



Hampton Roads

2017 Annual Report



Bank On Hampton Roads

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History

Bank On Hampton Roads began in 2012 as Bank On Virginia Beach. Bank On Virginia Beach was established as the flagship program for the Mayor's Action Challenge for 500 Families Financially Fit for the Future. Since 2012, Bank On Virginia Beach has provided financial education and financial coaching as part of a community collaborative model with traditional financial institutions, non-profits, educational agencies and community volunteers.

Because of interest from participants outside the City of Virginia Beach, the program was expanded to Portsmouth in 2015 with Bank On Portsmouth's first class launching in September 2015 establishing a . Bank On Norfolk was established in January of 2016. Each city operates under its own program name (Bank On Virginia Beach, Bank On Portsmouth, Bank On Norfolk), but all programs operate collaboratively under the regional umbrella of Bank On Hampton Roads. Each participating city has offered its own financial challenge to their citizens demonstrating the importance of citizen financial security.

Financial instruction and coaching are provided through partnerships with area financial institutions and trained community volunteers. This volunteer driven program enables the community to collaboratively impact the financial security of its citizens without substantial taxpayer funding.

Bank On measures improvements in:

- Income opportunity
- Savings
- Debt reduction
- Credit score
- Consumer protection
- Asset building
- Estate planning

While the program is open to any citizen desiring to improve their financial condition, classes are located in neighborhoods that have greatest financial vulnerability as measured by Supplemental Nutrition Assistance Program (SNAP) applications or associations with supportive public/non-profit programs serving individuals in financial stress. Locating in communities where vulnerable populations are served or live removes access barriers, allowing the program to serve its most at-risk populations.

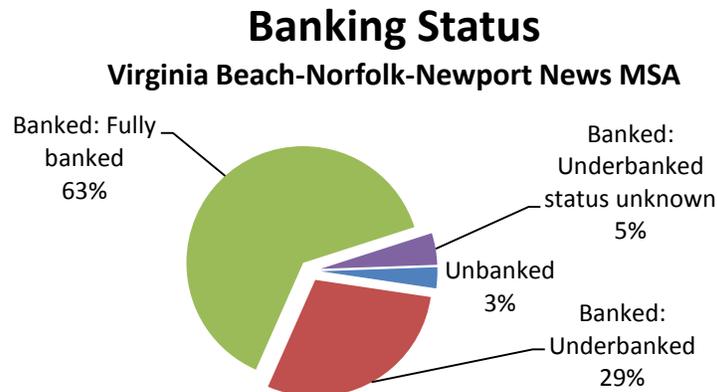
Why Bank On?

Bank On was established as a municipal-led community partnership to provide greater access to traditional financial products and services by unbanked and underbanked households. This desire by municipalities to help citizens achieve greater financial security through trusted financial products and services benefits the entire community.

Unbanked: Unbanked individuals are those without a checking or savings account with a financial institution. These individuals often rely on fee-based services like payday loans or check-cashing services. On average, the unbanked worker spends an estimated \$40,000 through his/her lifetime just to cash paychecks.¹ Federal Deposit Insurance Corporation (FDIC) indicates that nearly one-half of all unbanked persons were previously banked², indicating the need for sound management practices.

Underbanked: Underbanked individuals may have an account with a bank or credit union, but are also conducting business with non-traditional financial providers at a higher cost than they would have using financial institution products. These individuals frequently rely on short-term, high-interest loans offered through alternative financial providers, costing Americans about \$9 billion per year.³ National research indicates that about one quarter of the US population relies on alternative financial services (30 million households).⁴

Locally, there are fewer unbanked citizens as a percentage of the population (3%). However, there is a much higher incidence of underbanked citizens (29%) yielding an estimated 212,000 Hampton Roads households⁵ in a financially vulnerable state.



Since the 2013 survey conducted by the FDIC on unbanked and underbanked households, the number of unbanked citizens has decreased from 7.8% to 2.9% in Hampton Roads. Nationally, the decrease in the unbanked population is less significant, but still encouraging at 7.7% in 2013 to 7.0% in 2015. Hampton Roads deviates from national averages in the trends related to underbanked citizens. Nationally, there has been a slight decrease between 2013 (20.0%) and 2015 (19.9%). Regionally, in Hampton Roads, underbanked citizens have *increased* from 2013 (28.5%) to 2015 (29.3%).

¹ <http://www.nlc.org/sites/default/files/2016-12/bank-on-cities-kit-april-2011.pdf>

² <https://www.fdic.gov/householdsurvey/2015/2015execsumm.pdf>

³ <http://www.pewtrusts.org/en/research-and-analysis/fact-sheets/2016/01/payday-loan-facts-and-the-cfpbs-impact>

⁴ <https://www.fdic.gov/householdsurvey/2015/2015execsumm.pdf>

⁵ [https://www.economicinclusion.gov/surveys/place-data.html?where=Virginia Beach Norfolk Newport News VA NC&when=2015](https://www.economicinclusion.gov/surveys/place-data.html?where=Virginia+Beach+Norfolk+Newport+News+VA+NC&when=2015)

Bank On Hampton Roads Program

Bank On Hampton Roads is a 10-month regional financial empowerment program organized for citizens to improve financial security. Bank On Hampton Roads provides education and individualized coaching to prepare unbanked and underbanked individuals successfully connect to and use the low-cost or no cost financial products such as the ones offered at our partner financial institutions. This innovative combination of access to products, instruction, coaching, behavior modification and opportunity creates significant improvements in financial wellbeing for graduates.

