THREE IDEAS: EMBEDDING FINANCIAL CAPABILITY INTO YOUR FRONT LINE PROGRAMMING

ABLE CONFERENCE 2015

Resources for Results

November 3, 2015
“I came with a specific problem. I was feeling overwhelmed. I had no idea of what to do.
Financial Capability is about more than money

Financial Capability is a key ingredient in efforts to promote social inclusion and poverty reduction

Sustainable Livelihoods offers a framework for embedding money thinking into your front line work

This holistic approach builds the conditions and capacity to participate in society and the economy
But there isn’t any funding... What can we do when there is ‘no new money’?

Three ideas...

- **Idea 1:** Be clear about your participants’ financial interests and needs
- **Idea 2:** Embed a conversation about money into front-line service offerings
- **Idea 3:** Try Asset Mapping – an holistic, motivational tool and process that engages participants in assessing their strengths and acting on their priorities
Idea 1: Be clear about your participants’ financial interests and needs

FINANCIAL CAPABILITY AS A SOCIAL INCLUSION STRATEGY
EXPLORING LIVELIHOOD STAGES - V1.2

Stage 1: Destabilized Stabilizing
- Depleting assets
- Cycle of crisis
- Focus on coping
- Meeting basic needs

Stage 2: Engaging
- Ready to connect to community

Stage 3: Foundation Building
- Base of stability
- Building employability
- Still requires support

Stage 4: Transition
- Making progress
- Changing life patterns

Stage 5: Consolidation
- Economic solutions
- Decreased vulnerability
- Livelihood security
- Resilience and ability to reduce vulnerability

Stage 6: Sustainable Livelihood

CONDITIONS FOR PARTICIPATION

CAPACITY TO PARTICIPATE

SURVIVAL MODE
- Coping Strategies

FUTURE MODE
- Asset Building Strategies

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<table>
<thead>
<tr>
<th>Livelihood stage</th>
<th>Stabilizing</th>
<th>Engaging</th>
<th>Building economic security</th>
<th>Building assets</th>
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<tbody>
<tr>
<td>Survival Mode</td>
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<td>Future Mode</td>
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<tr>
<td>Coping</td>
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<td>Asset Building</td>
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<tr>
<td>Crisis and set-backs</td>
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**Changing financial priorities**

- Making ends meet
- Accessing basic needs (food, housing, hydro etc.)
- Accessing income boosting entitlements
- Resolving credit and debt crisis
- Navigating complex bureaucratic requirements
- Breaking out of a cycle of debt and crisis
- Increasing income
- Accessing banking
- Consumer protection
- Beginning to save
- Accessing appropriate financial products and services
- Longer-term financial goal setting
- Access to appropriate banking services and products
- Retirement planning
- Saving
- Access to asset building and appropriate investment vehicles
- Access to further protection (e.g. insurance)
- Improving credit scores

**Changing financial interventions**

- Case management and financial trusteeships
- Financial problem solving and advocacy
- Tax filing to secure access to social benefits
- Accompaniment and support navigating complex institutions
- Fixing a credit score
- Budgeting
- Debt reduction
- Managing student debt
- Income tax filing
- Financial goal setting
- Matched savings
- Access to appropriate savings products
- Access to appropriate investment products
- Long-term goal setting
- Coaching
- Matched savings and asset building
- Access to appropriate investment products.
Early intervention pathways to build financial capability

1 Stabilizing
- Increased financial literacy
- Access to reliable, appropriate money guidance and problem solving
- Increased motivation to act
- Relief for financial distress

2 Coping
- Improved understanding of one's own money situation and priorities
- Increased access to community supports and services
- Increased sense of personal agency
- Improved ability to make ends meet

3 Sustaining
- Building financial capability
- Increased social and economic engagement
- Shift from 'survival mode' to 'future mode'
- Strengthened financial security
Outcomes at the early livelihood stages – the capacity to participate

