



United Way
of El Paso County

Financial Stability Impact Area: The focus of this *Impact Area* will be efforts which will increase family assets by educating about money management, increasing home ownership and improving employability.

United Way of El Paso County will assess needs and priorities and monitor changes in community conditions in our targeted impact areas through: **Funding** of programs and services; **Collaboration**—partnerships with funders, government agencies and/or community agencies/organizations to formulate plans and initiatives to implement strategies; and/or **Advocacy**—the process of influencing policy makers including elected and appointed officials to achieve changes in rules, legislation or practice.

Goals	Strategies	Efforts	Community Outcomes
<i>Provide long-term solutions for family and individual's financial stability by guiding people on the path to economic independence through expansion of knowledge of financial concepts and access to financial resources.</i>	1. Increase understanding of basic family and individual financial management concepts, including income and expenses, financial services, savings, investment, debt management, credit counseling and recovery, and predatory lending.	<ul style="list-style-type: none"> ▪ Funding ▪ Collaboration ▪ Advocacy 	<ul style="list-style-type: none"> ▪ El Pasoans will increase savings. ▪ El Pasoans will reduce personal debt.
	2. Promote and facilitate programs that increase income for families, build financial assets (such as attending post-secondary education, workforce readiness support, assisting with access to public benefits, starting or enhancing a business, Individual Development Accounts (IDAs) and purchasing a residence).	<ul style="list-style-type: none"> ▪ Funding ▪ Collaboration ▪ Advocacy 	<ul style="list-style-type: none"> ▪ Increase the percentage of eligible families enrolled in benefits (i.e. Women, Infants & Children (WIC), Children's Health Insurance Plan (CHIP), Temporary Assistance to Needy Families (TANF), etc.). ▪ Increase the number of families enrolled in IDA programs. ▪ Increase in future family economic prospects as demonstrated by graduations from education and training programs. ▪ Increase percentage of families who spend less than 40% of income on housing.

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	3. Promote use of Volunteer Income Tax Assistance (VITA) sites and encourage persons to volunteer at these sites.	<ul style="list-style-type: none"> ▪ Collaboration 	<ul style="list-style-type: none"> ▪ Increase in financial stability as indicated by taxpayers receiving Earned Income Tax Credit (EITC) refunds.
	4. Encourage social marketing campaigns for savings and sensible borrowing.	<ul style="list-style-type: none"> ▪ Collaboration 	<ul style="list-style-type: none"> ▪ Increase community awareness about savings and sensible borrowing.
	5. Develop partnerships for integrated family financial stability centers to include case management, financial education, VITA, and other financial services.	<ul style="list-style-type: none"> ▪ Funding ▪ Collaboration 	<ul style="list-style-type: none"> ▪ Increase access to resources that promote financial stability.