Graduates develop a basic financial plan to reach their personal financial goals and are recognized by city leadership for their demonstrated improvements in financial condition. During the program, participants receive encouragement to implement behavioral changes. While Bank On does not offer particular products for sale, we collaborate with community financial institutions who demonstrate a commitment to building financial security for the region by offering low-cost financial products with few barriers to entry.

Classes are held in several locations one time per month across the region. Participating Bank On Hampton Roads programs offer classes on one shared calendar schedule to provide multiple options for participants. Multiple class locations and availability provide working families with busy schedules the opportunity to complete the program as their availability can change over time. The classes begin with financial basics and build a foundation of financial management strategies for controlling cash flow, increasing savings, reducing debt and improving credit scores. The list of classes is as follows:

Classes: (January, April and September semesters)

1. Orientation
2. Bank On It (Banking Basics)
3. Crisis Mode (Dealing with Cash Flow Shortage)
4. Money Management 1: Building Your Spending Plan (Budgeting)
5. Money Management 2: Adjusting Your Spending Plan (Budgeting)
6. Credit the Basics (Credit Scoring)
7. Credit Next Steps (Debt Management)
8. Pay Yourself First (Savings and Investing)
9. Keep It Safe (ID Theft, Insurance, Consumer Protections)
10. Next Steps (Review and Reflection)

Coaching: (Monthly)

Every Bank On Hampton Roads participant is offered the opportunity to work with a personal one-on-one financial coach as they complete their financial plan. The coach provides accountability and encouragement to participants as they develop strong financial behaviors that lead to positive financial outcomes.

Bank On Hampton Roads Program

All coaches are trained and undergo background checks prior to service. Graduates of the program are encouraged to receive additional training to become coaches and encourage future classes to take greater financial control by holding them accountable and keeping them encouraged through practical application exercises. By engaging graduates in a cycle of “giving back” by replicating the services they received with future participants, the program builds sustainability and provides a continuing education and reinforcement of the concepts they learned with Bank On.

Homework: (Monthly)

Each class has a homework assignment to help the participant build their financial plan, centered on their goals, over the 10-month program. Homework includes tracking of spending, development of financial goals with timeframes and milestones for achievement, reviewing credit report, building a spending plan and debt reduction plan, creating estate planning documents and taking steps to protect assets and minimize potential for identity theft.

Homework assignments are practical applications designed to apply principles learned in the classroom environment to the participant’s own personal financial situation.

- Initial and ending financial assessment including
 - Income
 - Net worth
 - Credit scores
 - Current usage of alternative financial products
- Annual Credit Report review from each of the three credit reporting agencies and correction of errors
- Establishment of both short and long-term goals with timelines for achievement
- Tracking of Spending
- Reconciliation of banking statements
- Establishment of regular savings for
 - Emergencies
 - Periodic expenses
 - Goals
 - Retirement
- Monthly cash flow planning
- Periodic expense planning
- Establishment of a debt repayment plan
- Establishment of a monthly spending plan anticipating current and future needs
- Evaluation of insurance coverage and needs
- Completion of Advanced Medical Directive
- Completion of Last Will and Testament

Partnerships

Our leaders say it best:

Bank On creates a more livable, sustainable, and inclusive community, and positions the city as more viable and quality competitor within the Hampton Roads region. – LaVoris Pace, Portsmouth Deputy City Manager

The Bank On process creates a road map that helps participants achieve financial success. With coaches and peer support, they are able to rise out of the isolated place that financial devastation can cause and stand tall with spending and savings plans, increased credit scores and a financial education that will be a benefit to them for the rest of their lives. It has been extremely gratifying for me to see our residents come from where they were, to reaching their own goals and having the self-confidence they may have once lacked in the area of their finances. It's my job as a member of Norfolk City Council to find ways to invest in our residents. It's what public service is all about. When you have healthy people, you have a resilient city.

Angelia Williams-Graves, Superward 7

We empower the community to grow by volunteering our time to help individuals gain financial knowledge that enables them to reach personal goals. – Samantha Butcher, Fulton Bank

Municipal Led Response:

Bank on Hampton Roads is a municipal-led effort using a community collaborative model to engage private, public and charitable organizations in working together to create impacts which no organization could accomplish alone. Municipal leadership and endorsement of the program is critical. Each participating city has issued a financial challenge to citizens to establish financial goals, improve savings, reduce debt and improve credit.

Municipalities are actively involved in addressing financial instability through social service programs. Health and safety of citizens are also strongly correlated with financial stability. Likewise, community non-profits and faith-based partners are left to address gaps left by tax funded programs. Bank On Hampton Roads was created and is delivered in collaboration with financial organizations, educational partners, non-profits, faith-based partners and community volunteers; and enables these organizations to more effectively demonstrate impact.

Bank On coalitions organize partners to work together to help improve the financial security of unbanked and underbanked individuals and families in their communities. Bank On Hampton Roads was organized not only to *connect* citizens to traditional financial institutions, but to help these participants gain skills to successfully manage transactional accounts without incurring penalty fees.

By encouraging savings and active management of cash flows, Bank On participants gain the skills they need to be successful in their financial institution relationships. By reducing debt and growing credit, Bank On participants have greater access to lower cost financing options and reduce the impact of mounting debt on their monthly budgets.

Municipalities are uniquely positioned to endorse trusted programs and to increase community awareness.

Partnerships

Educational Organizations:

Organizations like National Credit Union Association (NCUA), Federal Deposit Insurance Corporation (FDIC), and Virginia Cooperative Extension (VCE) provided source material for the development of the Bank On curriculum and are active in expanding education to at-risk populations. Tidewater Community College and Virginia Beach Public Libraries are centered in the community and provide easy access to classes and provide locations for Bank On and one on one coaching.

