

## Launching Your AFI Project

*FY 2016 AFI Grantee Orientation:  
Webinar 2*

*November 16, 2016*



Office of Community Services  
Administration for Children and Families  
U.S. Department of Health and Human Services

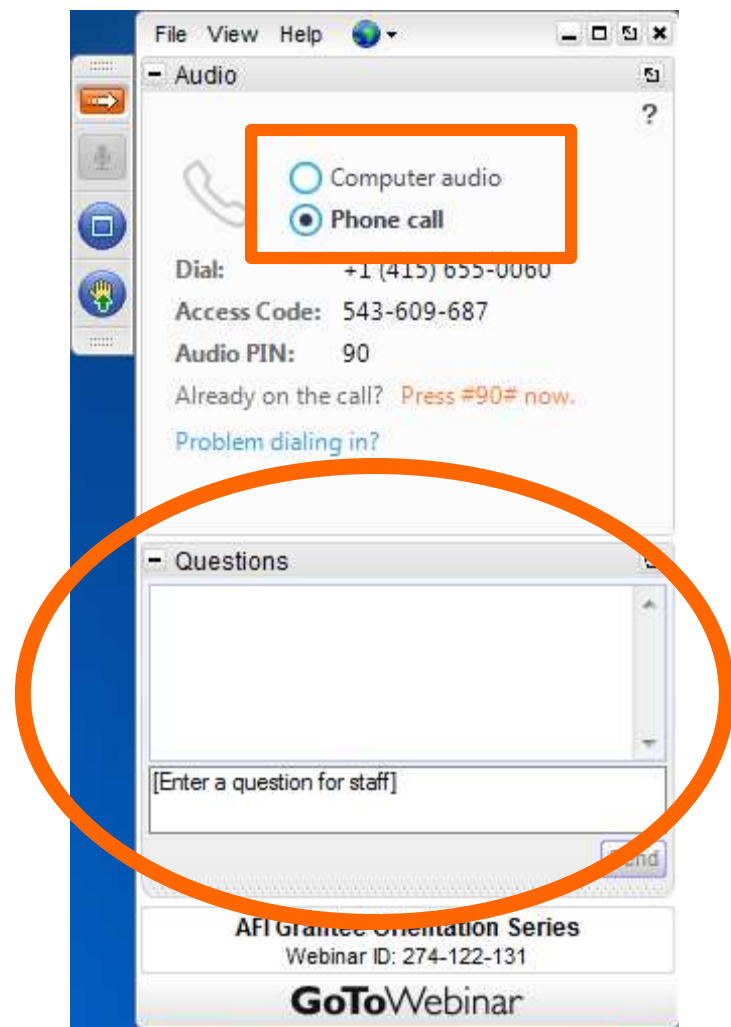


## Introduction of Speakers

- Parker Cohen – Associate Director, CFED
- Santiago Sueiro- Program Associate, CFED

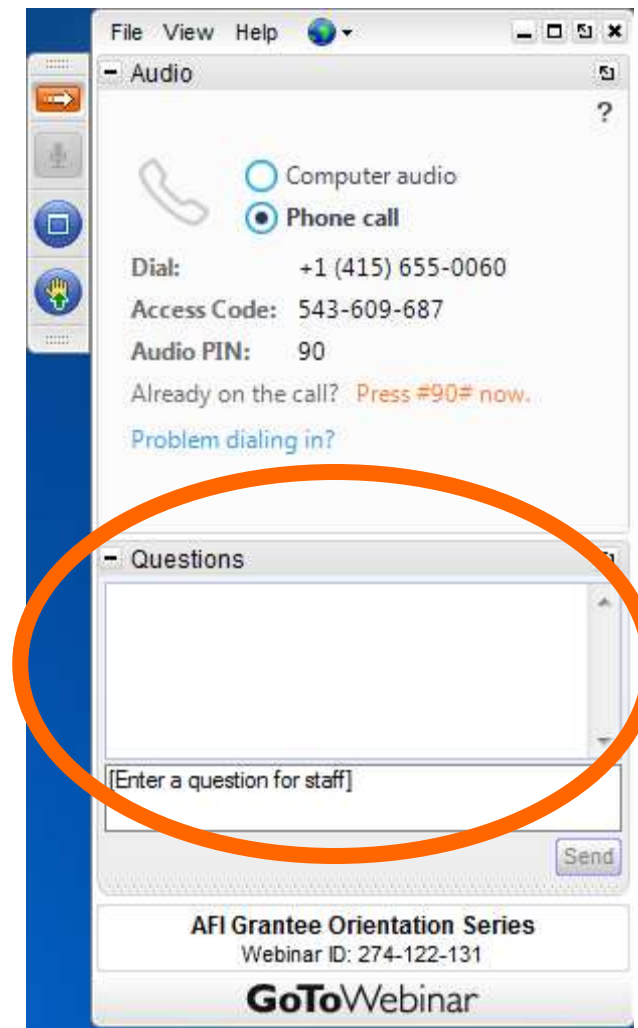
## Connecting to Audio

- Chose the appropriate audio setting (computer or phone)
- Ask a question any time by typing the question into the text box on the GoToWebinar Control Panel
- Experiencing technical difficulties?
  - Use the questions box
  - Email us at [ssueiro@cfed.org](mailto:ssueiro@cfed.org)



