

Making the Case for your AFI Project— Success Stories and Project Evaluations

AFI Virtual Coffee Webinar Series
August 9, 2017



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

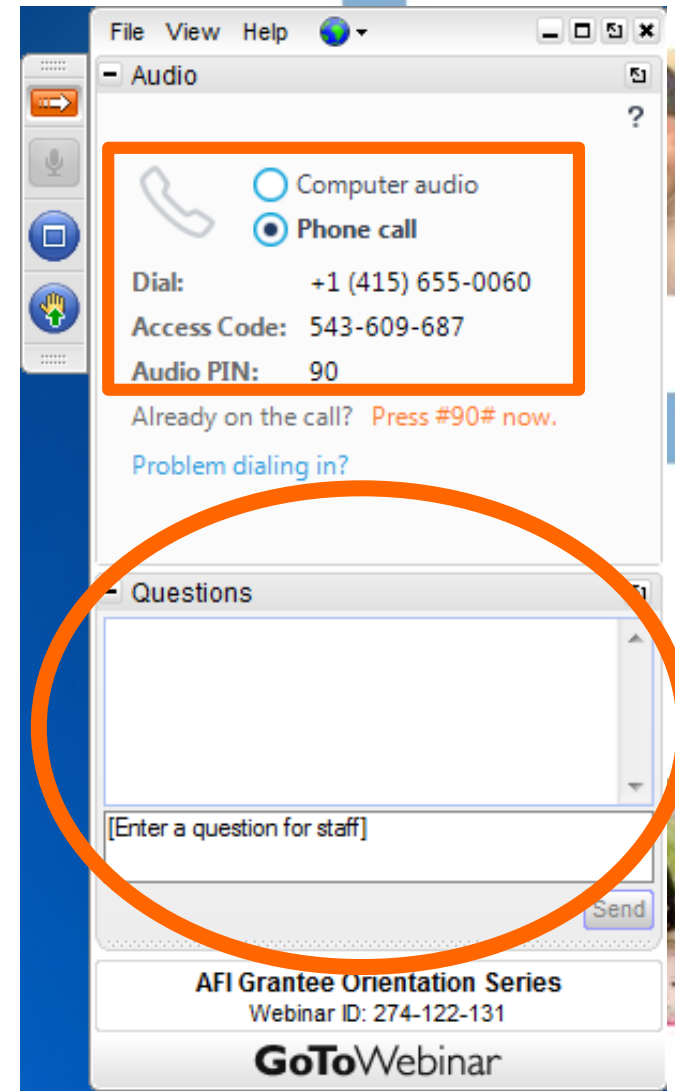


Introduction of Speakers

- Rodolfo Acosta, Community Action Agency of Southern New Mexico
- Anahit Fitzpatrick, The Midas Collaborative
- Hiba Haroon, Prosperity Now
- Santiago Sueiro, Prosperity Now

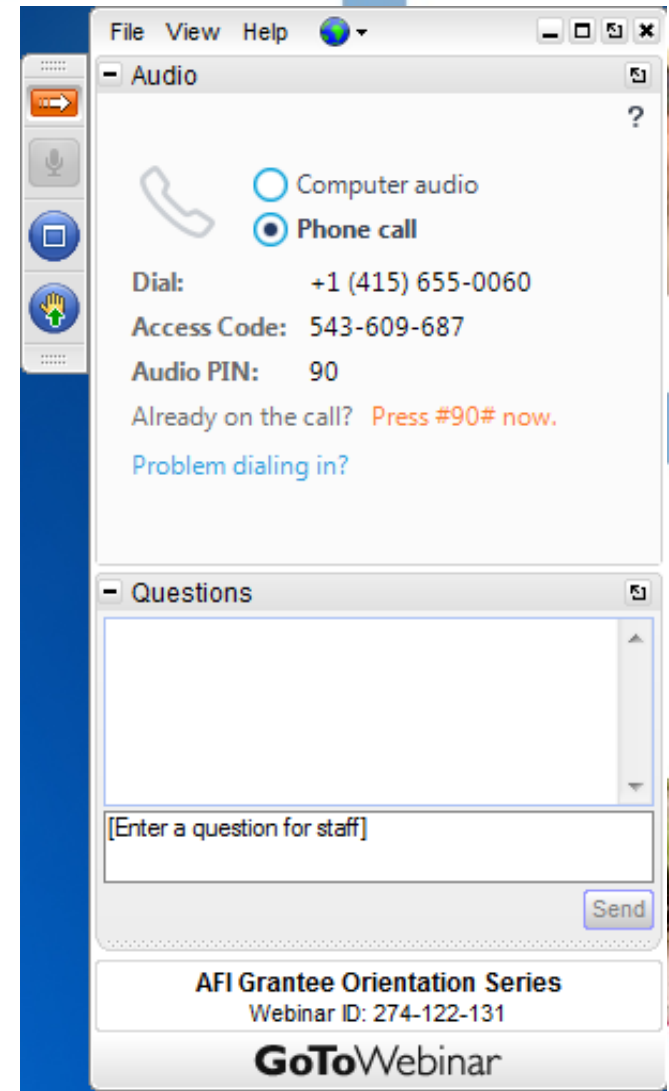
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- Ask a question any time by typing the question into the text box on the GoToWebinar Control Panel
- Experiencing technical difficulties?
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Housekeeping

