

# ABLE: Cross-sector community of practice working to reduce poverty through financial empowerment



# Financial Empowerment

Interventions proven to measurably improve financial outcomes for people living in poverty

## FINANCIAL EMPOWERMENT FRAMEWORK

Financial  
Information  
education and  
counselling

Help accessing  
income  
boosting  
benefits and  
tax credits

Safe and  
affordable  
financial  
products and  
services

Access to  
savings and  
asset building  
opportunities

Consumer  
awareness and  
protection

These approaches enable low-income households to build income, financial wellbeing and wealth through greater access to education, employment, entrepreneurship, and savings and asset building opportunities.

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# Financial information, education and coaching

## 2020 GOAL

**Expand financial information, education, coaching and problem solving to 1 million Canadians living on low incomes**

## HOW

**Integration into social services** of financial information, education, coaching and problem solving supports

**Governments integrate into relevant policy and program frameworks**

**Financial institutions provide relevant financial information and products to customers with low incomes**

## 2020 GOAL

**Leverage an additional \$100M in income for eligible Canadians living in poverty by facilitating their access to tax filing & government benefits**

## HOW

**Community Volunteer Income Tax Program**

**Frontline human services help people access benefits they are eligible for**

**Governments actively improve benefit take-up through improved policies, program design & delivery and communication**

*“Proactively contact Canadians who are entitled to, but are not receiving, tax benefits” Liberal Federal Election Platform 2015*

## 2020 GOAL

**All financial institutions adopt strategies and implement substantive changes to better meet the financial literacy, banking, and advice needs of customers/ members living on low income**

## HOW

**Financial and social service providers collaborate** to develop products that better meet people with low incomes' needs

**Financial institutions continuously innovate to improve information, products, service and advice** offered to customers and members living on low income

**Financial institutions embrace CFSI COMPASS principles:**

- ✓ Embrace Inclusion
- ✓ Build Trust
- ✓ Promote Success
- ✓ Create Opportunity

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# Opportunities to build savings and assets

## 2020 GOAL

**Increase take-up of the Canada Learning Bond to 40% of eligible beneficiaries**

**Increase the number of Registered Disability Saving Plans opened by 100,000**

## HOW

Education Savings Week and the Canada Learning Bond Champions Network

Build RESP/RDSP promotion into other social services

Make RESP enrolment easier by leveraging technology and partnerships with financial institutions ([www.smartsaver.org](http://www.smartsaver.org) and [www.rdsp.com](http://www.rdsp.com))

All financial institutions actively promote and support the opening of RESPs and RDSPs

## 2020 GOAL

**All provinces enact fringe financial service regulation that more effectively protects consumers.**

## HOW

**Governments undertake research and consultation** to better understand the risks and impact of fringe financial services

**Enact regulation that reduces harm** to Canadians living on low income, but also recognizes the role these products play

**Partner with financial institutions to develop innovative and safer products** and services that better meet the needs of Canadians living on low incomes.

# Integration of Financial Empowerment

## 2020 GOAL

**Municipal, provincial and federal government departments integrate financial empowerment approaches into relevant policy, program and funding frameworks where these can help to improve target outcomes.**

## HOW

**Make financial empowerment activities eligible or mandatory activities within granting programs and logic models** where evidence shows it can help to achieve target outcomes

**Build financial empowerment solutions into transfer agreements as required or eligible activities** where evidence shows it will lead to improved outcomes

**Embed FE interventions within existing public services and related information channels.**

**Invest strategically to build Financial Empowerment capacity in communities**

