

The SparkPoint Initiative

March 2012



What is SparkPoint?



SparkPoint integrates best-in-class services at one-stop financial centers designed to help create pathways out of poverty for low- and moderate-income clients.



How does it work?



- Partners share measurable goals and a brand
- Partners decide which services will best help their target population
- Services are integrated, customized and bundled
- Shared software infrastructure and coordination by a lead agency

MEASURING OUTCOMES

All Centers share a primary goal of helping individuals achieve a goal of financial stability, as defined by

- 1 **Livable income** that reaches the Self-Sufficiency Standard (i.e., \$65,000 for a family of four in San Francisco)
- 2 **Good credit** score of 650 or above
- 3 **Savings** equal to three months of living expenses
- 4 **Debt less than 40%** of monthly income



Building on the One-Stop Concept



Disconnected Services
Present major barriers to success



SparkPoint Centers
Simplifies process for families



"We are impressed by the ambition of the SparkPoint Centers. They have adapted and continuously improved upon the model, furthering our knowledge on how best to deliver integrated economic services in low-income communities."

Susan Gewirtz, Senior Associate
Annie E. Casey Foundation, Center for Family Economic Success



Why do it this way?



We are testing 3 things

Our shared outcomes are the right metrics

Service integration + bundling

Bundling
↑
client
outcomes



Research from the field shows that similar models can be highly effective. We are learning from their best practices, and early results are promising.



5



Flexibility of the model



10 Centers – 70 Partners

Over 4,200 individuals served to date

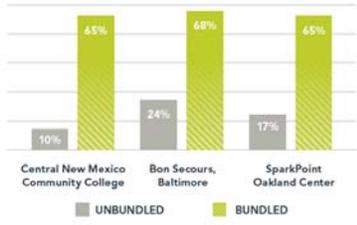
- Model is flexible
- Partners are diverse
 - Nonprofit, public, and private
- Clients are diverse
 - Most have incomes below \$30,000
 - Predominantly single and female



Evidence of impact – mobility



Unbundled vs. Bundled Services % OF CLIENTS ACHIEVING ECONOMIC GOAL



SparkPoint offers multiple incentives and supports for families motivated by different factors with different goals



Banking Partners



Financial institutions have provided

- Strategic advisory support
- Free or low cost products/services
- Volunteers (short term, long term)
- Content expertise
- Funding support

Major supporters

- Bank of America
- Bank of the West
- Charles Schwab
- Citi
- East West Bank
- US Bank
- Wells Fargo

Additional support provided by

- Bank of Marin
- Mechanics Bank
- San Mateo Credit Union
- Self Help Credit
- Travis Credit Union
- Tri Counties Bank
- Umpqua Bank



Our focus as we look ahead



1. Proving that the model works
2. Building the field
3. Sustaining and growing our partnerships



LIVE UNITED.™ 
GIVE. ADVOCATE. VOLUNTEER.

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