## Housekeeping

- This webinar is being recorded!
  - All attendees are muted to ensure sound quality
  - A video recording and transcript will be available on [idaresources.acf.hhs.gov](http://idaresources.acf.hhs.gov) at a later date.
- The webinar will last approximately 90 minutes.





## Webinar Objectives

We will:

- ✓ Provide a review of **AFI program fundamentals and requirements**
- ✓ Discuss AFI requirements and practical considerations in the **recruitment, application, and enrollment stages**.
- ✓ Share insights on how to **utilize partnerships and MOUs** during these stages.

## AFI Program Overview





## Overview of AFI Program

Grantees provide Individual Development Accounts (IDAs) and related services to **eligible** low-income individuals

AFI IDA Participant Accounts are special withdrawal-restricted savings accounts

Participant IDA Account

Participant Deposits

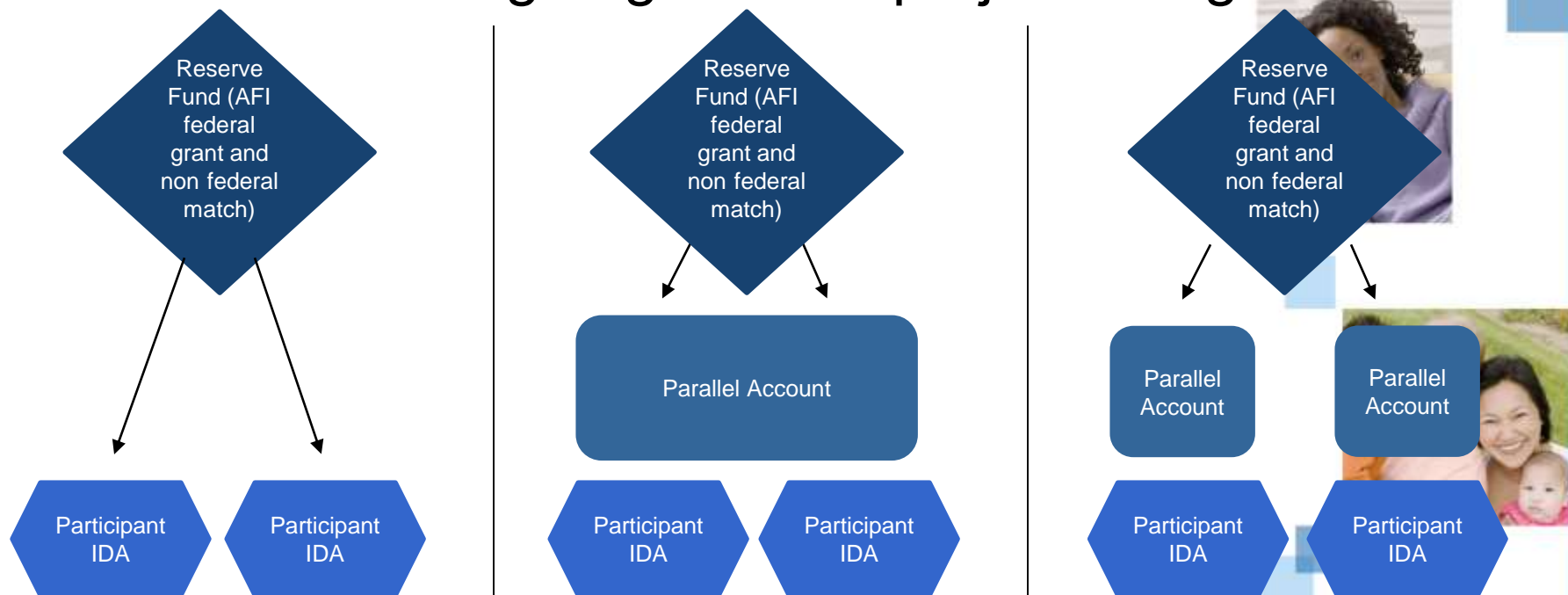
Participants can only make deposits, not withdrawals, from these accounts except under specific circumstances with the grantee's signature

Participants' accounts must be opened for a minimum of **6 months** in order to purchase an asset.



