

# Building Your Financial House

Set the Foundation of Your Future

## Introduction and Program Guide

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### About PHFA

The Pennsylvania Housing Finance Agency works to provide affordable homeownership and rental apartment options for older adults, low- and moderate-income families, and people with special housing needs. Through its carefully managed mortgage programs and investments in multifamily housing developments, PHFA also promotes economic development across the state. Since its creation by the legislature in 1972, it has generated \$12.8 billion of funding for more than 165,000 single-family home mortgage loans and 129,322 rental units,\* while saving the homes of nearly 48,700 families from foreclosure. PHFA programs and operations are funded primarily by the sale of securities, not by public tax dollars. PHFA is governed by a 14-member board.

*\*These figures updated as of November 23, 2016.*

## Acknowledgments

PHFA would like to recognize those individuals and organizations that made this program possible. It is forward thinking that provided the opportunity to deliver comprehensive financial education where none existed and show its role in helping people make sound financial decisions and realize sustained financial stability.

### PHFA Project Leaders

Holly Chase, CFP®  
Financial Education Officer

Bryce Maretzki  
Director, Strategic Planning  
& Policy

Brian Hudson Sr.  
Executive Director &CEO

### Pilot Program Teams

#### Philadelphia

Bucks County Housing Group  
Columbus Property  
Management  
Ingerman  
Living Branches

#### Central PA

Advantage Credit Counseling Services  
Cumberland County Housing and  
Redevelopment Authority  
Lancaster Housing Opportunity  
Partnership  
PathStone  
Tabor Community Services  
YWCA of Greater Harrisburg

#### Pittsburgh

C-T Associates  
Pennrose Management  
Company  
The Community Builders  
Westmoreland County  
Housing Authority

### State Collaborators

PA Department of Corrections  
PA Department of Military and  
Veteran's Affairs

## Welcome to *Building Your Financial House*

We are so glad you are here! Building Your Financial House is a series of comprehensive financial education presentations designed to help Pennsylvanians build the knowledge, skills, and confidence to make sound financial decisions for themselves and their families. Sound financial decisions increase the likelihood for sustained financial stability, to secure safe and stable housing, and to achieve better health outcomes and higher quality of life. Congratulations on your efforts to bring that to your community through financial education!

Why financial education now, as adults? Shouldn't we know everything about money by now? The answer is no. Go back and think about how you learned about money. Were you born with a money gene? What about your parents? Most parents don't want to talk about money because they don't understand it themselves, and it's a very private issue. Financial literacy isn't a required subject in most schools. Money decisions are constantly evolving with more complicated financial products, technology advances, and safety concerns. It's so much easier today to make money mistakes. Financial education has never been more important.

### Background

Building Your Financial House is a comprehensive financial education program based on the core competencies of financial capability as established by the US Treasury's Financial Literacy and Education Commission (FLEC). The program consists of seven modules, addressing investing in personal asset development and setting goals, maximizing earnings, spending sensibly and money mapping, minimizing taxes, saving and investing, protecting assets, and borrowing as an investment. The curriculum is a compilation of widely available, quality financial education materials, original content, and vetted resources. The presentation is designed according to adult learning principles, using common language, engaging activities, homework challenges, and empowerment to apply what is learned.

PHFA began testing the Building Your Financial House program in 2012. The goal was to show the utility of a seven-module financial education program to strengthen our work in providing access to affordable housing across the commonwealth. Building Your Financial House has been tested in a number of subsidized multi-family developments, pre-purchase homeownership programs, at-risk homeowners with energy reduction efforts, and veterans transitioning from homelessness and incarceration.

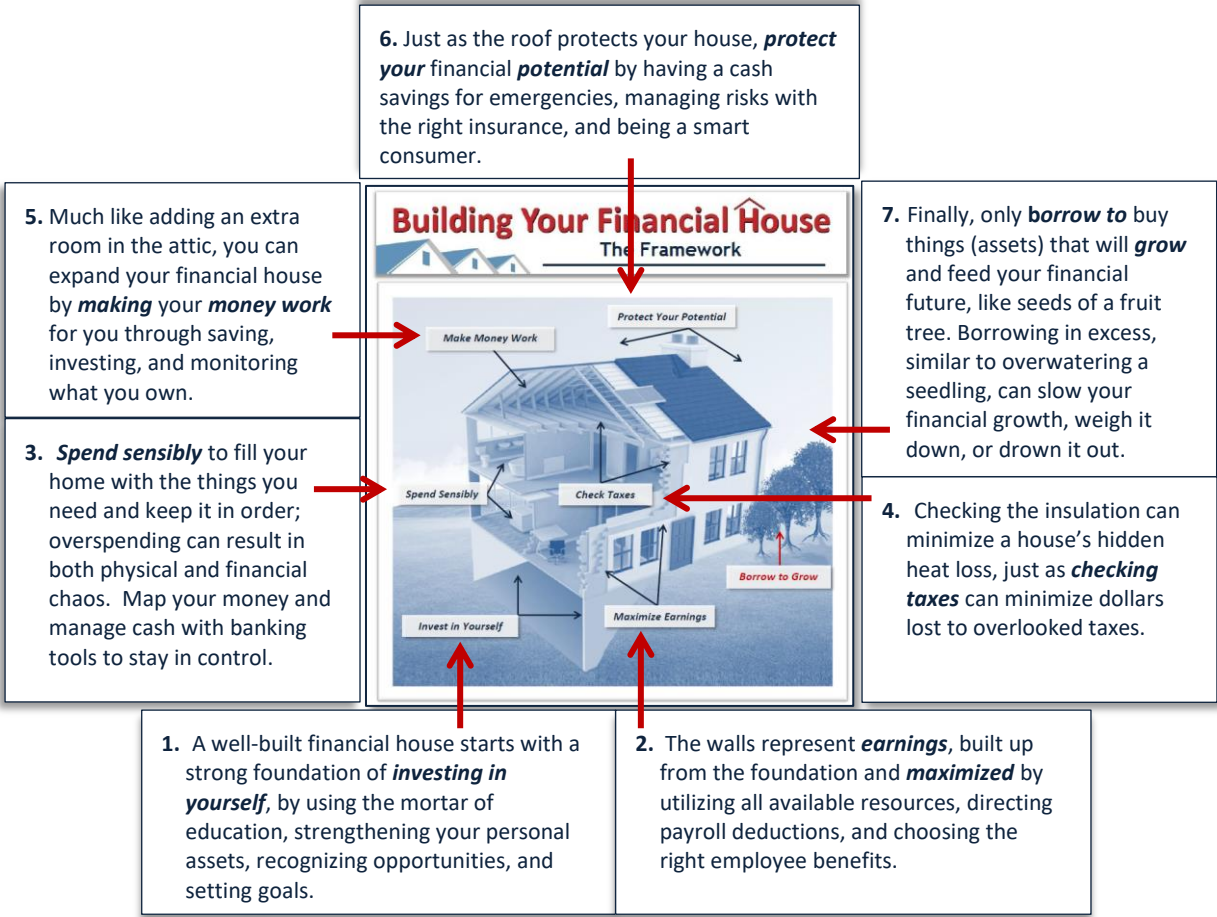
This guide will take you step-by-step through planning, marketing, delivering, evaluating, and funding the program.