Pathway One: Stabilizing
- Increasing financial literacy
- Deepening motivation to act
- Accessing trusted, appropriate money guidance
- Relieving financial distress

Pathway Two: Coping
- Understanding money and priorities
- Increasing personal agency
- Accessing community services
- Making ends meet

Pathway Three: Sustaining
- Building financial capability
- Shifting from ‘survival’ to ‘future’ mode
- Enhancing social engagement
- Paying debts and building financial stability
Idea 2: Embed a conversation about money into front-line service offerings

WHERE TO POSITION FINANCIAL CAPABILITY?
Dimensions of Neighbourhood Financial Services

- **Community financial services**
  - One-to-one problem solving and coaching
  - Satellite coaching services

- **Tax clinics**
  - Seasonal tax filing clinics
  - Satellite tax clinics

- **Drivers**
  - Critical analysis
  - Technical knowledge & expertise
  - Social and economic inclusion lens

- **Financial education**
  - Financial education workshops (for staff and participants)
  - Outreach education & events

- **Community engagement**
  - Outreach delivery partnerships
  - Financial sector volunteers
  - Youth engagement/mentorship
  - Leadership & convening

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Emerging organization of financial capability services

Where to start?

- Financial Literacy - group workshops
- Front line staff - counselling and case management embedding financial component
- Financial coaching
- Financial counselling and debt management
- Legal advice/bankruptcy proposals
Hub model – Servicing multiple programs
Promoting Anchor relationships – Changing client engagement strategies and flow

Learning:

• Build staff confidence and capacity to work with money

• Take an holistic, client-centred approach

• Think about client flow

• Promote “anchor” relationships to build participant capacity and motivation

• De-silo programming

• Share costs between programs

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Idea 3: Try Asset Mapping

AN HOLISTIC, ASSET-BASED APPROACH TO BUILDING self-direction
Asset Map Guide

What is an Asset?
Assets are building blocks for your future. We take a positive, well-rounded approach to look at all your strengths.

Assets can be:
- What you know
- Your “lived experience”
- Your skills and abilities
- Your learning and training

BASIC NEEDS
- Housing (low-cost and quality)
- Food
- Safety
- Information
- Transport
- Child/elder care
- Knowing my rights as a citizen
- Computer and Internet access
- Recreation

CONNECTIONS
- Support from friends and family
- Access to services
- Access to a caring staff person
- Community
- Ability to communicate well with people
- Networks to help me find work
- Leadership

HEALTH
- Stress levels
- Mental health
- Physical health

SENSE OF SELF
- Self-confidence
- Understanding of my strengths and abilities
- Culture
- Ability to advocate on my own behalf
- Sense of hope
- Ability to keep going when things get tough
- Independence

MONEY
- Ability to make ends meet
- Savings
- Ability to understand and manage my money
- Control over my money

SKILLS AND EMPLOYABILITY
- Lived experience
- Abilities, skills and knowledge
- Education and training
- Ability to set goals and plan
- Ability to solve problems
- Ability to find and retain work
- Work/life balance
- Ability to keep on learning
Why is talking about money so difficult?

A mine field...

- It hasn’t traditionally been done in social services
- Cultural / gender taboos
- Feelings of shame/fear
- Staff don’t feel comfortable talking about money

Possible solutions...

- Build trust based on a non-judgmental approach
- Support problem solving
- Train staff in financial literacy
- Embed a conversation about money into everyone’s work
The Next Generation of SL Tools

Learning Enrichment Foundation (LEF) has partnered with Resources for Results, Eko Nomos and the Ontario Institute for Studies in Education (OISE) to develop and pilot a new level of Sustainable Livelihood tools and practices.

Based on the original Sustainable Livelihood tools, Mary Ferguson and Janet Murray worked with LEF managers and staff to design, refine and pilot the following tools (which appear in Appendix 1):

- Welcome Form – Client intake and consent form
- What can we do for you? – An orientation to LEF’s program offerings
- My Plan 1 – A form to support client-led planning and action
- My Plan 2 – An asset mapping tool that supports client self-assessment and longer-term planning and asset building

These tools are now much more essential and the language makes them more accessible to clients and front-line staff. The SL graphics have been updated and are more engaging.

