



**A joint project of the  
Delaware Office of Financial Empowerment  
and United Way of Delaware**



<http://www.youtube.com/watch?v=JRkTCvuroW8>

[www.standbymede.org](http://www.standbymede.org)



United Way of Delaware

**MONEY, LIFE,  
AND WELL-BEING**



**Asset Development:**  
Home ownership,  
Education, Retirement,  
Business Development  
Stock Market

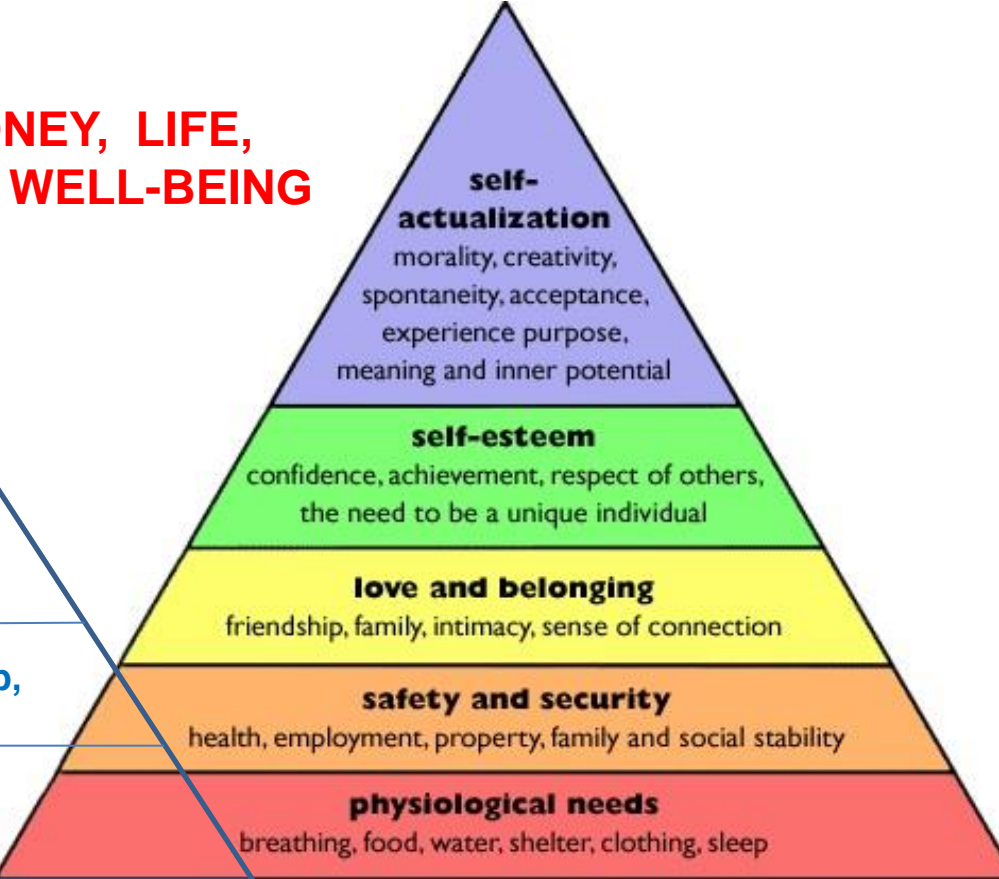
**Emergency Savings and  
Access to Credit**

**Financial Position:**  
Pay down debt, Increase credit score,  
access to mainstream financial services.

**Physical Mobility: vehicle ownership,  
insurance, and maintenance.**

**Living expenses:**  
Housing, Food, Utilities, Healthcare

**Stand By Me's Hierarchy  
of Economic Security**



**self-actualization**  
morality, creativity,  
spontaneity, acceptance,  
experience purpose,  
meaning and inner potential

**self-esteem**  
confidence, achievement, respect of others,  
the need to be a unique individual

**love and belonging**  
friendship, family, intimacy, sense of connection

**safety and security**  
health, employment, property, family and social stability

**physiological needs**  
breathing, food, water, shelter, clothing, sleep

**Maslow's Hierarchy of Needs**



## FINANCIAL EMPOWERMENT SERVICE PACKAGE

**Goal: Increase personal economic security.**

- **Personal Financial Coaching:** Budgeting, debt, financial goal setting, savings, and personal money management. Work one-on-one with a personal financial coach.
- **Mind Over Money Workshops:** Four 1-hour interactive workshops where participants have fun while they learn about money. Even the most financially savvy money manager will be surprised about the insights and ideas they come up with during these sessions.
- **Financial Services:** Work with credit unions and non-profits to develop and increase access to consumer-friendly savings, loan, and transaction products.
- **Post Secondary Education Services:** Financial planning for post-secondary, FAFSA applications, managing student loan debt.
- **Community Referrals:** Debt consolidation, foreclosure assistance, free tax preparation, home ownership counseling, public benefits and services.