## Overview of AFI Program

Grantees use the federal AFI grant and nonfederal funds to **match participant savings** at a standard rate according to grantee's project design.





## Overview of AFI Program

Participants who have completed Grantee Program Design requirements are then able to purchase an allowable asset:



First Home



Post-Secondary  
Education or Training

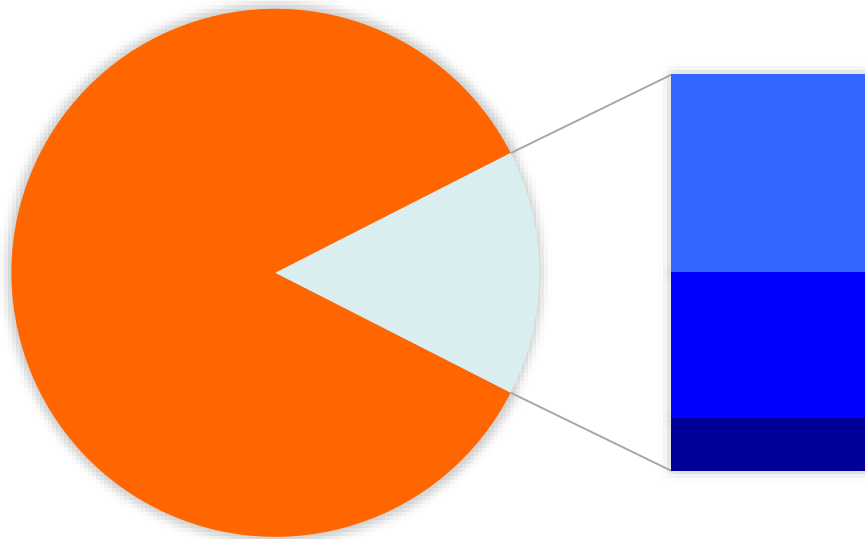


Business Capitalization

\*\* Or a transfer to a dependent or spouse for one of these purposes.

## Limitation on Uses of Project Funds

At least **85%** of the project funds to match participant IDA savings



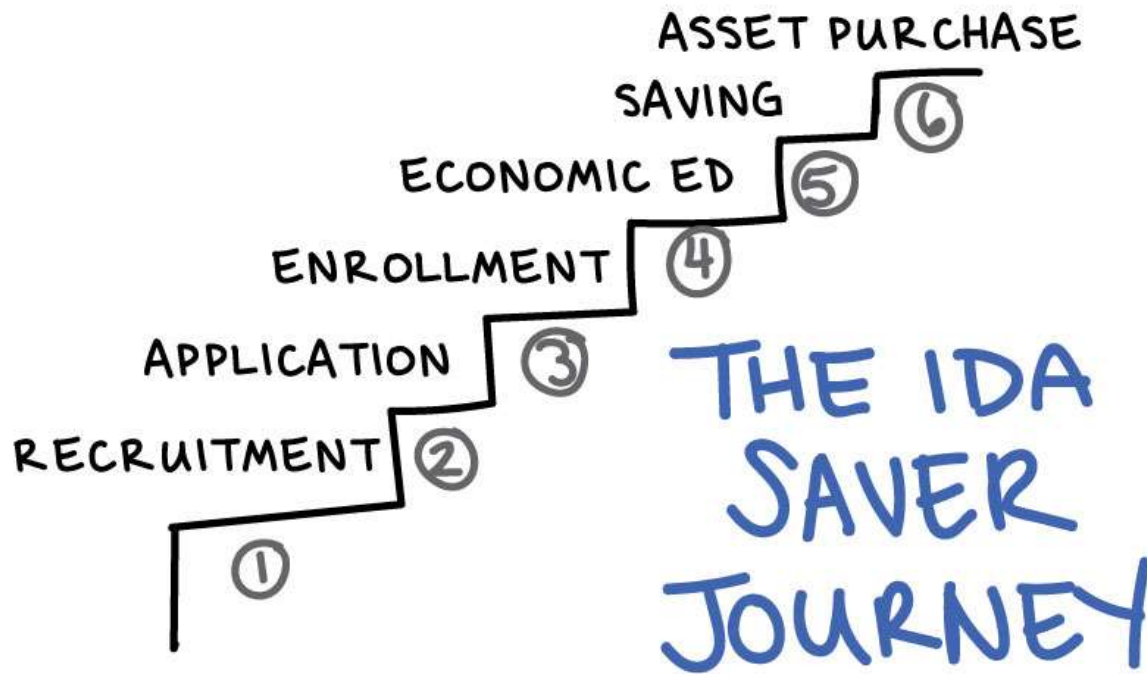
Up to **7.5%** of the AFI grant funds for administrative costs