# Program Objectives

The primary objectives of Building Your Financial House are for participants to:

1. Become more comfortable talking about money issues
2. Identify the Framework for Building Your Financial House
3. Get facts and skills needed to build their own financial house
4. Gain confidence to make good money choices
5. Be in a better position for long-term financial stability and success

The program content follows the Framework for Building Your Financial House which is a graphic representation of key financial 'blocks' needed to build your 'financial house.'



## Planning the Program

To help you plan the Building Your Financial House, we offer the following suggestions to maximize the attendance and impact of the program. These suggestions are a result of what we learned from testing the program over several years and audiences.\* Feel free to adapt your own planning according to the needs of your audience and your organization's resources.

### Target Audience

Building Your Financial House has been presented to a variety of audiences, but their commonality was at-risk, low-to-moderate income circumstances. The concepts are basic and the curriculum materials are appropriate for individuals at or above an eighth grade reading level. The program presents a case study which uses the story of a struggling single mother to display the applicability of all topics with low-income, at-risk populations. We believe the curriculum may be of particular interest to programs serving victims of domestic violence, ex-offenders, veterans, Family Self-Sufficiency clients, unemployed and vocational rehabilitation clients, and public assistance recipients. We challenge organizations to offer the program as part of their wrap around services.

### Location

The location of the facility in which Building Your Financial House program is offered should be convenient to your audience. Consider access to public transportation, adequate parking, child care, special needs, etc. The more convenient and accessible the location is for the participants, the lower the likelihood for attrition. Also consider taking the presentation to the audience, i.e., on site with a church group or workplace, in collaboration with libraries or other community organizations, or even piggy-backing with other community events.

### General Room Set-Up

The facilities should have a room which allows comfortable seating for the number of participants and space for hands-on activities. The ideal room set-up would be tables and chairs arranged in a U-shape. This allows for better interaction among participants, as well as, the instructor. The ideal class size is **10-15** participants. Keep in mind the space also needed for equipment, materials and supplies and the visual clarity of the presentation slides and flip-charts in selecting the facilities or number of participants.

### Session Time and Schedule

The Building Your Financial House program was designed as a **series of eight, two-hour sessions**, to be delivered over several months, ideally monthly from September to May.\* Planning two hours for each session allows ample time for a recap of the previous session, presenting the new topic, activities, and discussion. The ideal day and time to offer the sessions is dependent upon the needs of your audience and staff availability. The more convenient the time and location is for your audience, the more likely to attract and retain participants. Keep in mind that scheduling over several months may coincide with sports season, holidays, adverse weather conditions, etc.

*\*See the What We Know section (pages 1-14 thru 18) to learn more about what we learned and what works.*

## Marketing the Program

One of the biggest challenges for organizations offering financial education is participation. There can be many reasons for this, even if the time, place, and weather are perfect. Perhaps people think financial education is boring or that it's *just about budgeting*. Budgeting in itself often stirs a negative connotation, so why would someone want to sit through a class about budgeting? Some people simply have an issue with the word 'education.' It may remind them of being in school, having a hard time, or not doing well. Whatever the reason, effective marketing of financial education must consider the audience, message, and delivery.

### The Audience

Once you decide on your target audience, consider the situation in which the people you are trying to reach are living. It's imperative to meet participants where they are in life. Think about the feelings and emotions they have about money. Also look at their financial knowledge, skills, experiences, and resources. That's where they are. Now think about what's important to them. Where do they want to be? That's the basis for the message, however what's important or where they want to be may not be obvious.\* We surveyed pilot program participants about what motivated them to sign up for the program to identify what is important to them. See figure I.1 below.

