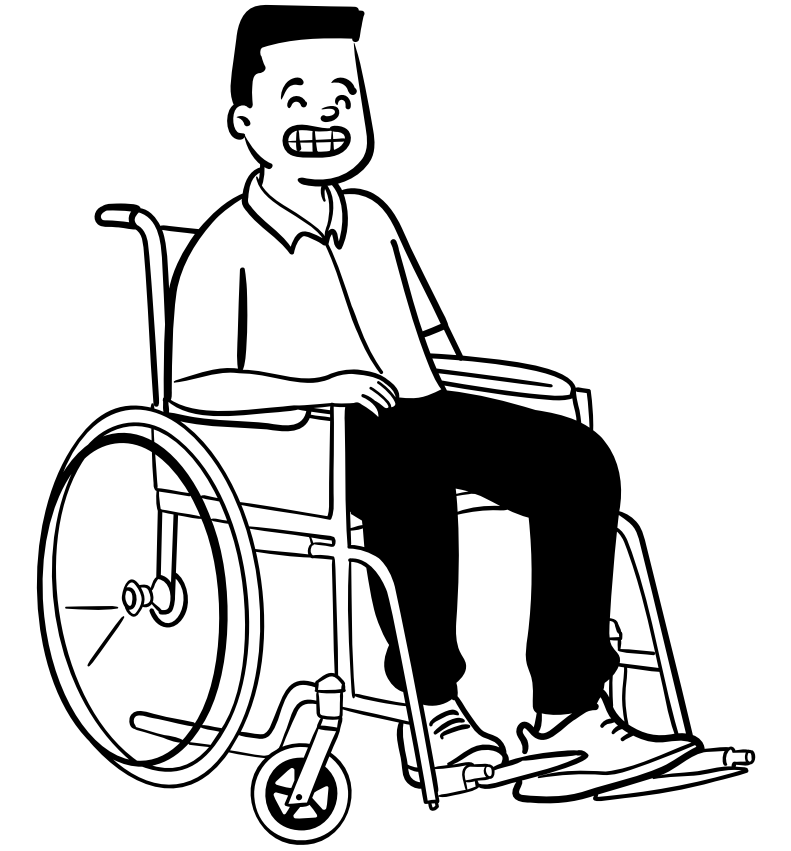
Since 2018, the Louisville Metro Office of Financial Empowerment (OFE) has provided certified, high-quality services to support financial health and asset building for residents in Louisville and surrounding counties. In response to community needs, OFE has launched initiatives including free one-on-one financial counseling through the Louisville Financial Empowerment Center, safe and affordable banking via the Bank On Louisville coalition, free tax preparation through support of the VITA program, and targeted financial health projects with the Louisville Economic Mobility Lab. Committed to accessibility and evolving community needs, OFE also serves as a model for municipal social innovation nationwide.

# Community Action Outcomes

<b>Outcomes Projected</b>	<b>Count of Household</b>
<input type="checkbox"/> <b>Improved credit</b>	<b>163</b>
<input type="checkbox"/> <b>Improved financial well-being (see instructions)</b>	<b>269</b>
<input type="checkbox"/> <b>Increase savings</b>	<b>151</b>
<input type="checkbox"/> <b>Increased net worth</b>	<b>66</b>
<input type="checkbox"/> <b>Individuals who achieved and maintained capacity to meet basic needs for 90 days</b>	<b>225</b>
<input type="checkbox"/> <b>Met basic needs 180 days (see instructions)</b>	<b>134</b>
<input type="checkbox"/> <b>Opened Savings Account or IDA</b>	<b>49</b>
<input type="checkbox"/> <b>Purchased a home</b>	<b>9</b>
<input type="checkbox"/> <b>Purchased asset</b>	<b>37</b>
<b>Grand Total</b>	<b>1103</b>

# Ensure accessible services: Financial Health Access

- Addressing the intersection of *poverty and disability*
- Four-year project funded by National Disability Institute
- Build capacity to serve
  - Train counselors/coachers to increase capacity and confidence to serve individuals with disabilities and improve financial health outcomes for clients
  - Referral networks
  - Targeted outreach campaign



Link to Local Project: <https://louisvilleky.gov/government/office-social-services/financial-health-fairness-project>

Link to National Project: <https://www.nationaldisabilityinstitute.org/financial-wellness/financial-capability/>