Up to **5.5%** of the AFI grant funds for non-administrative functions

Not less than **2%** of the AFI grant funds for the collection of data and other information required for evaluation

## AFI Requirements and Considerations



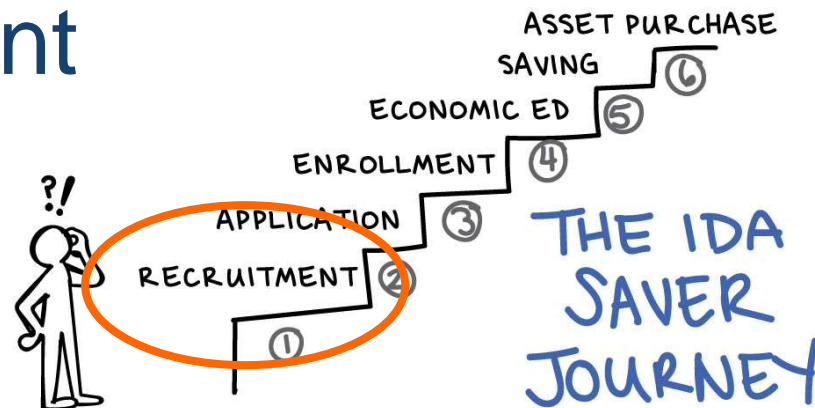


## Basic Rules and Regulations

All AFI grantees must manage their project in accordance with:

- The AFI Act:  
<http://www.acf.hhs.gov/programs/ocs/resource/afi-legislation-0>
- Federal grants policies, including the HHS Grants Policy Statement:  
[http://www.hhs.gov/asfr/ogapa/aboutog/ogpoe/grants\\_mgmt\\_policy\\_sources.html](http://www.hhs.gov/asfr/ogapa/aboutog/ogpoe/grants_mgmt_policy_sources.html)

## AFI Requirements and Considerations: Recruitment



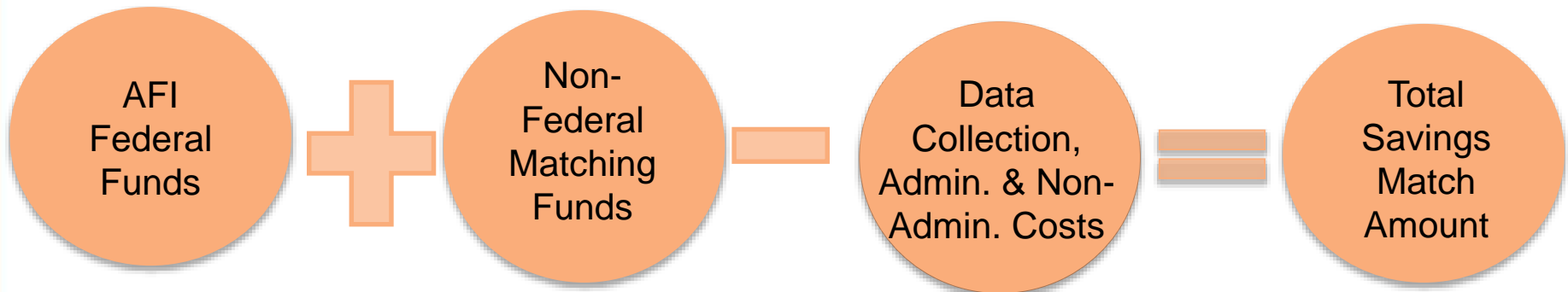


## AFI Requirements and Considerations: Recruitment

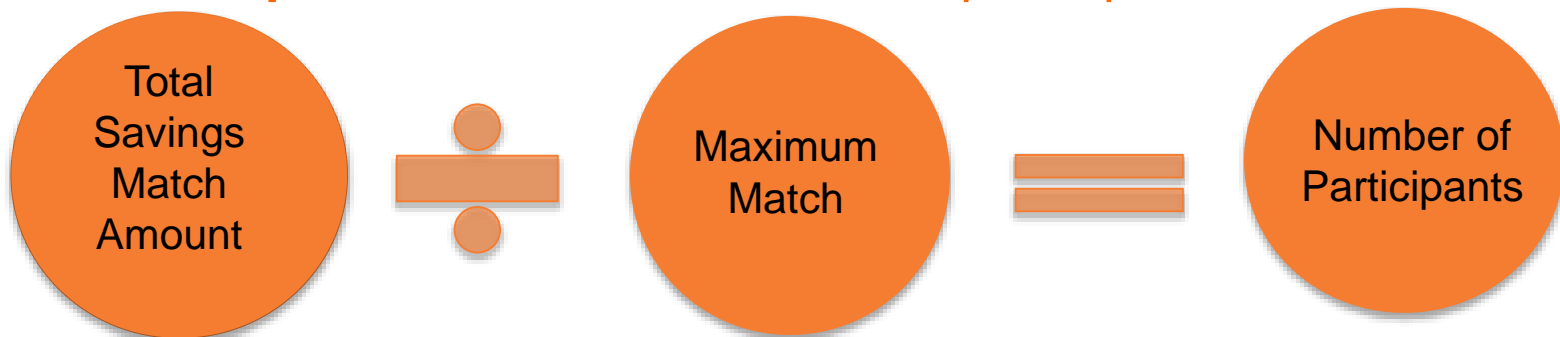
- Requirements
  - There are no AFI requirements around outreach and recruitment
- Considerations
  - Determining enrollment goals
  - Assessing target population needs
  - Identifying savings-ready participants