### The Message

What do potential participants need to hear in order to be motivated to join the program? Start with what's important to them or where they want to be. Then think of creative ways to tie them to Building Your Financial House. Figure I.1 shows some examples of the messages that match the motivation statements to Building Your Financial House.

What motivated you to sign up for the program?	The Message
I want to find another way.	Find another way to manage your money. Follow the Framework...the Framework for <i>Building Your Financial House</i> .
I'm tired of feeling anxious when I get my paychecks and want to save something for unexpected expenses.	Paydays don't have to be stressful. Maximize what you make, what you keep, and what you save by <i>Building Your Financial House</i> .
I'm trying to build a better future for my family.	Build a better future for your family by <i>Building Your Financial House</i> first.
I was motivated to sign up for the program because of my children and the financial security I desire in the future.	Financial security doesn't come from a lock. It comes from the blocks of <i>Building Your Financial House</i> .
How to manage debt & save at the same time, so I can move ahead. I've been standing still it seems.	Move ahead to a better place by <i>Building Your Financial House</i> .
I can't do this by myself and that is why I am reaching out.	Would you build a physical house by yourself? So, why your financial house? <i>Building Your Financial House</i> delivers the tools, materials, and construction help you to build yours.

Figure I.1

\*Keep in mind what would motivate someone to do something where there may be reluctance or uncertainty. People want to know, "what's in it for me?" or "what's the incentive to put myself out there?" We immediately think about financial incentives, which we will talk about in the funding section.



## The Delivery

Once the location and schedule has been set, it's time to get the message out about the Building Your Financial House program. Collaboration with other organizations is a great place to start. We mentioned this before when choosing a location. Start with your established network, then branch out and ask those you with which you are not actively to help spread the word. Also, consider reaching out to the following:

- Local libraries
- Local SHRM (Society of Human Resource Management) chapters
- Job training/employment centers
- Community colleges
- Local coalitions, i.e., domestic violence, homeless, and re-entry
- County assistance offices
- Houses of worship

It's imperative to generate as much excitement about the program with potential partner organizations. One method that works well is a short teaser presentation about the program. A hands-on experience of the curriculum, activities, and FUN is a great way to get buy in from marketing partners, potential funders, and also your organization's management. We've included a turn-key marketing presentation in the program CD to help.

There are also some simple and inexpensive ways to get the message out and recruit participants. Be creative! Here are a few suggestions:

- Social Media (your organization's website, Facebook, Twitter, LinkedIn, etc.)
- Email/text lists
- Public service announcements (radio, television, newspapers, community calendars)
- Flyers/newsletters

The entire message should contain all pertinent session information, including registration requirements and contacts. We've included customizable flyers in the program CD as well.

**Building Your Financial House**  
Set the Foundation of Your Future

**Please Join Us** for a fun and free\*and fun eight session program and learn how to maximize what you make, what you keep, and what you save by Building Your Financial House. Come and get the financial tools, materials, and construction help to build yours!

Sponsoring Organization: \_\_\_\_\_  
Location: \_\_\_\_\_

Session Dates: \_\_\_\_\_  
 Invest in Yourself \_\_\_\_\_ Make Money Work \_\_\_\_\_  
 Maximize Earnings \_\_\_\_\_ Protect Your Potential \_\_\_\_\_  
 Spend Sensibly \_\_\_\_\_ Borrow to Grow \_\_\_\_\_  
 Check Taxes \_\_\_\_\_ Summary & Celebration! \_\_\_\_\_

Session Time: \_\_\_\_\_

To register or for more information:  
Contact: \_\_\_\_\_ Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_ MUST REGISTER BY: \_\_\_\_\_  
(\*space is limited)

**Incentives Prizes Food**

PHFA  
www.buildingyourfinancialhouse.org

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## Funding the Program

We know that even if a program is well-designed, attended, and impactful, funding is the ultimate determinant of program sustainability. Given the state of diminishing non-profit funding resources, it will be a challenge to get Building Your Financial House up, running, and sustainable. Challenging...but not impossible.

Before asking for money, you first need to estimate program costs. We estimate an initial run of the program, with 15 participants, to cost **\$215**. Figure I.2 provides a breakdown of suggested supplies and viable alternatives\* to lower costs. We calculated costs based on the most reasonable volume purchase and in consideration of normal business supply expenditures (i.e., we priced copy paper on a case vs. individual reams).