# Deepen the impact of anti-poverty programs: LABC's Volunteer Income Tax Assistance Program (VITA)

***Tax Time Connect***  
***VITA free tax preparation***  
+  
***Bank On Louisville***

Link to Local Project: <https://www.labcservices.org/>  
Link to National Project: <https://irs.treasury.gov/freetaxprep/>

## TAX TIME CONNECT

### Results



**100%** of tax filers (6,585 filers) were informed of the benefits of banking and utilizing direct deposit; 39% of all VITA filers were unbanked

**62%** tax filers (4,094 filers) received their tax refund via direct deposit

**2,120** filers filed taxes at the target site (LUL); **59%** of those (1,254 filers) received their refund via direct deposit

### Other Program Impacts

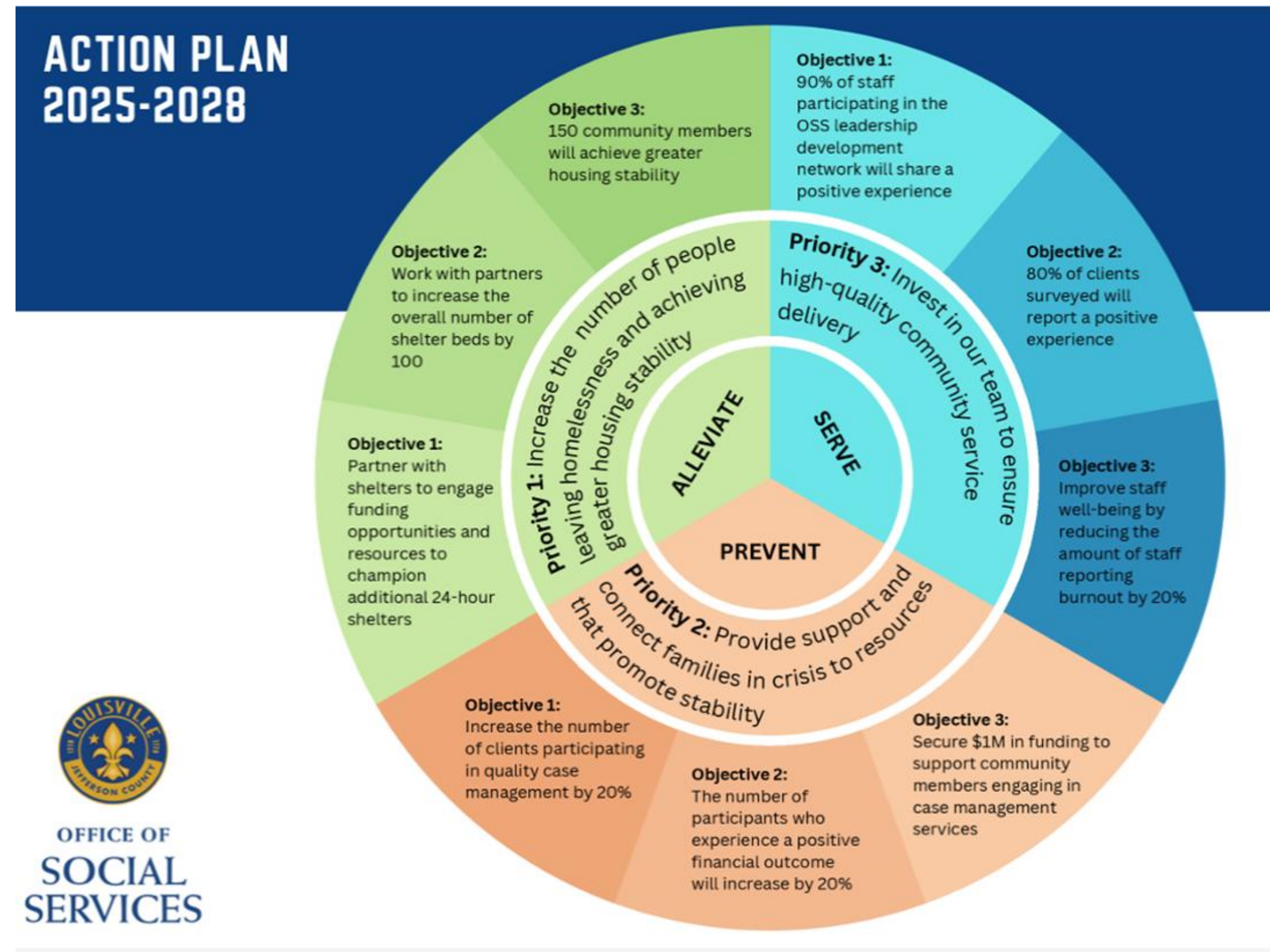
**72** filers (3.4%) opened a Bank On certified account during the VITA process at the target site