## Determine Enrollment Goals

### Step 1: Calculate Amount Available for Savings Matches



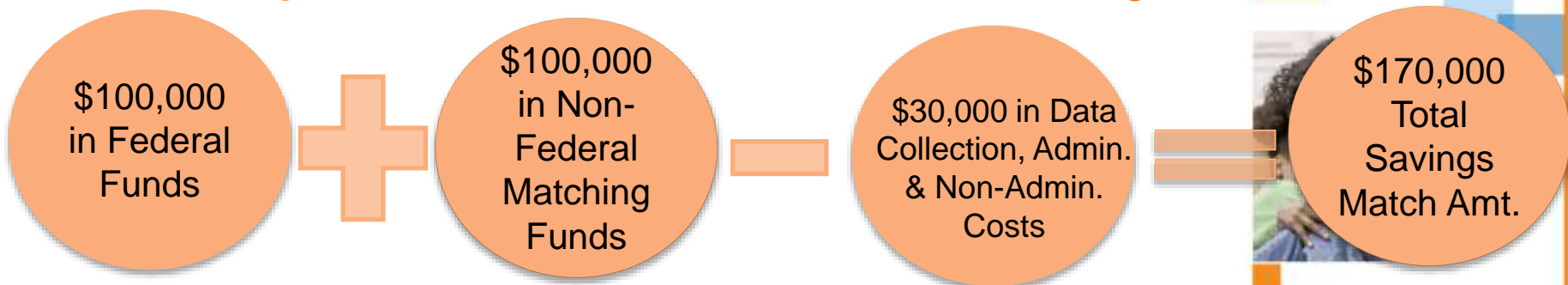
### Step 2: Calculate the Number of participants to Enroll



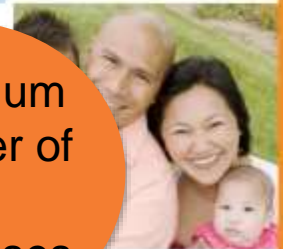
## Example: Calculating Number of Participants for \$100,000 Grant



### Step 1: Calculate Amount Available for Savings Matches



### Step 2: Calculate the Number of participants to Enroll





## Outreach and Recruitment Considerations

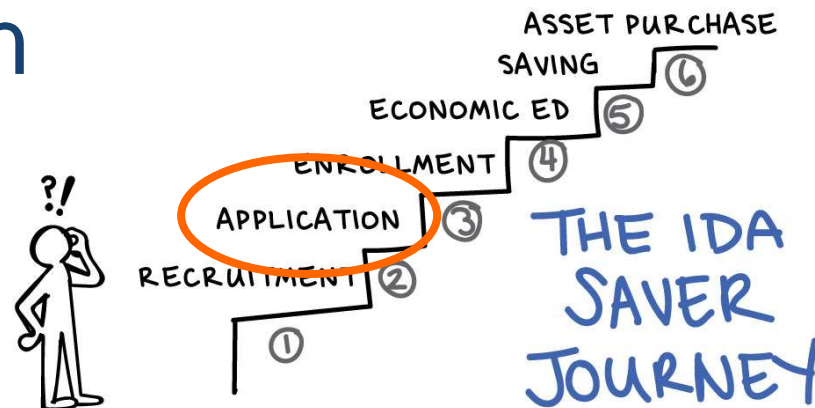
- Outreach types (printed materials, presentations, newspaper or radio ads, social media)
- Contextualize IDAs to benefits of asset building
- Language/cultural awareness
- Location of potential participants
- Effective messengers
- “Deep” outreach vs. wide net

## Outreach and Recruitment Considerations

- Participants should be:
  - In a position to save
  - Motivated to complete goals
  - Able to open and maintain a banking account for a minimum of six months
- Strategies:
  - Internal recruitment
  - Outside referrals
  - Readiness Assessment Tools (e.g., credit checks for potential home buyers)