Virginia Cooperative Extension has partnered with Bank On Hampton Roads to provide assessment tools and has offered their Master Financial Educator Volunteer program to train new volunteers. VCE also provides access to technical support for webinars and provides background checks for volunteers.

Financial Institutions:

Local financial Institutions such as banks and credit unions form the foundation for the services provided by Bank On Hampton Roads. In addition to offering low-cost accounts, financial institutions have served by providing leadership in the following areas:

Steering Committee: All Bank On Hampton Roads financial institutions are invited to sit at the steering committee for their city. This steering committee creates the framework for the operations of Bank On in each city. Some of the responsibilities of the steering committee are:

- Volunteer outreach
- Marketing program internally and externally
- Program development and implementation

Products: Each participating financial institution offers low-cost transactional products allowing people who are unbanked or underbanked to effectively reconnect with mainstream financial products. Additionally, they may offer loan products to reduce reliance on high-cost alternative loans.

TowneBank is a successful hometown bank that believes in giving back to the communities we serve. Bank On gives TowneBank the opportunity to be involved in a financial education program that strengthens our community and allows individuals to gain financial freedom through financial fitness. By improving the financial security of individuals in our community, we gain a stronger, more vibrant community. – Amy Dudley, TowneBank

The Foodbank of Southeastern Virginia's (FSEVA) mission is to lead the effort to eliminate hunger in our community. As we feed the line, we are also committed to help end the line. Providing a location and promoting Bank On allows us to educate our clients to build a stronger financial foundation, ultimately helping them to graduate from the line. – Annette Hansen, Foodbank of Southeastern Virginia

We want to help our customers learn how to be financially fit, and BankOn helps to fulfill that mission. Financial security of citizens helps to boost the economy, which in turn helps our city government finance its services to our residents. – Dorothy Harland, Virginia Beach Public Libraries

We partner with Bank On by donating and encouraging eligible outreach clients to participate in the program. This helps my church fulfill its mission of providing resources as well as food and/or financial aid to the poor. – Barbara Older, Financial Empowerment Team

Bank On Hampton Roads helps us build community relationships and allows us to offer an additional resource to the community if needed. – Shannon Idlebird, New Jerusalem COGIC

Partnerships

Coaching: Each of the participating financial institutions makes a commitment to coaching. This commitment of an hour-long monthly coaching session helps the participant build stronger relationships with traditional financial institutions. Financial Institutions provided more than 200 hours of coaching during 2017 spanning all three participating cities. This financial institution investment in coaching resulted in 13 graduates for the Bank On Hampton Roads program.

Instruction: During 2017, financial institutions provided staffing for instruction of classes resulting in more than 80 hours of service.

Recognition: Additionally, several financial institutions offered graduates gifts to acknowledge their achievement. Thank you to our partner financial institutions:



Volunteers:

The network of volunteers that serve Bank On Hampton Roads is continually growing. This volunteer network allows Bank On Hampton Roads to support participants individually with a coach as they complete the actions needed for establishing a financial plan. Bank On Hampton Roads recognizes a number of professional certifications for volunteers, but uncertified volunteers are provided volunteer training through the Master Financial Educator Volunteer training offered through VCE. All volunteers receive background checks prior to service through their municipality or through VCE to prepare them for service.

Faith Community:

New Jerusalem Church of God in Christ has provided volunteers from within their congregation to instruct classes since 2014. New Jerusalem is located in the Seatack neighborhood of Virginia Beach where financial instability is prevalent. In Norfolk, Gethsemane Community Fellowship Baptist Church hosted a Master Financial Education Volunteer class where members of their congregation were trained so that they could provide Bank On directly in their community. Queen St. Baptist Church continued to partner with Bank On Norfolk to host classes and extend outreach to their community.

Partnerships

In both Norfolk and Virginia Beach, the host faith partners are located in the most financially vulnerable neighborhoods. Their outreach shows their commitment to building a better future for their members and those who live nearby as well as an interest in collaboration with their city for greater impact.

The Interfaith Alliance at the Beach formed the Matched Savings Program. The Alliance partners with Bank On to inspire participants to save for emergencies and empower participants to avoid predatory lending products. Faith partners, businesses and individuals in all participating cities now actively fund the Matched Savings Program for the benefit of Bank On Hampton Roads participants (for more information see page 14).

Non-Profits:

Financial Planning Association of Hampton Roads (FPAHR) has provided volunteers to the Bank On program since 2012. Their CERTIFIED FINANCIAL PLANNER™ professionals offer pro bono services with Bank On. Additionally, FPAHR augments the instruction and coaching of Bank On with *Master Your Money* events. In 2017, FPAHR hosted the Master Your Money Retirement and Legacy Planning event. At this event, there were three hour-long workshops and financial planners offered one-on-one consultations to help attendees plan their retirement and legacy.



Foodbank of Southeastern Virginia and the Eastern Shore continued to partner with Bank On Norfolk to host classes, and have trained staff members that instruct classes and provide coaching to participants. The Foodbank is passionate about offering opportunities to struggling families that extend beyond food support and is committed to building greater financial security for local citizens to attack the underlying causes of hunger in every community.



The Union Mission Men's Shelter partnered with Bank On Norfolk to pilot a closed class for their shelter residents. Union Mission staff was trained through the Master Financial Education Volunteer program to instruct the class and provide coaching to their residents to support the pilot. Union Mission is passionate about providing their clients with accurate financial information to help them visualize and achieve their goals.



In 2017, Bank On Hampton Roads established a Memorandum Of Understanding with United Way of South Hampton where United Way would serve as a fiduciary partner for any grant opportunities for financial empowerment. This relationship will help Bank On expand regionally to serve more cities.