- This webinar is being recorded!
 - All attendees are muted to ensure sound quality.
 - A video recording and transcript will be available; details will be provided at a later date.
- The webinar will last approximately 60 minutes.



The screenshot shows a GoToWebinar audio interface window. The window title is "Audio" and it has a menu bar with "File", "View", and "Help". On the left side, there is a vertical toolbar with icons for mute, video, and chat. The main content area displays the following information:

- Two radio buttons for audio selection: "Computer audio" (unselected) and "Phone call" (selected).
- Dial: +1 (415) 655-0060
- Access Code: 543-609-687
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Below the audio information is a "Questions" section with a text input field containing "[Enter a question for staff]" and a "Send" button. At the bottom of the window, it displays "AFI Grantee Orientation Series" and "Webinar ID: 274-122-131". The GoToWebinar logo is visible at the very bottom.

Objectives for Today

- Learn about case studies and AFI program evaluations, their insights about the impact of AFI programs, and unanswered questions.
- Learn about stories of clients who have successfully completed the AFI program.
- Learn how grantees have used case studies and evaluation data on AFI programs to tell compelling stories to funders.
- Discuss effective strategies for integrating data into storytelling to create a compelling narrative for funders.



A Few Questions For You



What is your level of experience with managing an AFI project?



What is your role with your AFI project?



Has your organization administered an impact evaluation of your AFI program?



What are specific challenges that you face with making the case to stakeholders?



What are important components of a good story?



REFRESHER ON THE AFI REPORT TO CONGRESS





Report to Congress Highlights

- Through FY 2014:
 - 98,295 individuals have opened AFI IDAs
 - \$100,026,683 of earned income has been deposited
 - A total of \$197,356,454 has been withdrawn for asset purchases, composed of participant savings and federal and non-federal match funds
 - 44,995 participants have made withdrawals for asset purchases
 - 15,480 participants purchased a home
 - 12,570 participants capitalized a business
 - 16,726 withdrew to pay for postsecondary education



What can we learn from AFI's Report to Congress?

- Storytelling starts with strong data collection systems
 - Collect anecdotes and quantitative data.
- Have a clear overarching thesis
 - Explain why this work matters: what is the bottom line?
- Communicate your message in different ways
 - Infographics
 - Videos
 - Social media
 - Blogs
 - Reports





Assets for Independence

	FY 2014	ALL TIME
 IDAs opened	7,256	98,295
 Earned income deposited by IDA holders	\$8.9 MILLION	\$100 MILLION
 IDA holders that made a matched withdrawal for a first home	1,467	15,480
 IDA holders that made a matched withdrawal for business	1,118	12,570
 IDA holders that made a matched withdrawal for education	2,484	16,726
 Total IDA holder earned income deposits withdrawn for these three asset purchases	\$6.2 MILLION	\$57.4 MILLION
 Total AFI grant funds spent for these three asset purchases	\$7.9 MILLION	\$65.9 MILLION
 Total non-federal cash spent for these three asset purchases	\$8.6 MILLION	\$73.2 MILLION