**Resource:** Tips for Recruiting AFI IDA Participants Who Are Ready to Save:  
<http://idaresources.acf.hhs.gov/servlet/servlet.FileDownload?file=01570000001rAgj>

## AFI Requirements and Considerations: Application





## AFI Requirements and Considerations: Application

- Requirements
  - Eligibility
  - Comply with federal civil rights laws
- Considerations
  - Earned income
  - Additional, grantee-established eligibility criteria

## Participant Eligibility Requirements

There are two ways to determine  
eligibility:

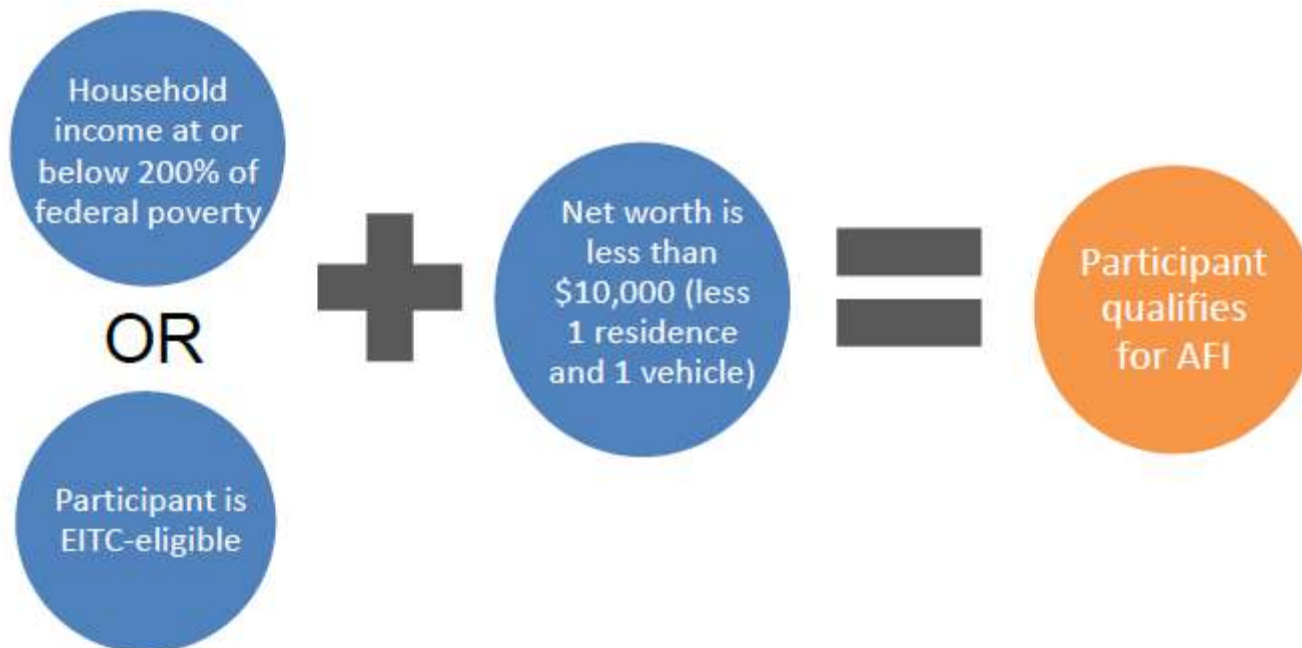
## Participant Eligibility Requirements

1. **TANF-eligible:** If a participant is eligible for TANF (Temporary Assistance for Needy Families) in your state, that participant *automatically* qualifies for AFI