Volunteers

Volunteers serve as financial coaches, instructors and in positions of leadership with Bank On Hampton Roads. They have a desire to help families build their financial stability and capability in our communities, assuring that all citizens have the opportunity to thrive.

Financial institutions and financial professionals such as financial planners, accountants, accredited financial counselors, insurance professionals and others offer coaching. Community volunteers with no financial certification and Bank On Hampton Roads graduates are provided training to help prepare them for service. Volunteers make a commitment to the 10-month semester and may serve a few hours each month or a few hours each week according to their availability.

Coaches meet with participants one on one as they build a financial plan. In 2017, coaches conducted 969 individual appointments. Instructors donate their time to train participants in a group class setting. Each month, new concepts are layered upon the foundations of the prior month. During 2017, instructors conducted 228 classes. Volunteer services for the region are valued at \$90,223.

Volunteers by Location				
	Norfolk	Portsmouth	Virginia Beach	Grand Total
Coaches	32	16	49	97
Instructors	18	5	26	34
Steering Committee	3	14	8	25
Financial Empowerment Team	3	1	6	10
Finance, Budgets and Disbursements	1	2	3	6
Program Administration	2	1	4	7
Events	9	6	39	54
Grand Total	68	43	95	233

Hours By Location				
	Norfolk	Portsmouth	Virginia Beach	Grand Total
Coaches	338	79	408	969
Instructors	115	38	192	345
Steering Committee	21	142	178	341
Financial Empowerment Team	23		50	73
Finance, Budget & Disbursement		36	52	88
Program Administration	1,560		435	1,995
Events	36	12	40	88
Grand Total	2,093	307	1,355	3,899

Model Volunteers



Andrea Taylor is a financial empowerment champion. This onetime spendthrift is now a master financial educator and coach. Since 2004, she has spent countless hours sharing what she's learned about money (the hard way). Andrea serves as an instructor and coach of the Bank On program, and helps coach and train new instructors by leading the new coach orientation sessions for the program. Through Bank On Hampton Roads and other volunteer opportunities, she teaches others that the keys to financial freedom are: planning your spending, saving for tomorrow, and using credit wisely.

Andrea's personal mission is to help everyone gain financial knowledge, develop financial confidence and, most importantly, to understand that their financial **present** doesn't have to be their **future**. Andrea's enthusiasm is contagious and a huge asset to the program.

Bobbi Lane learned of Bank On Hampton Roads through a partnership with the FINRA Military Spouse Fellowship in 2013. Bobbi's faith in Bank On participants is evident as she has committed hundreds of hours in service to Bank On over the years. Bobbi loves seeing participants increase their financial knowledge and become more confident. She says, "it is a true joy to see how empowered they become by the end of the program".

She shares that one of her favorite coaching memories is of a couple who through hard work and determination were able to become a two car family and save for a vacation all while paying down debt. They were so motivated by the changes Bank On helped them achieve, that they became volunteers for the program and told family and friends the ways Bank On impacted their lives. Bobbi wants participants to know that it takes time for change and it is not always an easy road, but the reward is certainly worth it.



Donald Dawson was leading a personal finance program at his church when one of the attendees suggested that he may be interested in volunteering with Bank On Hampton Roads. He began teaching with Bank On Portsmouth in April of 2017. He shares that the most impactful thing about volunteering is being able to share sound personal finance concepts with people that may have never been exposed to such practices or haven't implemented good controls over their finances.

He was particularly impressed by the graduation ceremony and hearing participants share their testimonies of the progress they made during the program, and to express their gratitude for what the program has provided.

When asked for a bit of wisdom to share, Donald says you need to have a specific written plan for handling your finances and you need to implement and follow that plan to see success.

Matched Savings Incentive

The Matched Savings Program partners with Bank On Hampton Roads to offer a match of \$150 when a participant meets eligibility criteria and establishes at least \$150 of their own personal savings in a savings account. This incentive provides support to participants in financial stress and helps them establish savings to avoid predatory lending products. This program was originally established by the Interfaith Alliance at the Beach and has expanded to include faith partners in all participating Bank On municipalities. Catholic Charities of Eastern Virginia currently serving as fiduciary partner. In 2017, the Matched Savings team raised local funds as follows:

Organization	Receipt Amount
Sacred Heart Catholic Church – Norfolk	\$300
New Jerusalem Ministries – Virginia Beach	\$150
L. Jones – Virginia Beach	\$150
Holy Family Catholic Church – Virginia Beach	\$150
Lynnhaven Colony Congregational Church – VB	\$150
Holy Apostles Catholic Church – Virginia Beach	\$150
The Church of Ascension – Virginia Beach	\$1,000
St. Paul’s Catholic Church – Portsmouth	\$150
Sowers of Justice – Hampton Roads	\$450
Star of the Sea Catholic Church – Virginia Beach	\$150
T. Mills – Virginia Beach	\$20
B. Brown - Norfolk	\$150
Total	\$2,970

In 2017, the Catholic Diocese contributed \$1,800 and The Church of the Ascension applied for the Virginia Catholic Campaign for Human Development community empowerment grant and received \$5,000 in grant funds providing matches for 34 participants. Cities of Service, a nonprofit organized to connect municipalities and citizens to resolve social issues, made a commitment to fund the cost of volunteer training reimbursements for the 2017 calendar year.

The Matched Savings Fund was designed to:

- Provide an incentive for people in the Bank On program to complete the program and establish the sound financial practices that will allow families to break the cycle of financial stress.
- Offer an alternative to benevolence programs. Benevolence ministers participate because it offers an alternative to merely offering a handout to families in financial stress and has the potential for breaking the cycle of dependence.
- Combat predatory lending. The Interfaith Alliance at the Beach has an advocacy effort to combat the predatory products that are targeted to citizens in financial stress. By offering an opportunity to establish emergency savings, the need to seek out payday lending or title lending solutions to a short term cash crisis is reduced. High cost alternative loans can result in interest rates of greater than 400%.