<b>Participant Materials</b>			
	<b>Cost</b>	<b>Alternative*</b>	<b>Cost</b>
<b>1" binders</b> - standard, round ring, view binders to keep participant guides & slides for each module and case study	\$4.00	<b>Plain, 2" expandable file jackets</b> - \$38 for a box of 50	\$0.76
<b>Eight-tab binder dividers</b> – plain, write-on tabs; \$53 for 24 sets	\$2.20	<b>Colored card stock</b> - \$14 for package of 250 sheets	\$0.45
<b>Copy paper</b> - 160 sheets /binder for printing guides, slides, and case study; \$49 a for case of 4,000 sheets	\$1.96	<b>Eliminate</b> printed slides - reducing need to 125 sheets/ binder	\$1.53
<b>White card stock</b> - 8 sheets/participant for certificates of participation for each module; \$14 for package of 250 sheets	\$0.45	<b>Regular copy paper</b>	-
<b>Cost Per Participant:</b>	<b>\$8.61</b>	<b>Alternative Per Participant:</b>	<b>\$2.74</b>
<b>Presentation Materials</b>			
	<b>Cost</b>	<b>Alternative</b>	<b>Cost</b>
<b>Adhesive flip chart paper</b> – for hanging results of Art Gallery and Round Robin activities; 23"x20" easel pad of 20 sheets	\$18	<b>Regular copy paper</b> – display gallery on table	-
<b>Non-adhesive flip chart paper</b> – for multi-session discussions; \$56 for carton of (2) 27"x 24" easel pads	\$28	<b>Existing white board</b> (or chalk board)	-
<b>Colored Post-it Notes</b> - 3"x3"; \$9 for pk of 5 pads	\$9	<b>Colored paper squares</b> - \$5.49 for pk of 500 sheets	\$5.49
<b>Reoccurring Presentation Costs:</b>	<b>\$54</b>	<b>Alternative Presentation Costs:</b>	<b>\$5.49</b>
<b>One Time</b>			
	<b>Cost</b>	<b>Alternative</b>	<b>Cost</b>
(2) <b>Luna Push lights</b> - \$10 each	\$20	<b>Use noise</b> - tap/clapping	-
(4) <b>Plastic buckets</b> - \$2 each	\$8	<b>Plain envelopes</b>	-
<b>Colored markers</b> - box of 12	\$4.79		
<b>One Time Costs:</b>	<b>\$32.79</b>		

Figure I.2

So, you can see that the cost of materials and supplies for this eight-session program is very reasonable. However, we need to talk about incentives. In reality, it's easier to attract participants to financial education (or other voluntary educational programming) with financial incentives but that will drive up program costs. It's really a matter of available discretionary funding and, of course, soliciting donations.

Attendance incentives help to get participants there in the beginning.\* Action incentives can help to encourage participants to complete the worksheets found within each module. Here are some suggestions.

- **Refreshments** - they are commonly expected, especially over a two-hour span; a light meal is even better
- **Gift card** or certificate – receiving a \$5-10 incentive from a local grocer goes a long way
- **In-kind donation** of free products (sandwich, manicure, etc.) or even buy one, get one free coupons

Make sure that the incentive is appropriate to the audience; a men's re-entry coalition group may not be very interested in manicures. Also, consider tying an incentive to the topic being covered.

- Investigate free educational resources, i.e., financial education videos/games/CD's to use as small prizes for games played during the **Maximize Earning** session
- Ask a local discount retailer for a small gift card or certificate to promote the concept of **Spend Sensibly**
- Ask an office supply store for donations of filing products as an incentive for the **Check Taxes** module
- Ask a local financial institution to provide a modest initial deposit (\$5-10) to a participant that opens a new savings account as an incentive for the **Make Money Work** module

The last consideration for funding is fee-for-service. There is nothing wrong with asking participants for a modest fee to help defray the cost of the program. We would suggest a range of \$25-\$45. Keep in mind that a fee will deter some people from signing up, so it's really important to stress any additional program incentives, i.e., food, prizes, etc. Also, correlate the amount to something that could be easily recouped from attending the program. Here are some suggestions.

- If a meal is provided, add up the food savings over eight sessions
- Paying bills on time can lower fees on credit cards, often \$35 each time
- Managing cash can eliminate overdraft fees, again often \$35 each time
- Using employee benefits properly can increase tax refunds, often more than a modest fee

Never be shy to share positive feedback from any past participants, with potential participants, partner, or funders. Real and compelling stories can be the best outreach, marketing, and funding tool in your program toolbox.

*\*We surveyed participants from past programs and found that the incentives became less and less important. Participants were motivated to complete the program because of the program delivery, activities, and fun!*

# Delivering the Program

Now that you have the date, location, participants, and incentives, it's time to prepare for and deliver the program. Each module contains its own facilitator guide which provides all of the information necessary for a successful delivery of that topic. Figure I.3 provides a breakdown.