PANELIST: RODOLFO ACOSTA, CAA OF SOUTHERN NEW MEXICO

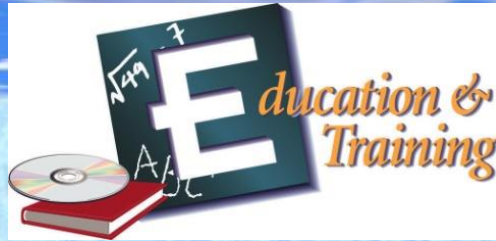


COMMUNITY ACTION AGENCY OF SOUTHERN NEW MEXICO
(CAASNМ)

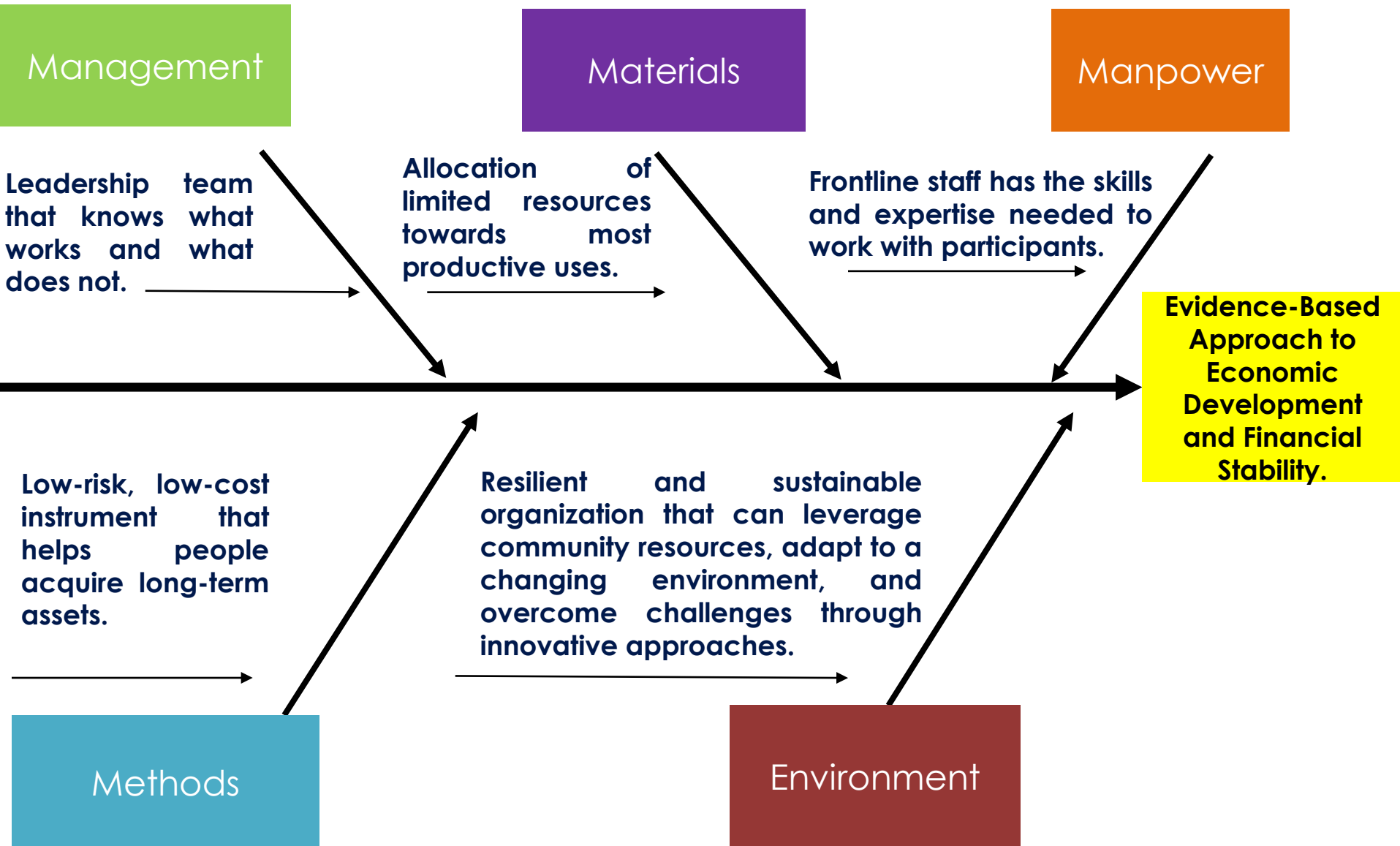
MAKING THE CASE FOR YOUR AFI PROJECT: SUCCESS STORIES AND PROJECT EVALUATIONS



THE BASICS OF OUR IDA PROGRAM



WHY CONDUCT A PROGRAM EVALUATION?



SCOPE OF OUR EVALUATION

WHO: CAASNМ WITH SUPPORT FROM A W.K. Kellogg Foundation Grant

What

•CAASNМ conducted a feasibility study to explore the possibility of scaling (increasing the impact of) IDAs (including CSAs)for residents of rural areas within Doña Ana County.

Why

•To boost economic development at the individual and community level by assisting low income families build assets and acquire budgetary knowledge and sound money management habits.