Matched Savings Incentive

Funds Disbursements

	Matched Savings		Volunteer Training		Total
2012 - 2013	19	\$2,850			\$2,850
2014	21	\$3,150			\$3,150
2015	20	\$3,000	2	\$72	\$3,072
2016	23	\$3,450	13	\$915	\$4,365
2017	34	\$5,100	21	\$1,357	\$6,457
Total	117	\$17,550	36	\$2,344	\$19,894

Eligible participants establish \$150 of their own savings and demonstrate commitment to improving their financial condition through class attendance, participation with coaching and completing homework. The Matched Savings Incentive Fund provides \$150 match to establish a basic savings account of at least \$300. The Financial Empowerment Team creates the eligibility requirements for the matched savings incentive and provides an appeal team should there be any request that is challenged by the participant.

This fund relies on locally raised dollars to continue funding. Regionally raised funds are distributed equitably by providing some seed funding and then matching any locally raised funds. The team seeks out local funding from each participating city (generally from among faith communities and other charitable partners). Regional funding is raised from regional banks with a presence in multiple cities and through grant solicitations. Donors receive a charitable receipt from Catholic Charities as fiduciary agent of funds.

Paying it Forward

Many Bank On graduates are inspired by the transformations they have made in their lives through the program, and oftentimes seek opportunities to help others who embark on the journey to financial freedom. For this reason, the Financial Empowerment Team began recruiting graduates to serve on the team to help raise funds for the Matched Savings. Bank On graduates are crucial members of the team because of the personalized approach, deep understanding of program impact, and passion they bring to the table. The team seeks to engage low-to moderate-income individuals in the process of developing solutions and is targeting 50% participation on the team from among the community served by the incentive. Additional team members from among the target population are currently being sought.

Funding for cost of Master Financial Educator Volunteer training is provided to eligible graduates of the program to become a coach or instructor volunteer. By engaging graduates in service with Bank On, concepts learned in the program are reinforced and involves the graduate in becoming a resource to the next generation of participants in the program. For community volunteers who have not graduated from Bank On, there is a partial reimbursement of costs for completion of training and commitment to serve 20 hours or more.

Volunteer Training



Training is provided in partnership with Virginia Cooperative Extension’s Master Financial Educator Volunteer program. This 20-hour course provides volunteers with the foundations they need for leading classroom discussions, one-on-one coaching techniques, and technical aspects of financial management to prepare volunteers for the types of situations that our participants may encounter. In 2017, 42 volunteers completed this 20-hour training program and have demonstrated the ability to provide financial classes and coaching.



(Graduates of the July 2017 and November 2017 Master Financial Educator Volunteer class hosted at Foodbank of Southeastern Virginia)



Financial Indicators

The Economic Policy Institute developed a Family Budget Calculator⁶ to provide a more comprehensive measure of the financial security of families at the metropolitan area and county levels than national poverty thresholds. The calculator estimates the income a family may need to live a financially secure, but modest, standard of living using the most recent data available for the region. The calculator includes ten different family options to understand the needs of different family structures.

The budget below reflects the needed income for a single earner family with two children to maintain an adequate, but modest, standard of living in Hampton Roads (Virginia Beach-Norfolk-Newport News metro area).

MONTHLY COSTS	
1 adult and 2 children	
Virginia Beach/Norfolk/Newport News metro area	
🏠 HOUSING	\$1,095
🍽️ FOOD	\$591
👶 CHILD CARE	\$1,323
🚌 TRANSPORTATION	\$945
🏥 HEALTH CARE	\$744
🛒 OTHER NECESSITIES	\$680
🔄 TAXES	\$1,027
Monthly Total	\$6,404
Annual Total	<u>\$76,849</u>

Source: Economic Policy Institute Family Budget Calculator

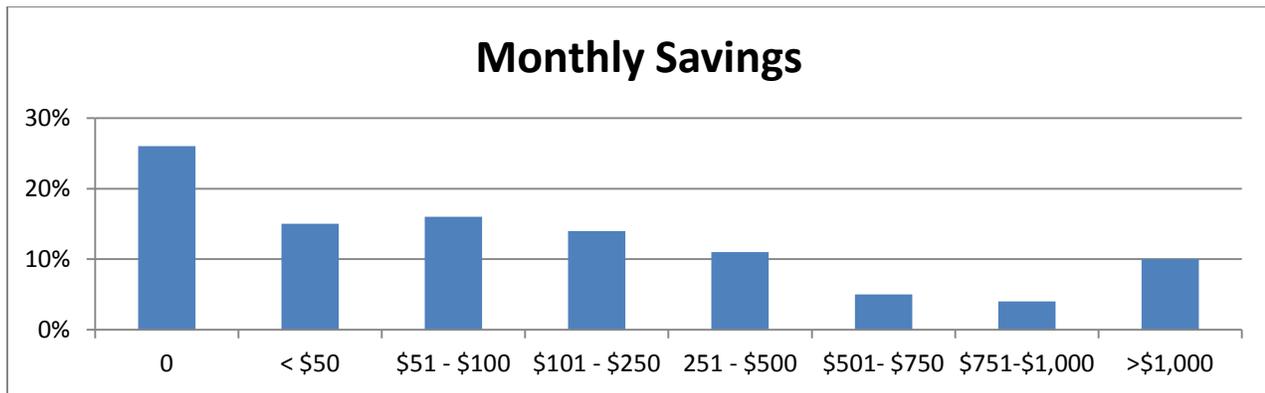
There is a significant gap between the earnings of working families and the cost of living. Many families are supplementing their income with credit cards to make ends meet or simply falling behind on monthly obligations. Savings often suffers as a result. Should a family experience an emergency or incur an unexpected expense, the lack of savings can therefore lead to an increase in debt, making it even harder to catch up or even create a financial crisis.