Of the 72 filers who opened accounts at target site, **44%** opened prior to VITA appointment and **56%** opened at time of VITA appointment

Of those who opened accounts, **23** filers (32%) consented to post program follow up and **70%** of those (16 filers) reported continued usage of their Bank On account

# Office of Social Services Action Plan

- Finalized in February 2025
- Financial Empowerment is highlighted as a prevention strategy
- More intentional integration of Financial Empowerment into housing stabilization



# We are here to help!

- Ce Garrison, CCAP, CFC, CFSW, CFCP
- Personal: [cynthia.garrison@louisvilleky.gov](mailto:cynthia.garrison@louisvilleky.gov)
- Project: [fec@louisvilleky.gov](mailto:fec@louisvilleky.gov)
- Meeting Scheduler:  
<https://www.calendly.com/cegarrison>



# H.R.1 - One Big Beautiful Bill Act

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- The One Big Beautiful Bill permits Trump Accounts to be established for American children who have not reached age 18.
- An American child born after December 31, 2024 and before January 1, 2029 for whom a Trump Account is established will receive an initial \$1,000 deposit from the government, with the potential for parents to contribute up to an additional \$5,000 per year initially.
- Employers may make an annual contribution of up to \$2,500 to a Trump Account and that contribution will not impact the employee's taxable income.
- Balances for a baby born in 2026 will be:
  - \$303,800 by age 18 and \$1,091,900 by age 28 if maximum contributions are made.
  - \$5,800 by age 18 and \$18,100 by age 28 if no contributions are made.

# Cross-Cutting Opportunities

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- **Collaborative Partnerships that Align Resources and Shared Goals**
  - Alignment across organizations and agencies to maximize impact
  - Leveraging and deepening relationships with public-private partnerships to expand reach and impact
- **Integration of Services Across Multiple Domains**
  - Connecting education, workforce development, housing, and financial stability in a seamless continuum of support that meets the underlying needs of families.
- **Sector Based Approaches that Align Training Programs with Growth Industries**
  - Training Programs that provide individuals with skills and credentials needed to access higher paying, in demand jobs that advance economic mobility.

# STRATEGIC PARTNERSHIPS WEBINAR SERIES



**Discover how Community Action Agencies can reimagine and strengthen strategic partnerships to deepen trust and align goals for lasting community impact.**

**Unlock your potential and advance economic mobility by exploring this two-part webinar series with supplemental companion guides from the Collaborative on Economic Mobility.**

**EXPLORE HERE!**  
[bit.ly/STRATEGIC-PARTNERSHIPS](https://bit.ly/STRATEGIC-PARTNERSHIPS)



**Promising Practices for Building & Sustaining Strategic Partnerships 1**

## BUILDING & REIMAGINING ESTABLISHED PARTNERSHIPS

**Re-imagining What Partnerships Can Be**

Partnerships can extend far beyond the familiar when we broaden the circle of who we consider as potential partners and reframe partnerships as relationships that contribute to building a connected community of support. This network can be fostered with diverse partnerships such as community colleges, hospitals, public health departments, small and large businesses, trade unions, cultural organizations, and alumni associations to actively support and amplify each other's shared community goals. These partnerships can bring valuable resources like funding, support, job training opportunities, and spark program innovation. Re-imagining your existing and future partnerships encourages both partners to think beyond their own scope and work towards change that will benefit the entire community.

**Building on Established Partnerships**

Don't start from scratch! Your Community Action Agency (CAA) likely has a network of existing partnerships. The key is to strategically expand and deepen these connections to pursue innovative economic mobility initiatives.

BUILDING & REIMAGINING ESTABLISHED PARTNERSHIPS | COMMUNITYACTIONPARTNERSHIP.COM | 1

**Promising Practices for Building & Sustaining Strategic Partnerships 2**

## STRENGTHENING & SUSTAINING STRATEGIC PARTNERSHIPS

**i Introduction**

Whether formed across sectors, within the community, or among other mission driven organizations, strategic partnerships are built on shared values, trust, and commitment to collective impact.

But building these partnerships is just the first step. Sustaining these partnerships requires you to go deeper in your relationship with your partners and build a shared sense of purpose that drives you to adapt and innovate. This ongoing effort is what transforms simple connections to collaborations that are capable of driving impact.

It is through nurturing and strengthening these relationships that partnerships can unlock their full potential and create lasting change.

