nLIFT

Who will shape the future of financial services?
What unites us?

We have a commitment to working to build the financial security of low- and moderate-income households.

We see a unique and necessary role for the nonprofit sector to play in ensuring that fintech innovations focus on those households’ needs.
The problem: State of Financial Insecurity

- 40% of adults couldn’t cover a $400 emergency
- >20% aren’t able to pay all current month’s bills in full
- >25% skipped necessary medical care in 2017 for financial reasons

Yet, 74% report “doing OK” financially
... and what about financial inclusion?

Financial inclusion is more than being banked, it’s about meeting the needs of those who are financially stretched.
A missed opportunity

... to expand financial inclusion by delivering better-designed products at larger scale and lower cost.

the direction fintech will take depends on who designs it

In the US, fintech investment topped $14 billion in the first half of 2018 alone, largely focused on expanding choice and convenience for consumers who are already part of the financial mainstream
What do we want?

Harness the power of fintech to advance financial inclusion

- Develop fintech *for and with the communities* we serve
- Build *data-driven solutions* to better serve low-income consumers
- Position *nonprofit fintechs as a catalyst* for social change
- Amplify consumer voice to create *systemic change*
Where do we go from here?

Assess  Reach out  Influence
We are a nonprofit organization on a mission to create a fair financial marketplace for hardworking families.
LENDING CIRCLES

<table>
<thead>
<tr>
<th>Month</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>$1,000</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>$1,000</td>
</tr>
<tr>
<td>MARCH</td>
<td>$1,000</td>
</tr>
<tr>
<td>APRIL</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Experian TransUnion

EQUIFAX
IMPACT

$9.3M
In Lending Circles Loans

99.3%
Repayment Rate

659
Average Final Credit Score

10,000+
Social Loans

168
Average Increase in Credit Score

$1,051
Average Decrease in High-Cost Debt
MYMAF app

- MyMAF is a tool that helps our community access their lending circle program information on the go
- Provides virtual financial coaching experience
- Provides the user their FICO credit score
Megan Wong,
Director of Strategic Initiatives
megan@earn.org
SaverLife Current Demographics

82% women

$32,614 average household income

80% have “some college” or less

70% under the age of 40

64% are single with a dependent
American Savers Are Changing Their Habits

$755
*average saved after six months

51%
Likelihood of putting $20 in savings in any given month

<table>
<thead>
<tr>
<th>Habits</th>
<th>At Sign Up**</th>
<th>At Six Months**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saving at every paycheck</td>
<td>26%</td>
<td>60%</td>
</tr>
<tr>
<td>Save $50 per month</td>
<td>33%</td>
<td>52%</td>
</tr>
<tr>
<td>Spending less than income</td>
<td>27%</td>
<td>52%</td>
</tr>
<tr>
<td>Stick to a spending plan</td>
<td>22%</td>
<td>42%</td>
</tr>
<tr>
<td>Plan on using savings in an emergency</td>
<td>26%</td>
<td>40%</td>
</tr>
</tbody>
</table>

* Based on Savers with net positive savings
** Based on six-month follow-up survey data
Pre-commitment primes people for important action

We're giving away $15,000 in prizes to people who take the pledge! Make a commitment to yourself and you could win instantly.

- saverlife.org/pledge
- 100 winners/week
- $15,000 in prizes
Cash prizes are a powerful incentive to save

- saverlife.org/scratchandsave
- Prize structure is refreshed each quarter
- 100 winners/week
Stories unite communities and normalize behaviors

- saverlife.org/contest
- Upload entries and vote!
- 1st prize: $1,000
- Contest ends Dec 17
Financial content empowers and motivates users

saverlife.org/resources
Nudges help keep saving top of mind

Financial tips and reminders emailed directly to savers
How to partner

<table>
<thead>
<tr>
<th></th>
<th>Outreach Partner</th>
<th>Network Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td>Free</td>
<td>Annual fee</td>
</tr>
<tr>
<td>Client Access to SaverLife</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Marketing and Press Kit</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Quarterly Newsletters</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Unique URL to Track Sign-Ups</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Reports on Your Savers</td>
<td></td>
<td>X</td>
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</tbody>
</table>

100+ Partners Nation-wide:
Big Picture Context: The Racial Wealth Gap


Notes: 2016 dollars. No comparable data are available between 1963 and 1983. Black/Hispanic distinction within nonwhite population available only in 1983 and later.
Youth Financial Capability

Traditional Financial Education

Retail Check Cashing + Traditional Financial Education = FINANCIAL INSECURITY

Financial Knowledge + Access + Financial Practices in Use

Financial Capability Approach

Quality Financial Products + MyPath Financial Curriculum + Personal Goal Setting = FINANCIAL EMPOWERMENT AND MOBILITY
MyPath Saving and Credit Models

Evidence-based youth financial capability models. Its behavioral design leverages the teachable and reachable moment of a paycheck, and benefits the youth by:

- Build knowledge and skills around banking, saving, money management and credit
- Set and meet a personal savings goal & enroll in an auto-savings plan
- Access to peer designed in-person & online money management tools
- Access to youth-friendly products
Our tech platform: MyPath Money

- Participatory Design
- Behavioral change
- Web-based, not an app
- 7 modules (savings and credit)

- Embedded in YEP
- Guided by companion curriculum
- Supported by fin coach
- Reinforced by MyPath T.A.
Footprint

Cities: Atlanta (GA), San Antonio (TX), Newark (NJ), New York (NY), Boston (MA), Las Vegas (NV), Reno (NV), Atlanta (GA), Seattle (WA), St. Louis (MO), Los Angeles (CA), Oakland (CA), San Francisco (CA), San Jose (CA), Stockton (CA)

15 Credit Union partners

9 Youth Employment Program partners

70+ Low-income working youth are now banking, saving and building credit

6,500+
Results: Over $2.5M saved since 2011

Imani, City Hall Intern  
**Goal Met:** $480 saved for a rainy day fund

Pedro, Boys & Girls Club Intern  
**Goal Met:** $470 saved for college