**FREE OF CHARGE TO EMPLOYEES, STUDENTS,  
AND RESIDENTS OF DELAWARE**



# Targeted Constituencies: May 2011 - June 2016



Targeted Programs	Target Market	Program Goals	Strategic Partners	Numbers Served
Employer Based	Low wage workers	\$BM as employee benefit to improve financial wellness in the workplace	DHSS, Dover Downs, 63 Childcare Centers, Beebe, Nanticoke, and Christiana Care Hospitals, M&T Bank, Non-profits, ShopRite, Dover Air Force Base, Perdue Farms	2595
Stand By Me Hispano	Hispanic Immigrants	Increase household financial stability and access to mainstream financial services	DE Hispanic Commission, LACC, La Esperanza, DOE/Office of Adult Ed ESL.	1743
Stand By Me 50+	Pre and Post Retirement	Ensure maximization of benefits and savings to protect quality of life in retirement	Wilmington Senior Center, Delaware Aging Network, DSAPPD, National Council on Aging, National Community Reinvestment Council	2886
Childcare Partnership	Childcare staff and parents	\$BM as employee benefit and service to families	DE Dept of Services to Children Youth and Families, Telamon, Wilmington Head Start, NCC Head Start, 63 childcare centers, Annie E. Casey Foundation, University of Maryland	1339
College Funding Project	High School Students and Parents	Educate and support families in developing and implementing financial plan for college.	DOE Higher Education Office, 34 High Schools (financial aid, scholarships, FAFSA, financial planning for college)	10,861
Community Colleges	College Students	Support students to ensure that they are able to simultaneously cover costs related to college and life.	All Del Tech Campuses	2867
FinanceAbility Start: 10/15	People with disabilities	Educate on the combination of benefits, income, and self-sufficiency.	Service Source, National Disability Institute	123
Workforce Development Partnership	Adults in workforce training	Improve personal financial stability of students to reduce stress, improve performance, retention, and ultimate job placement opportunities.	DOE/Office of Adult Ed ABE, workforce training, apprenticeship, Poly Tech, NCC Vo Tech, Sussex Tech and DOL Employment and Training	106
Millennials: Kiss Your Landlord Good-Bye Start: 4/16	Millennials, aspiring home owners	Improve credit scores, reduce debt, and increase savings to position aspiring home owners to link to attractive mortgages through Delaware Housing Finance Agency (DHFA).	Delaware State Housing Authority, Federation of Housing Counselors, State Board of Realtors, Financial Institutions - Prepare Millennials and other aspiring home owners to build credit and establish savings needed for home purchase. Connect them to attractive mortgages through the Housing Finance Agency.	418
Financial Coaching Customers	All Delawareans	Improve overall financial well-being, reduce stress, and enhance overall perspective, attitude, and quality of life.	Total unduplicated customer count served through personal financial coaching (some customers may be served by multiple initiatives described above: ie, Hispanic immigrant working at Dover Downs)	11,385



## KISS YOUR LANDLORD GOODBYE!

**Goal:** Increase the number of prospective buyers who are credit ready, income ready, savings ready....

Build a pipeline to housing counseling, realtors, and financial institutions.

**Target Market:** Millennials, Unqualified customers from home ownership counseling agencies, realtors, and financial institutions.

**Partners:** Housing Counseling Agencies, Delaware Association of Realtors, Financial Institutions, Delaware State Housing Authority, \$tand By Me (150 community partners) .

**Strategy:** Embed 3 financial coaches with partner organizations to prepare clients for next steps. Partners refer unqualified customers to coaches to work on specific goals.

Coaches refer qualified customers back to home ownership counseling to continue their journey to home ownership. Referrals will be managed to ensure appropriate feedback loop.



**\$BM is FREE OF CHARGE TO EMPLOYEES, STUDENTS,  
AND RESIDENTS OF DELAWARE – 11,000 served in 5 years**



# Delaware Financial Empowerment Partnership



State of Delaware,  
DE Dept. of Health and Social  
Services, Office of Financial  
Empowerment

United Way of  
Delaware

## NON-PROFIT IMPLEMENTATION PARTNERS: SERVICE SECTORS

**West End  
Neighborhood  
House:**  
New Castle  
County

**Wilmington  
Senior  
Center:**  
50+

**NCALL  
Research:**  
Kent  
County

**Food Bank of  
Delaware:**  
Community  
Partners

**Goodwill of  
Delaware and  
Delaware County:**  
Sussex County and  
workforce

**LACC:**  
\$BM  
Hispano  
&  
childcare

**Childcare Partners:**  
Telamon Corp,  
NCC HeadStart,  
DE Early Childcare  
Center

**Service  
Source:**  
Disability

## CO-LOCATION, SERVICE PARTNERS, TARGET MARKETS

K-12/ DOE –  
Office of Higher  
Education  
School Districts  
and High Schools:  
college access

State Agencies,  
Corporations,  
Small Businesses,  
and their  
workforce:  
Employee Benefits

Del Tech Community  
College and  
Wilmington  
University:  
student retention

Immigrants and  
Hispanics:  
Delaware Hispanic  
Commission,  
ESL classes,  
non-profits

Aspiring  
Homeowners:  
Delaware State  
Housing Authority,  
Federation of Housing  
Counselors

50+ : Delaware Aging  
Network, Wilmington  
Senior Center, DSAPPD

Child Care Centers:  
DE Dept. of Services to  
Children, Youth, and Families  
Employee benefits and  
Parent Engagement

Military: Dover Air Force  
Base, Active Duty and  
Veterans

Workforce Development:  
Adult Education,  
Goodwill, SNAP E&T, and  
DOL OneStops