



The San Diego
Foundation
A foundation for your passion

Measuring Success in Financial Education

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Prevention of Family Homelessness Initiative

Expected results

- Increase in credit score → CREDIT
 - ✓ Credit repair, debt reduction
- Increase in income → CAPACITY
 - ✓ EITC, payment prevention, cost reduction, lower cost financial services
- Increase in assets → COLLATERAL
 - ✓ Savings, IDA purchases, College 529, and retirement accounts



Prevention of Family Homelessness Initiative

Program delivery

Workshops:

- Budgeting
- Saving
- Setting financial goals
- Traditional banking products
- Using credit
- Consumer education

Case Management:

- Credit repair
- Debt reduction
- Opening an IDA, College 529, or other matched savings account



San Diego Family Asset Building Coalition

Members

- Community HousingWorks
- International Rescue Committee
- MAAC Project
- North County Lifeline
- San Diego Housing Commission



San Diego Family Asset Building Coalition

Strengths

- Program content and delivery
- Collaboration
- Peer-to-peer learning
- Best practices
- Sharing tools and information

Weaknesses

- Data collection
- Program evaluation
- Telling their story



Evolution of Evaluation

Financial literacy:

Knowledge of financial concepts
and the skills and attitudes
to translate this knowledge
into
behaviors that result in
good financial outcomes.



Evolution of Evaluation

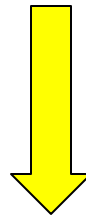
Financial literacy:

- (1) Knowledge of financial concepts and the skills and attitudes to translate this knowledge into**
- (2) behaviors that result in good financial outcomes.**

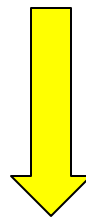


Evolution of Evaluation

How many attended our workshop?



Did they learn anything?



Are they better off?



Measurement and Evaluation

Benefits of Adopting Common Outcome Measures

- Data from multiple programs can be aggregated
- Powerful information for advocacy efforts
- More leverage with financial service partners
- One step closer to an “industry framework”
- More control in grantee / grantor relationships



Measurement and Evaluation

Challenges

- Perceived conflict between outcomes-based program design and efficient service delivery
- Buy-in does not necessarily lead to systemic change
- Providers have limited resources (money, time, & expertise) to apply to process
- Limited ability to track follow-up data



Measurement and Evaluation

Solutions

- Multi-year funding
- Investment in measurement and evaluation
- Include providers in process
- Technical assistance and training
- Be realistic about provider capacity
- Funding for follow-up data collection



San Diego Family Asset Building Coalition

Goals

- Common outcomes measures and indicators
- Implementation of ETO Software
- Expand data collection to other program areas within nonprofit organizations
- *San Diego Family Asset Building Coalition Toolkit*
- Expand Coalition and use of toolkit county-wide

WOW

Wow! I learned what it was like having a job.

I thought working was going to be a piece of cake, but now I think differently. At Biztown I was the CEO/CFO of the San Diego Foundation. I printed checks, signed them, delivered bills, and told my employees what to do. Instead of a loan, Biztown us\$400.00 because we were a non profit organization. Our business gave to charity. I had to pay a lot of bills. I learned that paying bills can take a long time.

I now know what interest is, how to figure out taxes, what credit cards are and how to write checks. Interest can some times be good and sometimes be bad. The good interest is when the bank gives you a certain percentage more on the money on your savings account. The bad interest is when you have to keep paying money on a loan or a credit card.

For me, Biztown was a great experience. I learned so much and had a lot of fun. Because of Biztown, if I was old enough I could be a citizen. Thank you I now know how to run a town. How many kids will get to do this? Thanks to you I did.

Sincerely,

CEO/CFO of San Diego Foundation,

Byce.



Contact Information

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