When

•April 2011-October 2012

How

•By collaborating with key community partners to develop a sound and sustainable strategy aimed to increase the economic impact and number of IDAs in rural areas of Dona Ana County.

Where

•Rural areas of Dona Ana County

**What
was
needed**

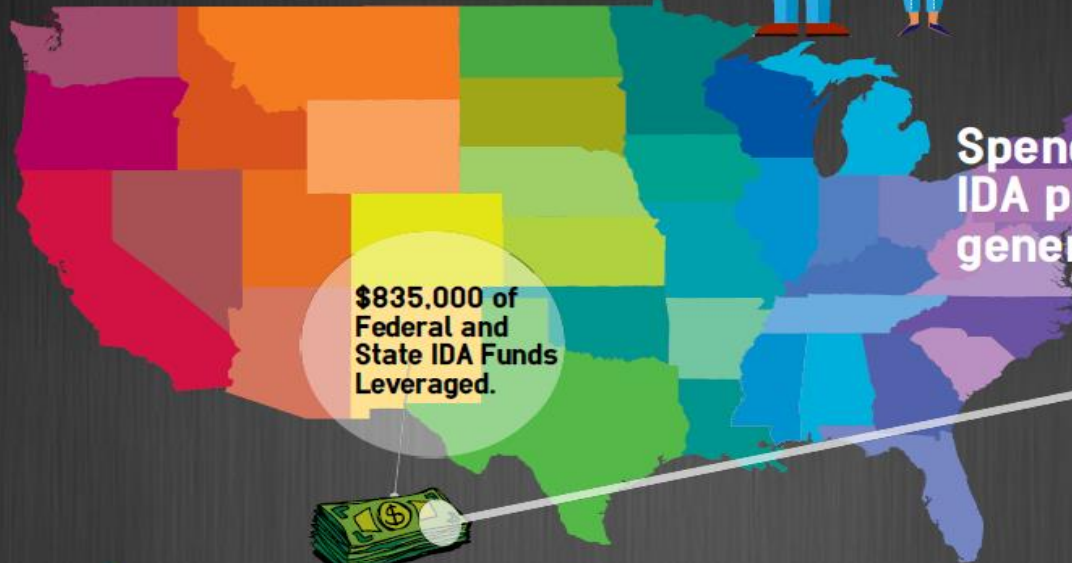
•The support of key partners interested in sharing their expertise while dedicating time, staff and resources to cultivate asset growth among low- income people.

LESSONS LEARNED

The Economic Impact of CAASNМ's Individual Development Account (IDA) Program in Doña Ana County, New Mexico.

IDs are an evidence-based approach to economic development.

167 savers and their families have increased their assets.



\$835,000 of Federal and State IDA Funds Leveraged.