STRENGTHENING & SUSTAINING STRATEGIC PARTNERSHIPS | COMMUNITYACTIONPARTNERSHIP.COM | 1

# PRE-APPRENTICESHIPS WEBINAR COMPANION GUIDE



This guide is designed to accompany the webinar Workforce Development focusing on Pre-Apprenticeships as pathways to economic mobility shaping a brighter future not only for individuals but

In today's rapidly evolving job market, workforce development is essential for building strong, resilient families and fostering long-term economic growth. It's about creating meaningful jobs, not just filling job vacancies, it's about creating meaningful jobs that drive long-term economic growth. By investing in workforce development, employers can empower individuals to:

- **Increase Earning Potential:** Skilled workers can improve financial stability.
- **Enhance Job Security:** In-demand skills provide job market stability.
- **Contribute to Community Prosperity:** A skilled workforce drives growth and strengthens local economies.
- **Break Cycles of Poverty:** Access to quality training leads to upward mobility.

# APPRENTICESHIP WEBINAR COMPANION GUIDE



This guide is designed to accompany the webinar Innovative Approaches to Workforce Development focusing on Registered Apprenticeships as pathways to economic mobility. This resource is designed to deepen your understanding of Registered Apprenticeships and provide you with additional resources to support your next steps, whether you're launching a program, expanding an existing program, or exploring how Registered Apprenticeships can strengthen your Workforce Development program goals.

**What is a Registered Apprenticeship?**  
 A Registered Apprenticeship is an industry-vetted, structured, work-based learning model that combines on-the-job training (OJT) with related instruction (RI). These programs are registered with the U.S. Department of Labor (DOL) or a State Apprenticeship Agency, ensuring they meet specific quality standards.

Feature	Registered Apprenticeship	Apprenticeship	Pre-Apprenticeship
Registration	Registered with DOL or State Apprenticeship Agency and abides by 23 established standards	Any apprenticeship that is not formally registered with DOL	Not necessarily registered
Wage	Paid employment	May be paid a stipend, starting hourly wage, or unpaid	May be paid a stipend, starting hourly wage, or unpaid
Credential	Nationally recognized credential upon completion	May or may not lead to credential, but not always nationally recognized	May or may not lead to credential, but not always nationally recognized
Duration	Typically 1-5 years depending on chosen industry	Typically 1-5 years depending on chosen industry	Shorter term, often a few weeks to months
Purpose	Provides industry-vetted, paid job training that leads to full occupational proficiency while earning a portable, nationally recognized credential	Offers structured, paid or unpaid job training to prepare individuals for skilled careers, potentially leading to industry-recognized credentials	Foundational program designed to prepare individuals to enter and succeed in Registered Apprenticeships

# WORKFORCE DEVELOPMENT WEBINAR SERIES

Dive deeper into apprenticeship pathways with the Workforce Development webinar series!

Explore action steps, strategies, and resources to strengthen your understanding and implementation of Pre-Apprenticeships and Registered Apprenticeships through this two-part webinar series and accompanying companion guides from the Collaborative on Economic Mobility.

**EXPLORE MORE HERE!**



<https://tinyurl.com/WORKFORCE-DEVELOPMENT1>



# Tools and Resources



# FINANCIAL EMPOWERMENT WEBINAR COMPANION GUIDE

This webinar companion guide highlights best practices for Community Action Agencies to further develop innovative financial empowerment programs and integrate them into other human service programs.

This companion guide outlines strategies that both public and private Community Action Agencies can take advantage of to help individuals and families achieve financial success!

**CHECK OUT THE GUIDE TODAY!**



<https://tinyurl.com/FINANCIAL-EMPOWER1>

## ADVANCING ECONOMIC MOBILITY THROUGH FINANCIAL EMPOWERMENT

### **i** Introduction

A stable financial foundation is fundamental for upward economic mobility. Financial stability allows individuals and families to fully benefit from programs that support employment, education, housing, health, and overall well-being. Financial stability is more than simply getting by day to day; it is about being able to sustain a household for months and years to come. Long term financial stability depends on both financial knowledge and access to affordable financial products and services. These services can help individuals and families to plan and prepare for financial emergencies and setbacks to ensure that financial goals and outcomes are not only achieved but also maintained.