⁶ <https://www.epi.org/resources/budget/>

Financial Indicators

Bank On Hampton Roads emphasizes the importance of establishing and maintaining a savings fund and being prepared for emergencies and periodic expenses before they occur. This may reduce participants’ risk of accruing more debt, incurring late fees, and having to seek alternative lending sources.

Savings is a challenge for many Americans according to a Harris Poll survey conducted for Career Builder released in August of 2017⁷. They found that less than 1/3 of Americans stick to a clearly defined budget and the majority are able to save less than \$100 per month.



In that same survey, more than 3/4th of workers indicate they live paycheck to paycheck. Even among higher salaries, paycheck to paycheck living is a factor.

Salary	% Living Paycheck to Paycheck	In Debt
Less than \$50,000	51%	73%
\$50,000 - \$99,999	28%	70%
\$100,000 or more	9%	59%

Survey results indicate that American worker struggling with monthly cash flow are also predominantly in debt. As a result, 25% of American workers report not being able to make ends meet each month with 20% of workers missing payments. More than ½ of workers report they feel they will always be in debt. Because of insufficient cash flow and heavy reliance on debt to make ends meet, 18% have reduced their 401(k) contribution and/or personal savings in the last year. This leaves workers vulnerable to alternative financing products which can command extremely high interest rates.

White Bank On Hampton Roads is open to any citizen regardless of income, the majority (80%) of Bank On participants earn less than the area median salary and experienced these same financial difficulties.

⁷ <http://press.careerbuilder.com/2017-08-24-Living-Paycheck-to-Paycheck-is-a-Way-of-Life-for-Majority-of-U-S-Workers-According-to-New-CareerBuilder-Survey>

Financial Indicators

Use of Alternative Financial Services:

Americans living paycheck to paycheck turn to credit to sustain them in place of savings. Consumers accessing high-cost alternative lenders (62%) primarily use these funds to sustain basic living expenses between paydays⁸. These costs include paying for utilities, repairing a vehicle, paying rent or mortgage or covering a medical cost. This can create a debt cycle that is difficult to overcome.

Payday and title lenders capitalize on hard times of those dependent on fringe financial services. While the median payday loan is approximately \$350,⁹ repaying that loan can cost more than double. Knowing their customers have limited savings, these lenders offer products that exceed 400%¹⁰ interest. While the borrower may be planning to repay this short-term loan within a payday or two, studies show that the average person needs at least six months to repay a payday loan¹¹. By then, another unexpected expense may force them to repeat the cycle.

The Consumer Financial Protection Bureau (CFPB) is concerned about these risky lending practices. Within a month of taking out a payday loan, almost 70% of all payday loan borrowers take out a second loan, and one in five new borrowers take out at least 10 or more loans, paying more fees and interest on the same debt.

By helping people establish emergency savings, Bank On Hampton Roads helps citizens break the hold of payday lenders and other alternative loans. Adequate savings enables Bank On Hampton Roads participants to rely on their own resources and be empowered for greater financial control.

Subprime Credit:

The lack of savings yields greater reliance on credit products to sustain households when there is a shortage of funds during the month. Bank On Hampton Roads graduates report that the majority (55%) have subprime credit (credit score less than 650) at the beginning of their time with Bank On. With poor credit, insurance premiums are more costly and access to some jobs is barred. During the program 10% work their way out of subprime status and 75% show improvements in credit score. Some even raise their score 100 points or more during the 10-month program.

Financial Stress:

Financial stress impacts not just our current lifestyle and our opportunities for future wealth. It also impacts our health. Money stress is one of the leading stressors which degrade our health¹². Financial stress has been demonstrated to degrade a person's IQ and is equated with attempting to function without a night's sleep.¹³

⁸ <https://www.federalreserve.gov/2015-report-economic-well-being-us-households-201605.pdf>

⁹ http://files.consumerfinance.gov/f/201304_cfpb_payday-dap-whitepaper.pdf

¹⁰ http://files.consumerfinance.gov/f/201304_cfpb_payday-dap-whitepaper.pdf

¹¹ <http://www.responsiblelending.org/state-of-lending/reports/10-Payday-Loans.pdf>

¹² <http://www.apa.org/news/press/releases/2015/02/money-stress.aspx>

¹³ Thinking Money: <http://video.mpt.tv/video/2365353075/>

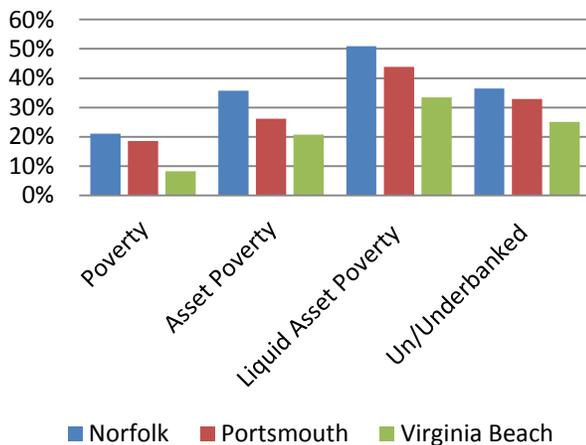
Local Measures

Hampton Roads families face financial stress measured by a variety of indicators. A high percentage of the population struggle with limited incomes. Insufficient income limits opportunity to be self-sufficient and maintain adequate shelter and transportation.

