



Making Wages Work leverages the expertise of financial services professionals to help Greater Atlanta's low-income and working-class families build the financial literacy they need to achieve their goals.

THE ISSUE

Many low income and working-class families in the Greater Atlanta area do not have enough "bankability" to achieve goals like qualifying for a mortgage or funding higher education. They lack the financial literacy and money management skills that would enable them to increase their savings, reduce their debt and improve their credit.

UNITED WAY'S ROLE

United Way created an umbrella program for financial institutions to provide one-on-one coaching and to coordinate financial education, products like our Money Game mobile app, services and opportunities to help families become more financially stable and able to reach their goals.

The program convenes companies like Wells Fargo, Suntrust, PNC and Best Bank, along with FINRA and Points of Light (in partnership with Bank of America), to recruit, train and manage bank employees to serve as volunteer financial coaches

Our Money Game mobile app, powered by the SunTrust Foundation, is a financial education tool developed for users 16 and up. Through trivia, users are quizzed on topics ranging from identity theft and preparing for the unexpected to five steps to debt-free living and how to be a better money manager.

[Download from Apple Store](#) | [Download from Google Play](#)

THE RESULTS

In just three years, 847 people have received financial coaching services and 725 have achieved goals demonstrating positive financial behaviors (increase income, increase savings, improved credit, reduced debt).



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Greater Atlanta