Financial empowerment strategies are designed to help individuals and families build the knowledge, skills, and confidence to make informed financial decisions. These strategies include financial education and coaching,



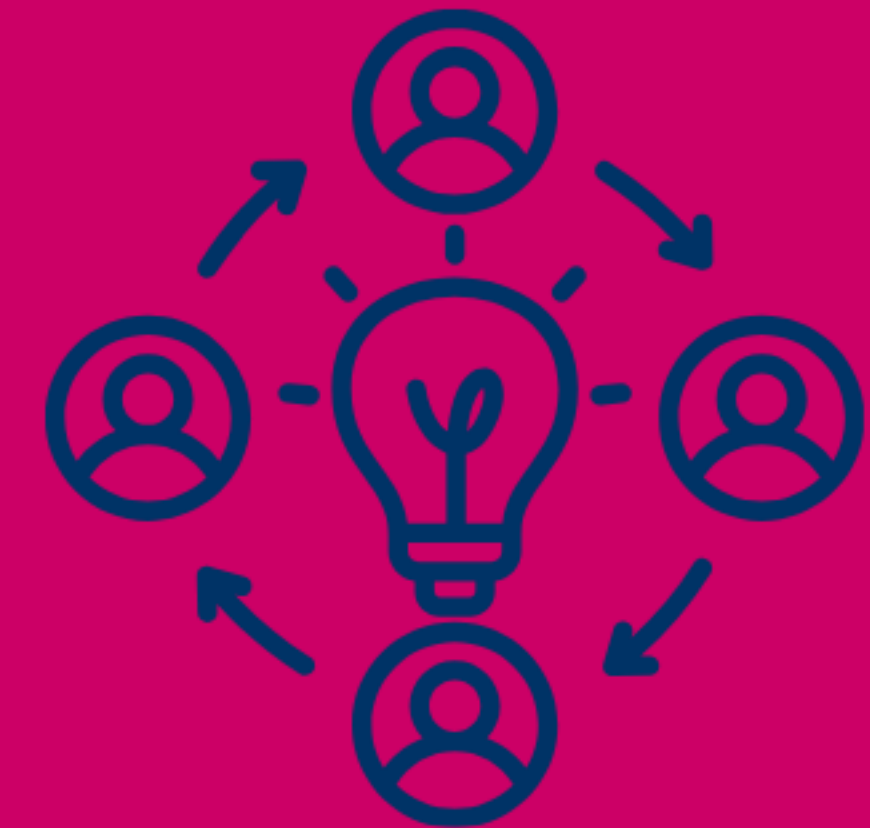
supportive policies and practices, and improved access to safe and affordable financial products such as affordable banking, credit unions, and savings accounts. By reimagining the approach to financial empowerment, Community Action Agencies can implement integrated services to help individuals and families manage finances, reduce debt, improve credit scores, build

# TAKE YOUR ECONOMIC MOBILITY INITIATIVES TO THE NEXT LEVEL!

**SIGN UP TODAY!**  
**SPACE IS LIMITED**

The Collaborative on Economic Mobility (CEM) is currently offering individualized training and technical assistance calls to help your agency implement innovative approaches that advance economic mobility in your community.

Designed for Community Action Agencies who are interested in reimagining what is possible, these customized calls will offer tailored insight, whether you're launching a new program, scaling an existing one, or seeking creative strategies and partnerships to address challenges.



**RECEIVE ONE-ON-ONE ASSISTANCE IN THESE KEY FOCUS AREAS:**

**WORKFORCE DEVELOPMENT**

**HIGH QUALITY EDUCATION**

**COMMUNITY ASSET BUILDING**

**SCHEDULE**  
**YOUR 1-ON-1**  
**CALL TODAY!**



**[HTTPS://TINYURL.COM/CEMCALLS](https://tinyurl.com/cemcalls)**



# FRESH FINDS

**DISCOVER THIS  
RESOURCE!**

**LEARN**

**EXPAND**

**IMPLEMENT**

The “Fresh Finds” Newsletter is offered quarterly through the Collaborative on Economic Mobility (CEM). Sign up and be the first to know about new tools, resources, and training opportunities!

Are you interested in expanding the capacity of your organization to implement innovative programs and services?

Are you interested in improving outcomes for the individuals, families, and communities in your service area?

Are you interested in learning from the experiences of other community leaders across the country?