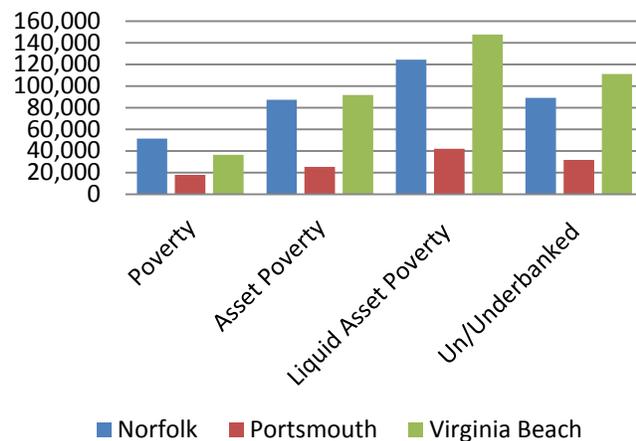
In Bank On Hampton Roads cities, more than 26% of the population owes more than the value of their possessions, meaning that they are living in asset poverty. Almost 44% of citizens are lacking sufficient cash resources to sustain themselves through a financial crisis. Our measure of financial security is a function of the savings we maintain.

Measure ¹⁴	Norfolk		Portsmouth		Virginia Beach	
Population		244,090		95,901		442,151
Median Income		\$44,150		\$46,230		\$67,313
Poverty	21.0%	51,258	18.60%	17,837	8.20%	36,256
Asset Poverty	35.70%	87,140	26.20%	25,126	20.70%	91,525
Liquid Asset Poverty	50.90%	124,241	43.90%	42,100	33.40%	147,678
Unbanked/Underbanked	36.50%	89,092	32.90%	31,551	25.10%	110,979

Percentage of Population



Number of Citizens



Single earner families are a large percentage of the local population. According to the IRS, more than 80% of low-to-moderate income (less than \$59,999) tax returns are from single head-of-household filing status in Hampton Roads. It is no surprise, a majority of Bank On Hampton Roads participants come from single income households.

¹⁴ <http://localdata.assetsandopportunity.org/>

Participant Demographics

No matter what the initial financial condition, Bank On Hampton Roads empowers citizens to build their savings, reduce their debt and build credit.

Financial Institution	Total %
ABNB	5.66%
Bank of America	11.58%
Bank of Hampton Roads	0.44%
BB&T	4.17%
Beach Municipal	7.94%
Chartway	7.64%
Fulton	0.38%
Monarch	0.45%
Navy Federal	27.97%
Other	12.31%
SunTrust	3.90%
Towne Bank	0.29%
USAA	0.98%
Virginia Beach Schools	1.45%
Wells Fargo	11.71%
No financial account	2.38%

Many Bank On Hampton Roads participants are already using financial institutions that are affiliated with the Bank On Hampton Roads program.

Students are asked if they have a financial institution at the initial class and which one they use. The responses indicate that most participants have a banking relationship and many bank with our Bank On Hampton Roads partners.

Program engagement is an opportunity for these financial institutions to develop stronger relationships with their clients and to help participants organize themselves for improved financial opportunity.

This data represents inception (2012) to date (2017) participant responses.

Age	Total %
<20	0.07%
20-30	11.64%
31-45	42.59%
46-65	42.22%
65+	3.08%
(blank)	0.42%
Grand Total	100.00%

Bank On is open to all adults. Each age group has its own financial challenges, but implementation of good financial practices serves citizens well no matter the age or financial condition.

Bank On serves primarily working age participants with approximately 85% of participants being between the ages 30 and 65. There are smaller numbers for young adults and seniors.

Gender	Total %
Female	81.27%
Male	17.11%
(blank)	1.62%
Grand Total	100.00%

Women are the primary participants in Bank On Hampton Roads. Many are single income households supporting children. While men are invited and welcome to Bank On Hampton Roads, the program is primarily reaching and empowering women in the local community.

Participant Demographics

Military Status	Grand Total
Active Duty	0.42%
Dependent	4.22%
Not Affiliated	57.69%
Veteran /not retired	4.89%
Veteran/retired	3.67%
(blank)	29.10%
Grand Total	100.00%

Participants are asked about any affiliation they may have with the military. Service members and veterans are invited to participate with Bank On Hampton Roads.

According to a study from National Foundation for Credit Counseling, Veterans are more likely to encounter financial challenges.¹⁵ Veterans are almost twice as likely to have debt carried over from month to month (58%) than civilians (just 34%). Nearly the same percentage of veterans (55%) believe they are ill-prepared for a financial emergency. Bank On

Hampton Roads strives to reach out to even more active duty and veterans to help them improve their financial security.

Ethnicity	Total %
American Indian	0.25%
Asian	1.54%
Black or African American	66.75%
Choose not to report	5.32%
Hispanic	2.86%
More than One Race	3.89%
Native Hawaiian/ Pacific Islander	0.12%
White	19.28%
Grand Total	100.00%

While Black or African Americans represent only 32% of Hampton Roads population, they comprise the majority of our Bank On Hampton Roads participants actively seeking to improve their financial condition.

White or Caucasians represent 59% of the Hampton Roads population, but only 19% of Bank On participants.

Source of referrals:

The primary source of referrals to Bank On is through family, friends or coworkers (40% of those listing a source). Graduates of Bank On Hampton Roads encourage their network to participate and to receive the same benefits they have received and contribute to this number.

City communications is a second means referral to Bank On Hampton Roads (22%). Municipalities often share upcoming classes with media releases, employee emails, social media and through citizen outreach.