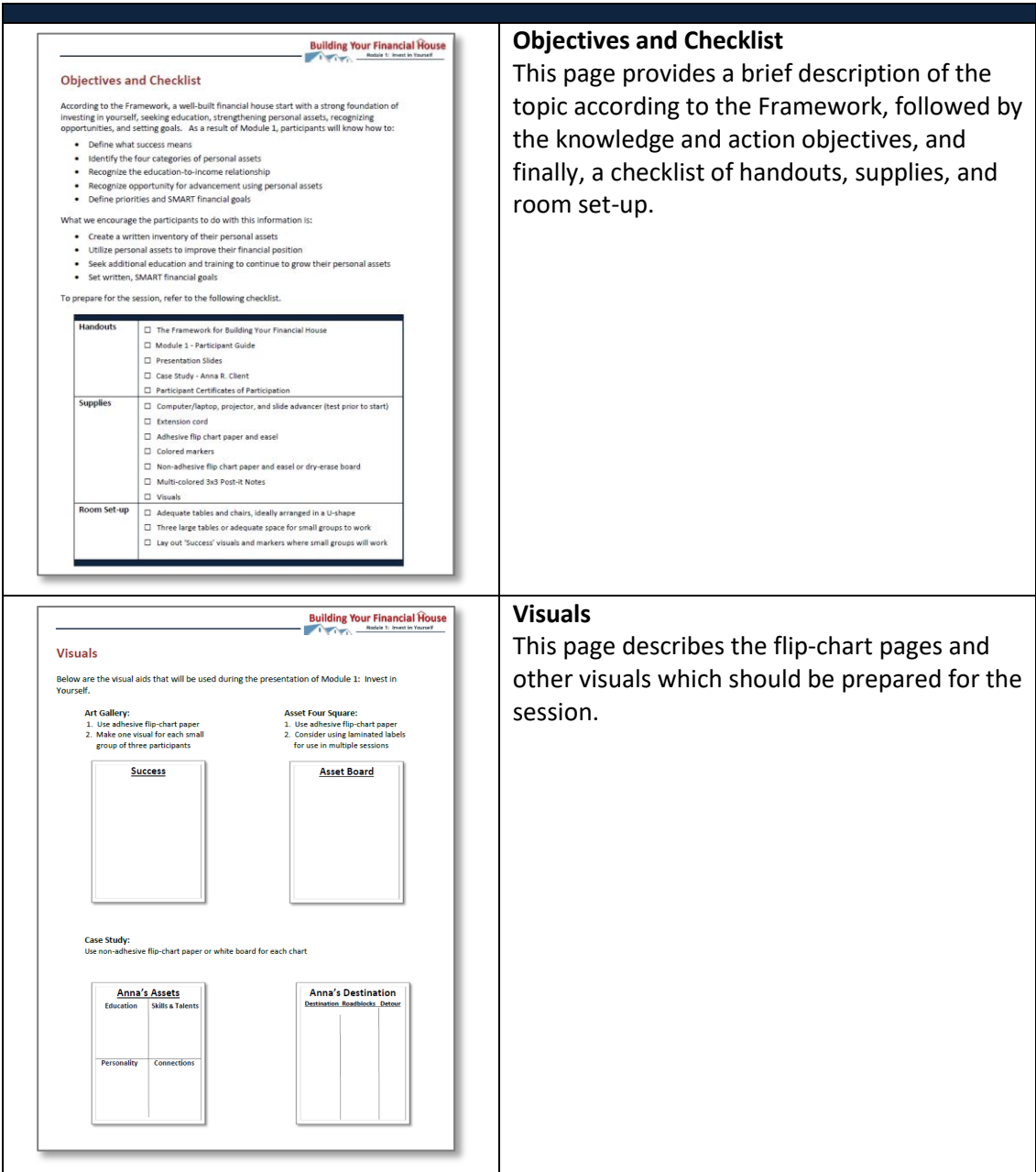


Figure I.3

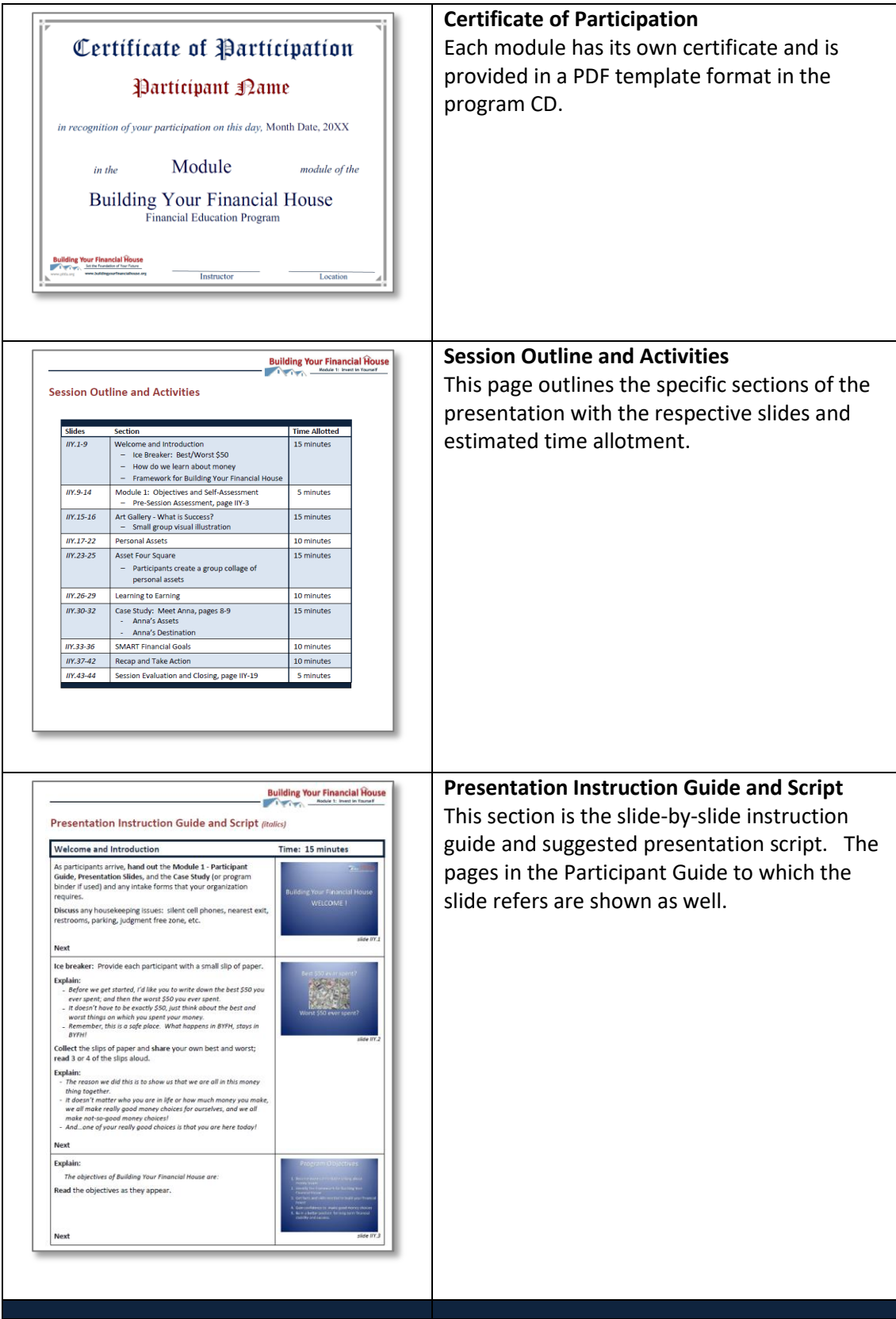


Figure 1.3

# Program Evaluation

Evaluation is essential to ensuring high quality, consistent, effective, and sustained programming. Although outputs are important data to track, outcomes or impact provide better insight as to a program’s effectiveness and success. Funding sources are more interested in how a program positively effects participant condition and behavior change than how many people attended a session or how many sessions were held in a year. Building Your Financial House contains several tools to measure the impact and effectiveness of the program described below in Figure I.4.

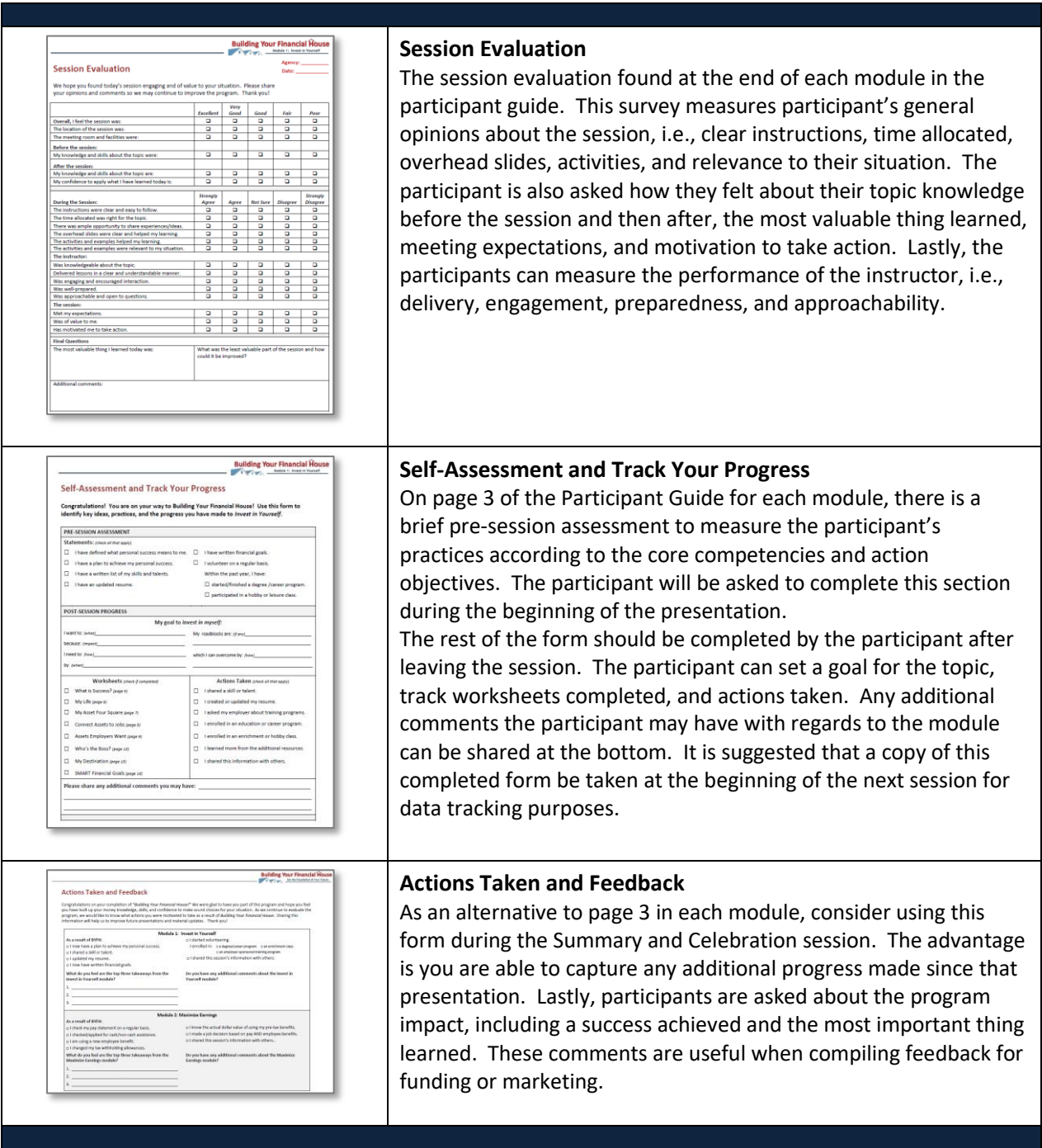


Figure I.4

## What We Know

In the years we’ve been testing and evaluating Building Your Financial House, we learned a lot about what makes this program work. Following is a summary of how relevance, timeliness, practical, and engaging were applied during the program.

### Relevance and Timeliness

Adult learners want information to be relevant to real life and immediately applicable. The Building Your Financial House program was designed for monthly delivery of sessions from September to May.\* The framework topics have a sequential connection to common financial events that happen over the course of that time period. Figure I.5 describes the topic delivery schedule and key point of relevance.