**TINYURL.COM/FRESHFINDS25**

# Collaborative on Economic Mobility

**NEW NCAP WEBPAGE!!!**

**Explore the new Collaborative on Economic Mobility (CEM) Webpage!**

**You can find tools and resources related to CEM key focus areas and sign up for our Fresh Finds Newsletter here!**

## CEM Key Focus Areas:

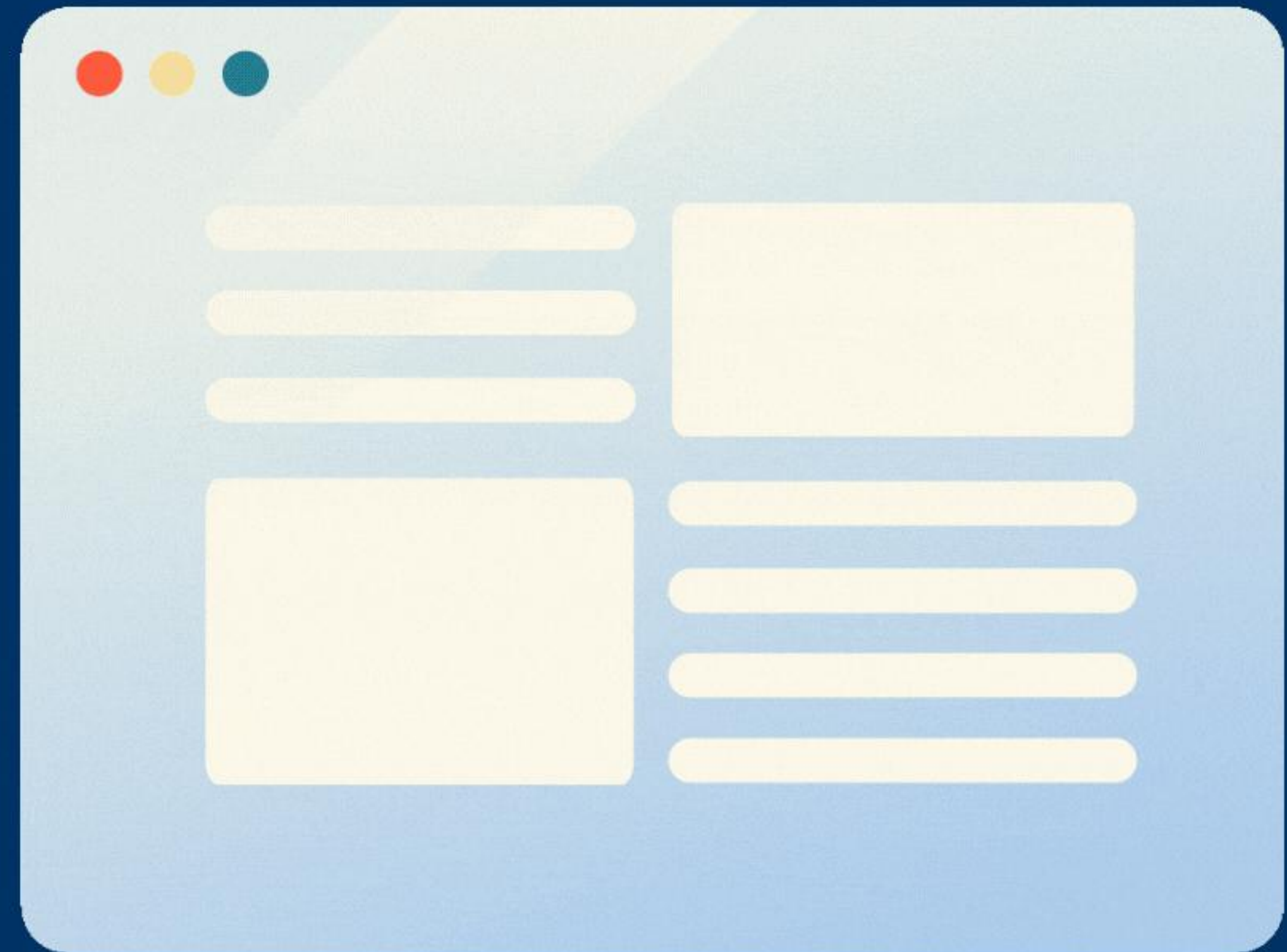
WHOLE FAMILY APPROACH

HIGH QUALITY EDUCATION

COMMUNITY ASSET BUILDING

WORKFORCE DEVELOPMENT

INNOVATIVE COMMUNITY PROGRAMS  
& ORGANIZATIONS



[tinyurl.com/lookatCEM](https://tinyurl.com/lookatCEM)



# We want to hear from you!

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We would love to hear about your experience in today's training webinar. Please take a moment to complete the webinar survey.



<https://tinyurl.com/FINANCIAL-EMPOWER>