



Supporting Employment & Economic Development

SEED Winnipeg is a non profit agency that fights poverty and helps to renew Winnipeg's inner city.

We do this by helping people start small businesses and save for future goals.

Program Areas



Business Development Services

- Micro-Enterprise Development
- Community Worker Ownership Program
- Recognition Counts loan fund

Asset Building Programs

- Matched Saving Programs
- Standalone Money Management Training
- Access to Benefits

How we started doing RESP work



October 2007- May 2010

- Partnership with SEDI
- One of 4 delivery sites across Canada

What we learned ...

1. Valuable work
2. A good addition to Asset Building Programs
3. Individual support is necessary for success
4. *"One size doesn't fit all"*

What we did next



October 2010 - September 2013

- 3 year agreement with HRSDC

Building Blocks

For Education Savings

The project includes ...

1. Individual supports, including an ID Fund
2. A Train-the-Trainer model
3. Partnerships with Assiniboine and Westoba Credit Unions



SEED uses a partnership model to replicate our asset building programs.

This model allows us to work with partners who can draw on SEED's experiences and enrich the programs with their knowledge of the specific needs of the groups with whom they work

SEED provides:

- Training and materials
- Coordination and technical support



**AssetBuilders
Partnership**

**EAL adaptations
at IRCOM;
building on their
success**

**RESP info to
parents
embedded as
part of the CSI
summer learning
enrichment
program**

**RESP supports
embedded in
residential
program at Villa
Rosa**



**Programming
for parents at
Boys and Girls
Club of
Winnipeg**

**Partnerships
with credit
unions**

**RESP supports
added to
settlement
services at
Welcome Place**

**Screening
for CLB
eligibility in
other SEED
programs**

ID Fund



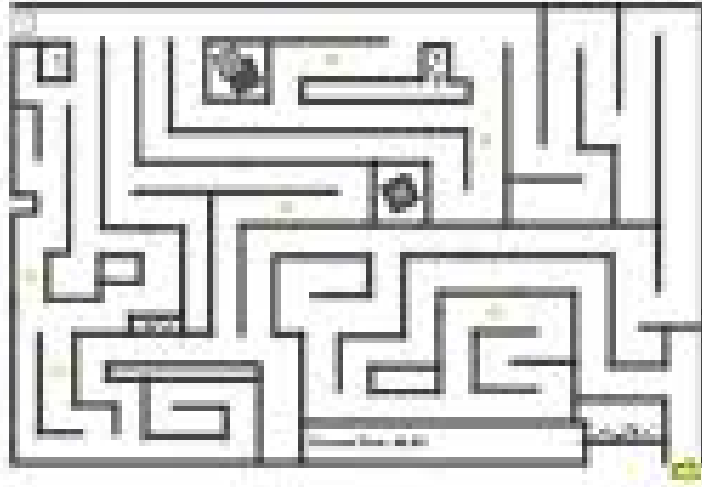
700 participants -
More than 1600 birth
certificates!

Other benefits
from ID:

Opening bank
accounts

Applying for
Status Cards or
other ID

Barriers to opening an RESP



- For some participants, trying to open an RESP can feel like walking through a maze
- Many participants face multiple barriers
- Financial instability interrupts progress towards long term goals

Group plans

- These plans work very differently than the Individual or Family Plan RESPs
- In a group plan RESP, the money you save for your child is grouped with money for many other Canadian children who are not in your family
- With a group plan RESP, you need to pay a fee to open your account and monthly fees every time you make a deposit

Does widespread promotion of RESPs or the CLB includes an inherent risk of harm if it results in increased investment in group plans without a complete understanding of the terms and risks of enrollment?

The Road to A to B



The road to A to B was paved with our learnings from RESP work and emerging research on financial empowerment

What we learned from RESPS



- CLB is only one the benefits or entitlements where the uptake is low or people experience barriers
- ID is a huge barrier to RESPs and many other benefits and services
- Filing income tax returns is key to accessing most government income support programs and asset building opportunities
- the available free tax clinics faced overwhelming demand and there was a real need for year round free tax supports
- more successful doing this work 1 on 1 than in a group format

Financial empowerment, research and other programs

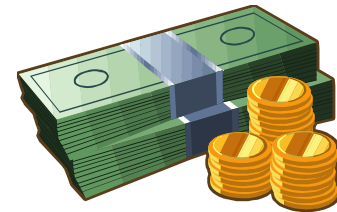
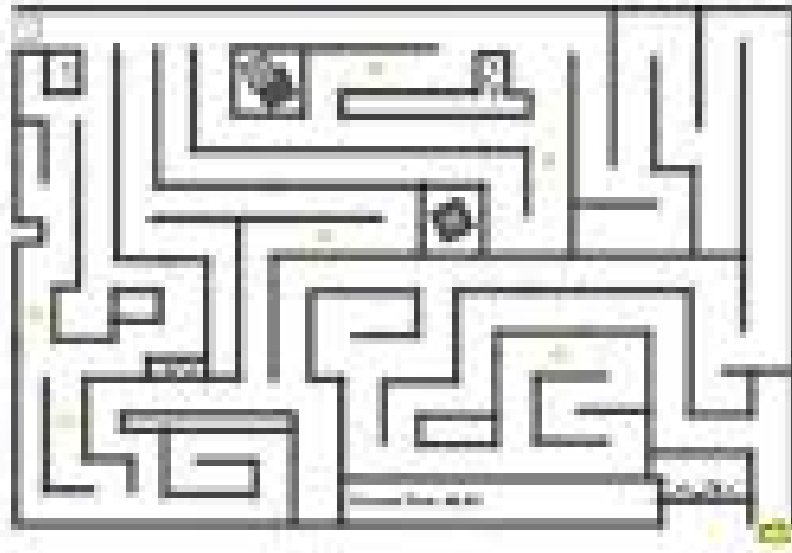
- “Just in time” financial literacy
- St. Christopher House - FAPs
- Scarcity
- New York City



If you are living on a low income, the Access to Benefits (A to B) program can help you:

- ❑ Get information about benefits like the Disability Tax Credit, Canada Child Tax Benefit, GST Credit, RentAssist, and more.
- ❑ Apply for the benefits you qualify for
- ❑ Open an RESP and get free money for your children's education
- ❑ Get the ID you need to access benefits
- ❑ Open a bank account
- ❑ File income tax returns

Impacts of the work



Filed 342 tax returns which are expected to leverage about \$1.6 million in benefits, but it's not just about the numbers ...