To complement the tools we now have a practice guide that integrates MI techniques and language into asset mapping.
My Plan #2

What's important to you in your life right now?

What assets do I have?
- Basic Needs
- Connections
- Sense of Self
- Skills and Employability
- Money
- Health

What are your main assets right now?

My Plan to build assets
- Basic Needs
- Connections
- Sense of Self
- Skills and Employability
- Money
- Health

I can do this myself
- Y / N
- Y / N
- Y / N
- Y / N
- Y / N
- Y / N
Motivational Interviewing (MI) integrated well into coaching and asset mapping practice

“Motivational interviewing is a collaborative, goal-oriented style of communication with particular attention to the language of change. It is designed to strengthen personal motivation for and commitment to a specific goal by eliciting and exploring the person’s own reasons for change within an atmosphere of acceptance and compassion.”

(Miller & Rollnick, 2013)

The Spirit of MI

MI is a client-centred practice that is taking hold in the social services sector. Grounded in empowering psychological counselling, MI offers constructive and empowering language and practices that fit well with SL’s holistic, asset-based approach.

COLLABORATION – Relationship as collaboration or partnership

EVOCATION – Elicit vs. Impart

AUTONOMY – Ability to choose

COMPASSION - Empathy

GUIDING – vs. following or leading

(From: What is Motivational Interviewing? (PPT), Goldstein and Anthony, OISE, 2015)
Asset Mapping Pilot
Asset Growth – pre/post assets (N=23)

Pre-Post Difference
(change between Asset Maps)

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<thead>
<tr>
<th>ASSET AREA</th>
<th>Pre-Training</th>
<th>Post-Training</th>
<th>Pre-Post Difference</th>
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<tbody>
<tr>
<td>Connections</td>
<td>6.42</td>
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<td>Identity</td>
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<td>Skills and Employability</td>
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<tr>
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<td>6.58</td>
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<tr>
<td>Health</td>
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<td>-0.41 (N=23)</td>
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</table>
Thank you!

R4R wishes to acknowledge the important contribution of ideas, experience, energy and resources to this learning by:

• The Learning Enrichment Foundation (LEF), Toronto
• West Neighbourhood House, Financial Empowerment and Problem Solving (FEPS) program, Toronto
• Eko Nomos Program Development Consultants

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Cost-effective solutions for public benefit organizations seeking to evaluate programs and improve results
What is Sustainable Livelihoods?

The Sustainable Livelihoods approach offers a framework and language for understanding how to build on the assets of people who are socially excluded and living in poverty.

“Sustainable Livelihoods is an approach to working with individuals and communities which was developed to capture the many effects of social and economic exclusion on people’s lives, and to learn how they can be supported to move out of poverty towards resilience and livelihoods. Drawing on the extensive experience of the Institute of Development Studies in the United Kingdom, Canadian researchers came up with a participatory, outcomes-based tool to explore the process of livelihood development in a holistic range of key asset areas that contribute to people’s social inclusion and participation in the economy: the Sustainable Livelihoods Framework.

The tool is excellent for practitioners to explore four contextual dimensions of people’s lives:

A: The “Vulnerability Context”

B: Assets

C: Stages of livelihood development

D: The policy and institutional context

For a more detailed description IDS of the Sustainable Livelihoods Framework see [http://www.livelihoods.org/](http://www.livelihoods.org/)”

From: Backgrounder: Sustainable Livelihoods (revised 2015) (CWF and Eko Nomos)
THE SUSTAINABLE LIVELIHOODS FRAMEWORK

VULNERABILITY CONTEXT

Strategic Interventions

Front Line Social Development Work

Practical Interventions

LIVELIHOOD STRATEGIES
Building Assets and Reducing Vulnerability

POLICY + INSTITUTIONAL CONTEXT

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