Month	Module/Topic	Key Point of Relevance
September	Module 1 – Invest in Yourself	This is back-to-school for our kids and a perfect time to think about investing in our own education, skill building, and goal setting.
October	Module 2 – Maximize Earnings	The open enrollment process for employee benefits usually gets started this month. It’s a perfect time to review employee benefits and make changes if necessary.
November	Module 3 – Spend Sensibly	Spending is likely coming up while participants prepare for the holidays. It’s a perfect time to plan and reduce holiday spending hangovers.
December	No class due to holidays.	
January	Module 4 – Check Taxes	This is the time to gather records and prepare to file income tax returns. It’s the perfect time to discuss tax deductions, credits, refunds, and tax filing.
February	Module 5 – Make Money Work	As tax refunds are received, it’s the perfect time to talk about saving and investing.
March	Module 6 – Protect Your Potential	National Consumer Protection week falls in this month. It’s the perfect time to talk about managing risk, insurance, and being a savvy consumer.
April	Module 7 – Borrow to Grow	The focus on using <i>other</i> people’s money (credit) takes place after understanding <i>our own</i> money and can then be introduced as an asset-building tool.
May	Summary and Celebration	Just like ending the school year with graduation, the final session will review the content and activities, celebrate the participants’ accomplishments, and allow for final data collection.

Figure I.5

*\*While it’s a formidable challenge to secure a commitment from participants over an extended period of time, consolidating time and frequency compromises the goal of providing participants the opportunity to digest the material and apply it to their own situation. Also, planning two hours for each topic session allows ample time for a recap of the previous material, presenting the new topic, activities, and discussion.*

**Clear and Simple Language**

Turn on the news or read the business section of the newspaper and you will see that money has a language all its own. Interpreting the complex financial jargon or concepts into clear and simple language is necessary for the lay person, but must be done in a manner not to insult competency, such as using childish words or descriptions. Figure I.6 illustrates examples of jargon simplified.



<p><b>Market Risk...</b></p>  <p><b>“Follow the Leader”</b> If one goes down (or up), the rest will follow.</p>	<p><b>Liquidity...</b></p>  <p><b>“Get Cash Now”</b> How quickly can you turn the asset into cash?</p>
<p><b>Cash Flow...</b></p>  <p><b>“What Comes In”</b> (income) and <b>“Where It Goes”</b> (expenses)</p>	<p><b>Surrender Charges...</b></p>  <p><b>“Exit Fees”</b> Fees paid when terminating an insurance policy or investment before maturity.</p>
<p><b>Net Worth...</b></p>  <p><b>“What You Have”</b> (assets) and <b>“What You Owe”</b> (debts)</p>	<p><b>Compound Interest...</b></p>  <p><b>“One Tree Forest”</b> Plant one seedling and watch it multiply.</p>

Figure I.6



**Practical and Self-Directed**

Adult learners want training to be practical and provide opportunity for self-direction and application. Building Your Financial House addresses both concepts by the following:

**Self-Assessment**

Participants measure their current financial practices for each topic; this allows for realization and affirmation of their own competencies which they bring to the training.

**Case Study**

Participants follow the story of a struggling single mother and provide her with direction through each of the modules. This allows for in-depth analysis of choice and consequence, ideas and options, and realization of desired actions. This also allows participants to see the utility of all topics in at-risk circumstances and how the concepts are interrelated.

**Homework**

Participants are challenged to apply knowledge gained to their own situation. Each module contains worksheets that provide the opportunity to build skills and use them to improve their circumstances through desired actions. Participants can also track and report the progress they've made.

**Additional Resources**

Each module contains a list of online resources which support the core competencies and encourage more self-directed learning.

**Engaging**

Adults have different learning styles that lead to active and successful learning. Some adults learn by listening (auditory); some learn by seeing (visual); and others by movement (kinesthetic). All adults, however, want learning to be engaging and to keep their attention. Building Your Financial House addresses learning styles and effective facilitation techniques to keep learning engaging and fun! Figure I.7 shows some of the methods used in the presentation.



Figure I.7

**Results**

So how did we do during the four years of studying of Building Your Financial House? To start, Figure I.8 provides consolidated demographic and participation information for all of the pilot programs we conducted. The no-show and attrition rates were as expected for a long-term program.

<b>Pilot Program Results (2012-2016)</b>		
<b>Participation</b>	<b>General</b>	
<b>142</b> - Total enrolled (19% - no show)	<b>84%</b> - Female	<b>60%</b> - Single (45% are head of household with an average of two children)
<b>75</b> - Completed (35% - attrition)	<b>45</b> - Average age	<b>12%</b> - Married
<b>80%</b> - Attended all sessions	<b>61%</b> - African American	<b>24%</b> - Separated/divorced
	<b>33%</b> - White	
	<b>5%</b> - Hispanic/Other	
<b>Education</b>	<b>Employment</b>	
<b>23%</b> - HS/GED	<b>61%</b> - Employed	<b>\$12.88</b> - Average hourly wage
<b>37%</b> - Some college/career training	<b>15%</b> - Unemployed (looking)	<b>\$1,914</b> - Average monthly household income
<b>23%</b> - Associates	<b>14%</b> - Unemployed (due to disability, retired, or dependent caregiver)	
<b>10%</b> - Bachelor's or higher		

Figure I.8

Figure I.9 contains consolidated information on all session evaluations over the 2012-2016 time period.