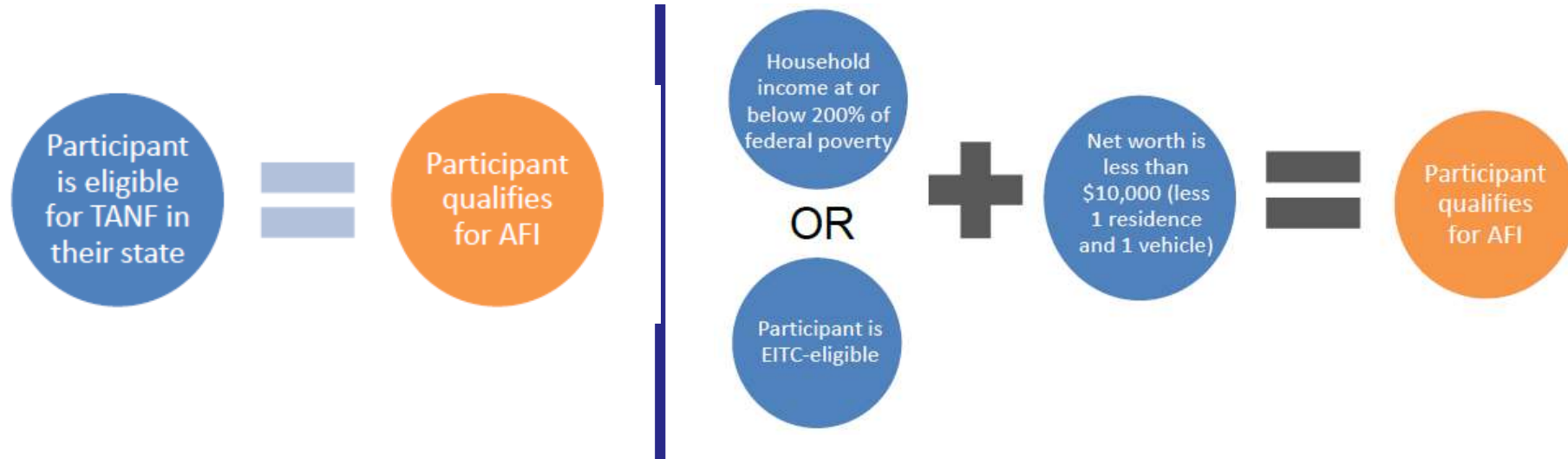


## Participant Eligibility Requirements

- Any individual who is a member of a household that meets both an **income test** and a **net worth test**



## Participant Eligibility Requirements





## Participant Eligibility Considerations

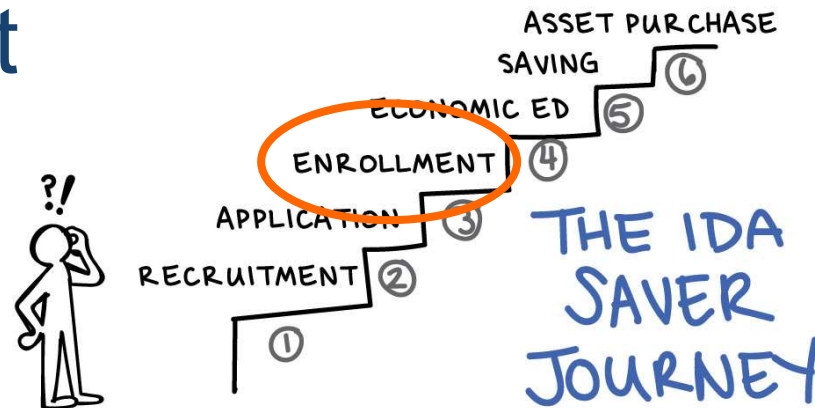
- **Earned Income:** While earned income is technically not an eligibility criterion, participants may deposit only earned income into their IDAs.
- **Additional requirements based on asset:** Your project may decide to have additional eligibility requirements.
  - Must comply with federal civil rights laws
    - Grantees may not screen out eligible applicants because of race, religion, national origin, age, gender, disability, etc.
  - Must be applied evenly to all applicants



## Participant Application Considerations

- Checklist
- Streamlined process
  - Use plain and simple language
  - Provide materials in other languages
- Standard income and net worth calculation process
  - [AFI Eligibility Spreadsheet](#)
- Cross-train staff

## AFI Requirements and Considerations: Enrollment



## AFI Requirements and Considerations: Enrollment

- Requirements
  - Minimum savings period
  - IDA characteristics
  - Savings Plan Agreement
- Considerations
  - Streamlined process
  - Waiting list
  - Account opening
  - Financial institution partnership

## Enrollment: Requirements

- A minimum 6-month period after account opening when no matched withdrawals can be made
- IDA characteristics
  - Withdrawal limited (trust or custodial account)
  - Funds are not co-mingled
  - Held in a federally- or state-insured financial institution
  - Monthly account statements provided to saver and IDA program
- Account details must be included in Savings Plan Agreements

**Resource:** [Sample Savings Plan Agreement](#)  
[Sample documents, including sample Savings Plan Agreement](#)



## Enrollment: Considerations

- Provide streamlined, easy to read materials
  - Use plain and simple language
  - Provide materials in other languages
- Keep steps for enrollment clear and concise
  - Communicate document requirements
  - Create quick next steps and be responsive
- Develop a waiting list and keep those waiting engaged through other programs and services
- Use enrollment to gather information to help with support services

**Resource:** Behavioral Strategies for a Successful IDA Program:

<http://idaresources.acf.hhs.gov/servlet/servlet.FileDownload?file=01570000001b4zRAAQ>

## Enrollment: Considerations

- Facilitate participants' opening accounts quickly and easily
- Couple enrollment with account opening (with the financial institution) to reduce obstacles for participants
- Develop a partnership with one—or several—financial institutions
  - Formalize partnership in a memorandum of understanding (MOU)

Financial Institution Partnerships for IDA Programs Webinar:

