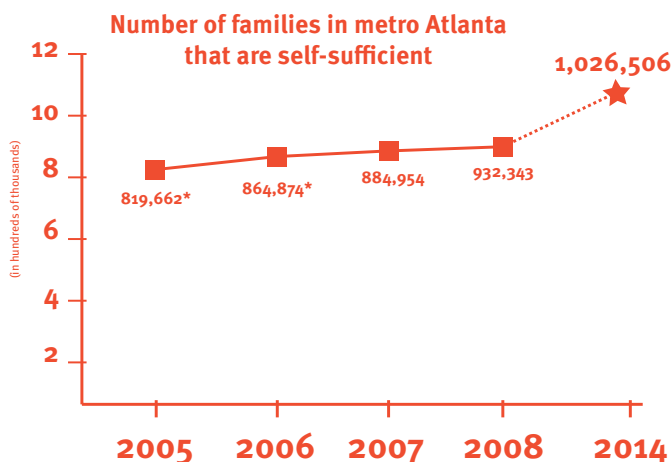
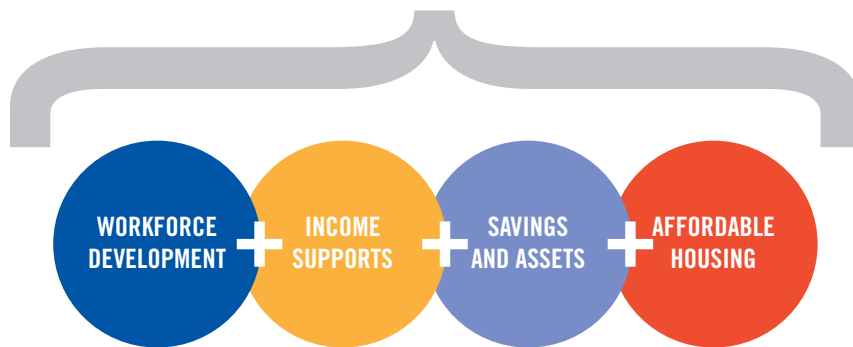


COMMUNITY ACTION PLAN OVERVIEW: INCOME

FAMILIES ARE SELF-SUFFICIENT



* Data for Butts County was not available for 2005 or 2006

5-YEAR GOAL: By 2014 we will increase the number of families that are self-sufficient in metro Atlanta by 15%, or about 95,000 families. Currently, about 634,832 families are not self-sufficient.

Pace of change:

<p>2008 - 10: As the data comes in from the past two years of recession, we anticipate things will get worse before they get better. Predicting an increase in the number of families that are not self-sufficient from 634,800 to 645,000</p>	<p>As economy rebounds, economists predict there will be improvements; however, the number of financially stable families is likely to fluctuate. Anticipate the total number of families not self-sufficient to be in the range of 645,500/639,200 to 643,000</p>	<p>Anticipate steady progress toward the goal. Anticipate reducing the number of families who are not self-sufficient from 643,000 to 542,700</p>
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WORKFORCE DEVELOPMENT

Sector-Based Workforce Partnerships – expand the number of sector-based workforce partnerships in the region that go beyond just employment and emphasize career advancement for low-income, lower-skilled job-seekers and incumbent workers into the mid-skilled jobs that are in areas of growth (e.g. health care).

INCOME SUPPORTS

Integrated Income Services – create easy access to and bundle a range of services, including personalized financial coaching, as well as programs that help families move up the career ladder, build assets and manage their credit.

SAVINGS AND ASSETS

Asset Building and Preservation – support low- to moderate-income working families with targeted services to build assets such as a home, education or savings for retirement. Programs also help keep families from losing valuable assets.

AFFORDABLE HOUSING

Affordable Housing – increase and maintain the supply of a continuum of affordable housing throughout the region.

Community Resources Needed:

Workforce Development: \$20 million
 Income Supports: \$5.9 million
 Savings and Assets: \$1.8 million
 Affordable Housing: \$1.5 million

Early wins:

When the Metro Atlanta Financial Stability Partnership was launched in March 2010, the Georgia Consortium on Personal Financial Literacy approached United Way about working together to improve access to financial education for youth and adults. Classes and workshops in personal finance, budgeting and investing help people understand financial management and develop habits and skills that lead to regular saving. The Consortium has taken on the role of lead partner in the Savings and Asset Cluster. The Consortium, focused on improving financial literacy in Georgia, has over 100 member organizations, including the Federal Reserve Bank of Atlanta, JumpStart, universities, the FDIC, banks, counseling providers and businesses. As a result of the group's work, three efforts are underway to achieve the goal of families having at least three months savings, improving their credit scores and thereby moving closer to self-sufficiency:

- The Federal Reserve Bank, along with United Way, has launched a research project focused on workplace financial education. By providing access to services, and adding financial coaching, we expect to see exponential increases in positive outcomes related to financial education. A statement of qualifications process was concluded in September 2010 and a certified counseling partner has been chosen to conduct the classes on site in the workplace. The partnership leverages United Way's unique relationship with employers in the region. Recruitment of employers is underway.
- United Way is working with the Consortium to use over 150 volunteers to provide credit education and financial coaching to 250 families during the next several months.
- United Way, the Consortium and the FDIC are looking at coordinating efforts aligned with the FDIC's Alliance for Economic Inclusion markets.

Challenges/Concerns:

- *Success is dependent on United Way partnering with a wide array of entities to increase our ability to influence systems.*
- *We must emphasize identifying and working with families on the financial edge before they fall into crisis mode. Prevention and intervention are less costly than remediation.*
- *The stability and effectiveness of the education system, not only K-12 but also post-secondary and adult education, is vital to building the skills needed for the emerging employment sectors.*
- *Existing basic needs support must be effective in helping families stabilize.*

This work is successful only by partnering with many people and organizations. We are fortunate to partner with excellent nonprofits, government entities, foundations and other funders, corporate supporters and local residents.