<b>Session Evaluation Summary*</b>	
<p><b>4.6 – Overall program rating:</b></p> <ul style="list-style-type: none"> <li><b>4.6</b> – The session met my expectation.</li> <li><b>4.6</b> – The session was of value to me.</li> <li><b>4.5</b> – The session has motivated me to take action.</li> </ul> <p><b>Participant knowledge:</b></p> <ul style="list-style-type: none"> <li><b>3.3</b> – Before the session</li> <li><b>4.0</b> – After the session</li> <li><b>4.2</b> – Confidence to apply what was learned</li> </ul> <p><i>*Rating on a scale of one to five with five being the highest.</i></p>	<p><b>Curriculum:</b></p> <ul style="list-style-type: none"> <li><b>4.8</b> – The objectives were clearly stated.</li> <li><b>4.7</b> – The instructions were clear and easy to follow.</li> <li><b>4.6</b> – There was ample opportunity to share my experiences/ideas.</li> <li><b>4.6</b> – The activities and examples helped my learning.</li> <li><b>4.6</b> – The activities and examples were relevant to my situation.</li> <li><b>4.5</b> – The time allocated was right for the topic.</li> </ul>

Figure I.9

Program participants reported a total of **1604 actions taken**, with the average of **21 per participant**. Figure I.10 provides a summary of the top three actions taken in each topic.

<b>Actions Taken Summary</b>			
<b>Invest in Yourself</b>	<b>Maximize Earnings</b>	<b>Spend Sensibly</b>	<b>Make Money Work</b>
<p><b>72%</b> identified (new) personal asset(s) and are using to create opportunities</p> <p><b>65%</b> set SMART financial goals</p> <p><b>57%</b> sought additional education and/or training</p>	<p><b>69%</b> review their pay statement on a regular basis</p> <p><b>59%</b> reviewed public or employee benefits</p> <p><b>16%</b> are using a new employee benefit</p>	<p><b>75%</b> changed their spending habits</p> <p><b>56%</b> live within their means</p> <p><b>36%</b> use a Money Map</p>	<p><b>71%</b> pay themselves first</p> <p><b>41%</b> track savings and monitor ownership</p> <p><b>25%</b> are building new assets</p>
<b>Check Taxes</b>		<b>Protect Your Potential</b>	<b>Borrow to Grow</b>
<p><b>60%</b> established a record keeping system</p> <p><b>47%</b> used a Volunteer Income Tax Assistance (VITA) site for free tax prep and filing</p> <p><b>35%</b> adjusted tax withholding</p>	<p><b>63%</b> started an emergency savings fund</p> <p><b>65%</b> reviewed their financial risks and insurance policies</p> <p><b>56%</b> purchased new or made changes to insurance policies.</p>	<p><b>55%</b> have a plan in place to repay debt and/or overdue bills</p> <p><b>49%</b> have requested their (free) credit report(s)</p> <p><b>37%</b> have paid off debt(s)</p>	

Figure I.10

Lastly, we asked participants to share a success they achieved as a result of attending Building Your Financial House. Figure I.11 displays just a few of the numerous successes shared with us.

Opened a savings account & started to save	Paid off all negative debt on my credit report
Finishing this financial class	I now have life insurance, 401(k), and better employment
Learned how to do a budget that fits my life	Really looked at my money
Not spending the money I saved	Asked about 401(k), pay rate, & education at my job
One of the wisest investments I've made	On my way to a solid financial future for myself & child
Paying down debt; saving money	New job with higher pay & benefits
Belief and having confidence in myself	I reach my \$1000 goal for match savings program
Actually putting money into my savings accounts	It is possible to manage no matter what your situation
No credit card debt	Learning how to teach my children this program
Saving some of my tax money for emergencies	Talk publically about my stress with money management
I never thought I could handle money; now I am curious about money/business & will continue my education	

Figure I.11

## Building Your Financial House Boot Camp

PHFA is pleased to provide train-the-trainer opportunities to organizations that are interested in offering Building Your Financial House. The 1 ½ day “boot camp” assists financial educators, housing counselors\*, services coordinators, program managers, case managers, and social workers with delivering financial education, using the program materials, and program design. As a result of the boot camp training, participants should be able to:

- Define the goals of financial education and expectations from the learner’s perspective
- Identify the specific financial knowledge and actions that make up the Framework for Building Your Financial House
- Experience the key lessons and resources from the curriculum
- Identify effective facilitation and communication skills
- Be prepared to successfully establish, facilitate, and evaluate the program

Training overview:

### Day One

- **Part I - Introduction**
  - Goals of Financial Education
  - The Learner’s Perspective
  - Framework for Building Your Financial House
- **Part II – Modules**
  - Invest in Yourself
  - Maximize Earnings
  - Spend Sensibly
  - Check Taxes
  - Make Money Work
  - Protect Your Potential
  - Borrow to Grow

### Day Two

- **Part III –Program Delivery**
  - Key Communication Skills
  - Funding and Marketing the Program
  - Program Evaluation

The Agency does not charge for the Building Your Financial House Boot Camp but only has a limited number of slots available per quarter. In addition, we request:

- a minimum of 15 participants.
- the host agency handle all registration logistics and have a suitable training facility
- the host agency provide lunch or have convenient access



We welcome the opportunity to further discuss your needs and schedule. Please contact Holly Chase at 717-780-3852 or [hchase@phfa.org](mailto:hchase@phfa.org).

*\*Please note the Building Your Financial House Boot Camp is not associated with, nor meet any requirements of, PHFA’s Comprehensive Housing Counseling Initiative, the National Standards for Housing Counseling, or national housing counseling certifications.*

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