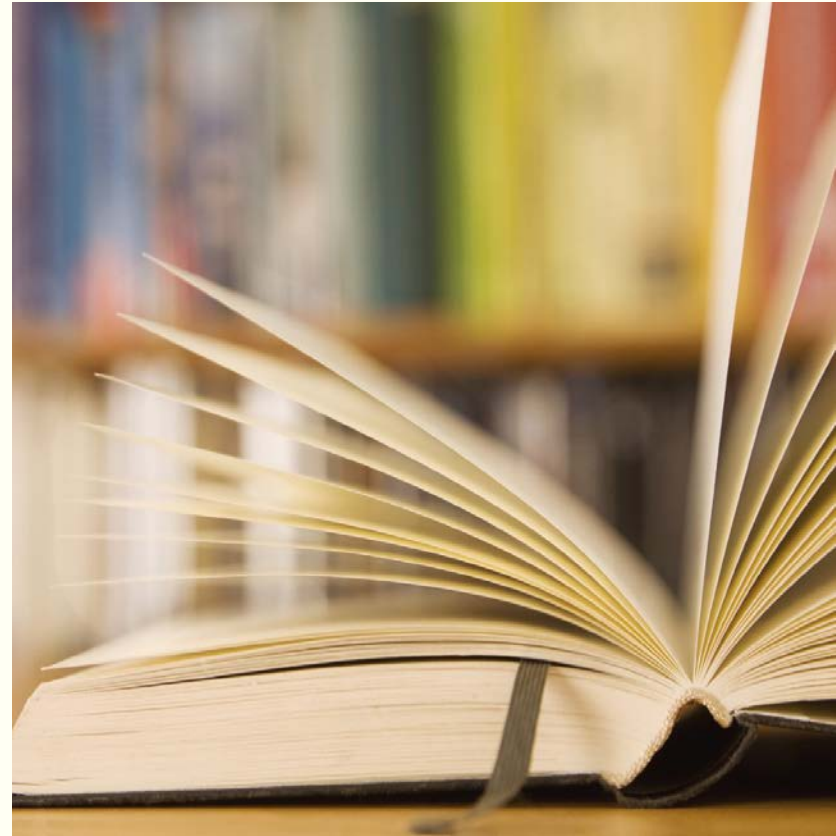




4 PILLARS CONSULTING EMPOWER U PROGRAM

Practitioner's insight on the power of
sustainability and collaboration



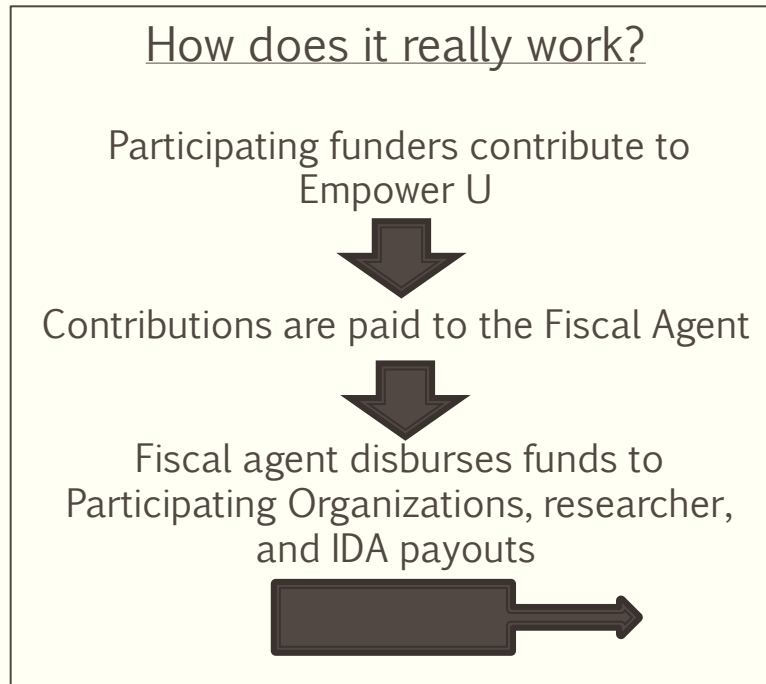
Empower U Financial Literacy Program

- Empower U is a independent & sustainable financial empowerment funding model
- 7 original non profit organizations – focused on woman (underserved)
- The program expanded to 11 to include woman men, couples, and senior groups
- All 11 organizations include IDA's (Independent Development Accounts)
- Each Participant is interviewed with pre, post, and 6, 12, & 24 month surveys
- Independent research team assesses Participant success & program outcomes
- EmpowerU has a formal governance structure, decision making and voting process
- The 3 levels of governance is executive, working and facilitators committee
- Participant Success: 903 Participants & families

Key Empower U Stakeholders & Shareholders

Participating Funders

- ATB Financial*
- Epcor
- Edmonton Community Foundation*
- The Stollery Charitable Foundation
- Alberta Capital Market Foundation
- Government of Alberta*
- Junior League of Edmonton
- City of Edmonton*
- United Way*



Participating Organizations

- Candor Society of Edmonton*
- Elizabeth Fry of Edmonton
- Institute for the Advancement of Aboriginal Woman*
- CEASE- Centre to End All Sexual Exploitation
- Wings of Providence*
- E4C Financial Management Hub
- Distinctive Employment Counselling Services of Alberta (Decsa)

Supporting Organizations

- | | |
|---------------------------------------|--|
| • The Home Program | • Alberta Human Services |
| • City of Edmonton Community Services | • United Way of the Alberta Capital Region |

- 4 Pillars Consulting Group -

- Norwood Child and Family Centre
- Terra Centre
- Lives in Transition
- Strathcona County

Key Empower U Program Attributes

- Clear 5 year vision of how Empower U benefits the community
- Collaborative / Community focus working to deliver financial literacy
- Strong corporate sponsorship with a 5 year commitment
- Independent fiscal agent trusted by the community (United Way)
- \$30,000 / year for research and development with standard questionnaires
- 3 committees meeting on average every months (alternating months)
 - Executive Director (Governance Committee) where program decisions are made
 - Working Committee where the program is implemented and policies updated (cash out)