<http://idaresources.acf.hhs.gov/page?pageid=a047000000DhRexAAF>

Sample Financial Institution Partner Agreement:

<http://idaresources.org/page?pageid=a047000000Ar7qR>



## Enrollment: Considerations

- When setting up your financial institution partnership, consider:
  - Account opening
  - Grantee signatories
  - Low or no-cost to the saver
  - Multiple deposit options
  - Convenient branch locations
  - Account closing

# Leveraging Partnerships



## Confirm and Develop Partnerships

- Partnerships are key to AFI project implementation and should be formalized with signed agreements.
- These partnerships include:
  - Financial institutions
  - Recruitment-related partners
  - Implementation partners, including organizations that provide financial education and other supportive services.



## Developing Referral Partnerships

- What organizations serve your target population?
  - Examples include: Head Start, workforce development agencies, community colleges, TANF, VITA sites, and others
- What organizations provide complementary services?
  - Financial aid offices at local colleges
  - Small business/microenterprise development centers
  - Housing counseling agencies
- Identify businesses interested in boosting employee retention and skills

Strategic Partnerships for IDA Programs Webinar:

<http://idaresources.acf.hhs.gov/page?pageid=a047000000DhO4oAAF>

Strategies for Leveraging Employer-based IDA Partnerships:

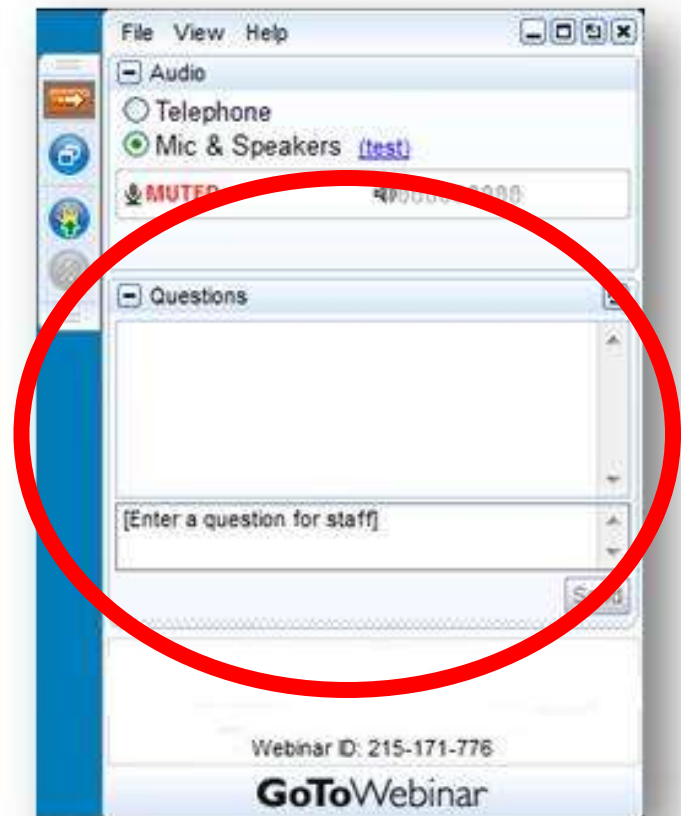
<http://idaresources.acf.hhs.gov/servlet/servlet.FileDownload?file=01570000001b6vrAAA>

## Oversight of Partners

- Establish an oversight plan to guarantee that all project partners comply with all AFI and project requirements
- Consider the following:
  - Quality Assurance
  - Monitoring / Site Visits
  - Detailed agreements
  - Data collection protocols
  - Roles and responsibilities
  - Training & Technical Assistance

## Questions?

- Ask your questions using the box on the right side of your screen





## Other Grantee Orientation Webinars

### **Webinar 3:** [Launching Your AFI Project: Savings, Economic Education, Asset Purchase](#)

Wednesday, November 30, 2:30-4:00PM EST

This webinar will build off the previous webinar by providing an overview of the subsequent three steps of a typical AFI grant: savings, economic education, and asset purchase. Grantees will be introduced to tools and resources for successfully launching a new AFI grant and will have the opportunity to ask questions about AFI project design.

### **Webinar 4:** [Data and Reporting](#)

Wednesday, December 14, 2016 2:30-4:00 PM EST

This webinar will explain the types of reports you are required to file and the reporting dates. The webinar will also include discussion of using data to manage your project.





## AFI Resource Center

- Home: [idaresources.acf.hhs.gov](http://idaresources.acf.hhs.gov)
  - Calendar: <http://idaresources.acf.hhs.gov/Calendar>
- 
- Help Desk:
    - Email: [info@idaresources.org](mailto:info@idaresources.org)
    - Phone: 1-866-778-6037

Thank You!