Spending by CAASNМ's IDA participants generated:

- \$3.8 in output
- \$1.8 million in value added
- \$1.2 million in labor income
- 33.9 jobs

CAASNМ's IDA Program Economic Impact was Generated by:

50 Home Purchases



33 post-secondary educational institution enrollments



43 business start-ups or expansions



Using Data, Information and Knowledge to talk to Stakeholders



Participants

Relate to their peers.

Funders

Community Reinvestment Act (CRA).
Reasonable business case.

Other service providers (partner network)

Sharing lessons learned and best practices.

Elected Officials/Policy Makers

Advance advocacy efforts.

OUTCOMES OF THESE CONVERSATIONS

A better future.

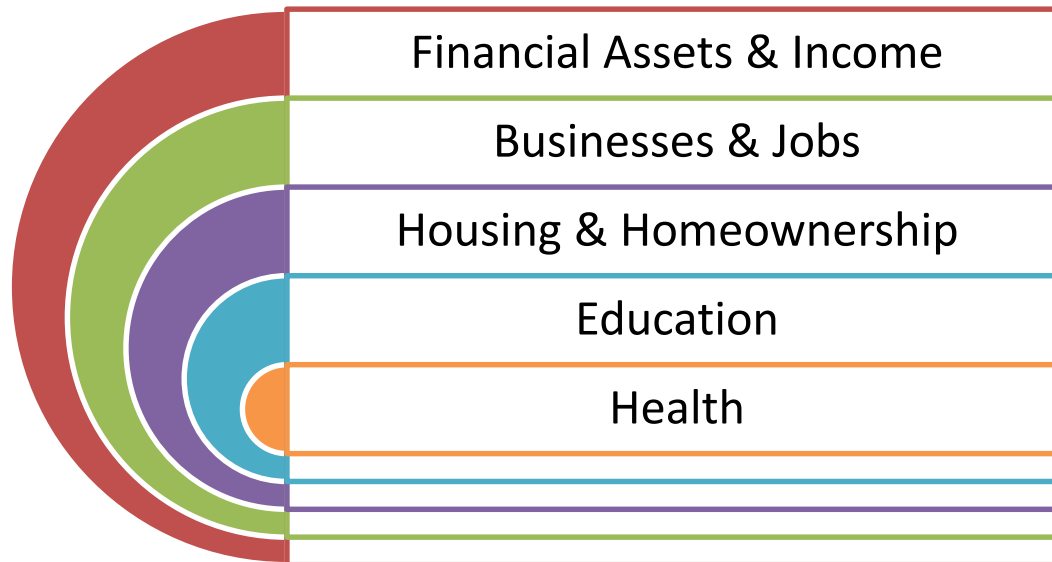
Low-income people conduct a large volume of financial transactions.

The new faces of poverty.

Bipartisan support.

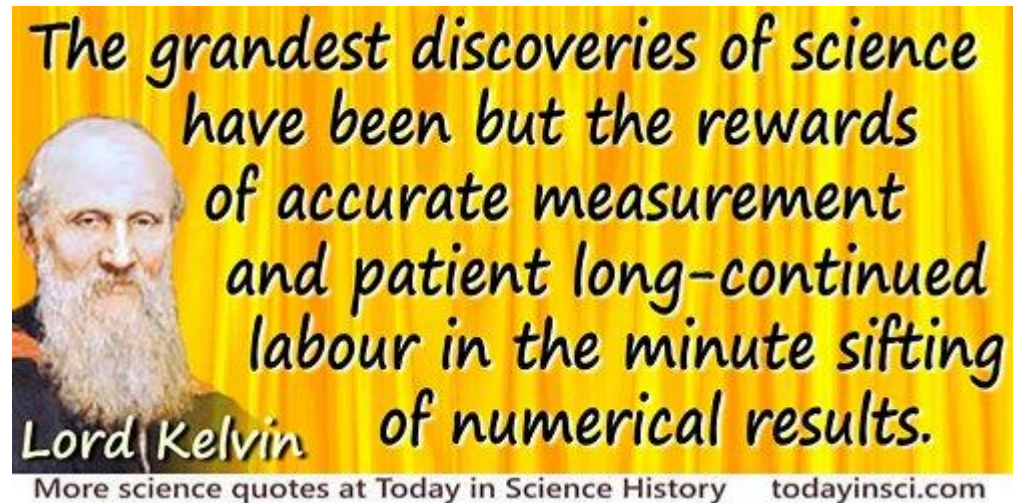
CONCLUSIONS

- An effective program evaluation that communicates outcomes (return on investment, management of resources, benefits, etc.) can send a message of action, collaboration, and optimism while engaging new partners, funders, and sponsors.
 - Documents a verifiable track record of success.
 - Provides insights on clients and helps make improvements.
1. Introduction (demonstrate a need that has been met).
 2. Data and methods used.
 3. Scope.
 4. Significance for stakeholders.
 5. Findings.