 - Facilitators Committee where facilitators discuss challenges, program and materials
- Annual reporting with presentations to funders, feedback & PR announcements
- Philanthropic approach to financial literacy and its development in Canada

The Future of Empower U

- Empower U is now 4 years old based on the original 5 year plan
- The program is expanding beyond vulnerable woman to men, couples, & public
- Empower U Employment Program – where corporate sponsors redesign hiring practices to the accommodate Empower U Participants
- 4 Pillars is creating new modules like
 - “Employment Program” – 1 day workshops to assist Participants overcome barriers to employment
 - “Money at Home” – a practical guide for participants to teach their children about money
 - “Financial Tracks” – step by step guides for participants to achieve their financial goals (2016)
- Empower U is being used in the prison system as a reintegration strategy
- Community ‘spin offs’ create new programs like Jump Start offering IDA programs
- To expand Empower U to communities across Canada

Empower U Research & Outcomes

- The optimal financial literacy duration is 6 months (the range was 3 to 12 months)
- The optimal monthly savings for this group is \$50 per month (matched savings)
- Added material choices
 - Troy Tisserand's credit course
 - Money @ Home Program – teaching Participants to teach their children
 - ATB banking representatives
- In kind expenses, class time, and local transit are key to Participant retention
- Corporate sponsors participate with money, recruiting, and community support
- For every \$1 invested into Empower U the social return was \$0.97 in year 1 climbing to \$1.04 in year two

Empower U Participant Benefits

- Completion rates are consistently above 70%
- 97% increase in confidence with money
- 92% increase in their self confidence
- 86% increase in their self esteem
- 50% increase in their hope for the future
- 48% reduction in anxiety regarding money
- Purchased items with 2:1 matched IDA savings was the following:
 - Washing machines, sewing machines (small business), banking investments, & tuition for school
 - Other items included teeth for employment, obtaining ID, self employed business, beds
- Employment levels increased by 20%

Empower U Program Details

Empower U Expansion Opportunities

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ATB Financial™



**Government
of Alberta** ■
Human Services