Thank you!

Rodolfo Acosta-Pérez
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Any Questions?



THE MIDAS COLLABORATIVE

AFI Virtual Coffee: Making the Case for your AFI Project—Success Stories and
Project Evaluations

Wednesday August 9th 4:00-5:00



The Midas Collaborative

Mission: Midas advances the financial security of low and moderate income residents across Massachusetts in collaboration with its member organizations and other partners.



Midas's Work and Role with IDAs or Matched Savings Accounts



- Administrative Role
- Assets for Independence Grantee
- Consultants on best practices for IDAs/MSPs
- Lead in the State on programs
- National Representative for MA with Prosperity Now (Formerly CFED)
- Help advocate for national and state policies around asset building and consumer financial protection



Evaluations



Two very different evaluations completed



The Effect of Matched Savings Programs on Low and Moderate Income Asset Development in Massachusetts, 2011.



Innovative Investments in Microenterprise in Massachusetts, 2015.



The Effect of Matched Savings Programs on Low and Moderate Income Asset Development in Massachusetts



- Goals
- Focus
- Lessons Learned in the process of developing the evaluation
- How have we used our evaluation to talk to stake holders?
- What were the outcomes of these conversations?



Innovative Investments in Microenterprise in Massachusetts



- Goals
- Focus
- Lessons Learned in the process of developing the evaluation
- How have we used our evaluation to talk to stake holders?
- What were the outcomes of these conversations?

Thank You! Any Questions?



Organizational Website: www.MidasCollab.org

Financial Education & Resource Website: www.MassSaves.org

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@MidasCollab

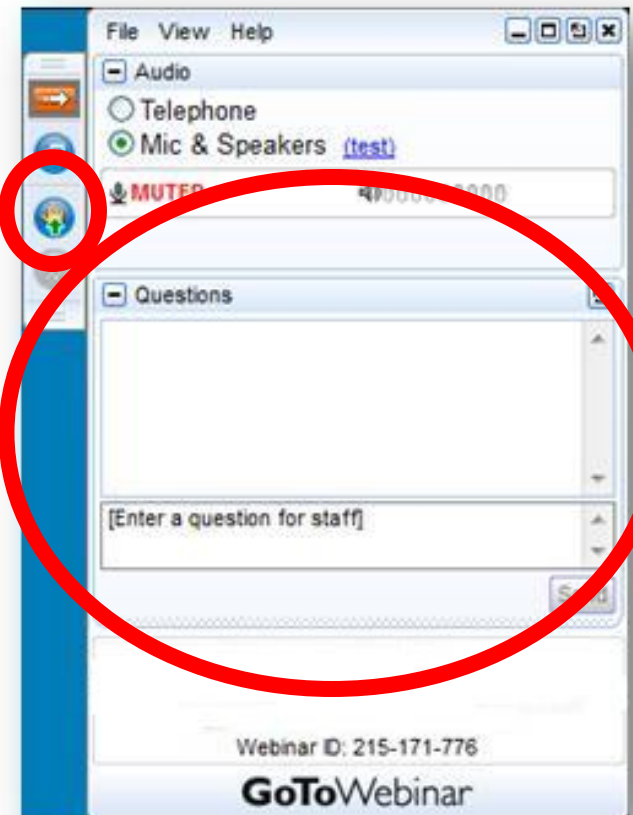


TheMidasCollaborative

Questions?



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Discussion question:
What makes a compelling story?





AFI Resource Center

- Help Desk:
 - Email: info@idaresources.org
 - Phone: 1-866-778-6037

Thank You!