¹⁵https://www.nfcc.org/NewsRoom/FinancialLiteracy/files2013/NFCC_2014FinancialLiteracySurvey_datasheet_and_key_findings_031314%20FINAL.pdf

Enrollment Statistics

Both the statistics of the Bank on program from 2017 and inception to date reveal that the majority of our participants are female, are banked, avoid alternative lending, have some college education or are college graduates, and are usually employed full time.

2017 Annual Summary										
	Enrollment		Alt Lend		Norfolk		Portsmouth		Virginia Beach	
	#	%	#	%	#	%	#	%	#	%
GENDER										
Male	117	18%	35	30%	47	20%	7	19%	63	17%
Female	532	82%	197	37%	185	79%	29	81%	318	83%
BANKING STATUS										
Banked	612	94%	210	34%	216	93%	35	97%	361	95%
Not Banked	40	6%	23	58%	16	7%	1	3%	23	6%
ALTERNATIVE LENDING										
Pawn	47	7%			22	9%	3	8%	22	6%
Money Order	97	15%			28	12%	8	22%	61	16%
Check Cashing	46	7%			10	4%	2	6%	34	9%
Tax Refund Loans	23	4%			7	3%	4	11%	12	3%
Rent 2 own	32	5%			15	6%	2	6%	15	4%
Payday	121	19%			46	20%	6	17%	69	18%
Any Alternative Lender	264	41%			103	44%	12	33%	149	39%
EDUCATION										
GED - HS	89	14%	25	28%	34	15%	6	17%	49	13%
Pursue GED	10	2%	4	40%	3	1%	0	0%	7	2%
Pursue Certificate	3	0%	1	0%	2	1%	1	3%	0	0%
Completed Certificate	15	2%	8	53%	4	2%	1	3%	10	3%
Some College	217	33%	94	43%	79	34%	13	36%	125	33%
College Grad	211	33%	71	34%	80	34%	13	36%	118	31%
Masters or Higher*	107	16%	33	31%	31	13%	3	8%	73	19%
EMPLOYMENT										
Full Time Employed	470	72%	47	10%	163	70%	26	72%	281	74%
Part Time Employed*	71	11%	10	14%	25	11%	3	8%	43	11%
Unemployed/Anticipate Job	32	5%	5	16%	14	6%	2	6%	16	4%
Non Employment Income	77	12%	8	10%	31	13%	5	14%	41	11%
Total	649				233		36		381	

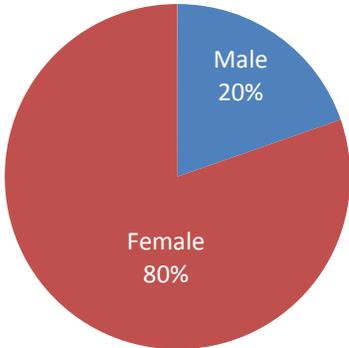
Enrollment Statistics

Inception to Date

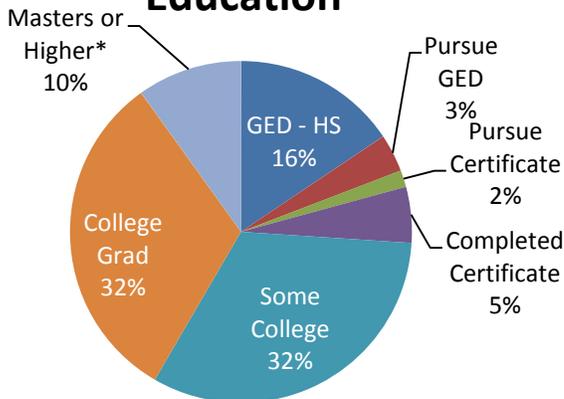
TOTAL 2012 - 2017					
	Enrollment		Alt Lend		Graduate
	#	%	#	%	#
GENDER					
Male	569	20%	205	36%	42
Female	2,325	80%	952	41%	262
BANKING STATUS					
Banked	2,584	89%	1,025	40%	278
Not Banked	265	9%	151	57%	9
ALTERNATIVE LENDING					
Pawn	29	1%			25
Money Order	529	18%			64
Check Cashing	304	11%			21
Tax Refund Loans	153	5%			23
Rent to own	142	5%			11
Payday	562	19%			44
Any Alternative Lender	1,245	43%			112
EDUCATION					
GED - HS	467	16%	170	36%	51
Pursue GED	107	4%	54	50%	4
Pursue Certificate	48	2%	26	54%	4
Completed Certificate	158	5%	83	53%	12
Some College	969	33%	446	46%	75
College Grad	950	33%	346	36%	146
Masters or Higher*	297	10%	100	34%	16
EMPLOYMENT					
Full Time Employed	1,824	63%	750	41%	187
Part Time Employed*	220	8%	74	34%	6
Unemployed/Anticipate Job	263	9%	132	50%	29
Non Employment Income	630	22%	214	34%	101
Total	2,893				304

Enrollment Statistics

Gender

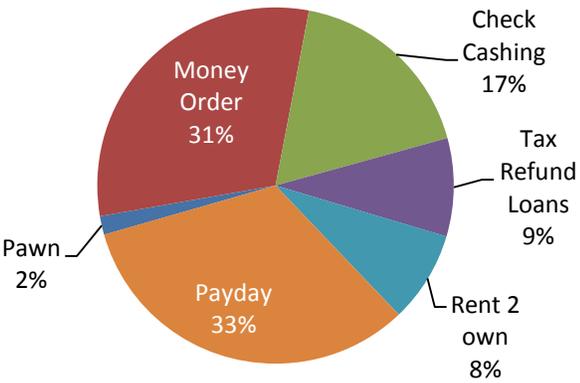


Education

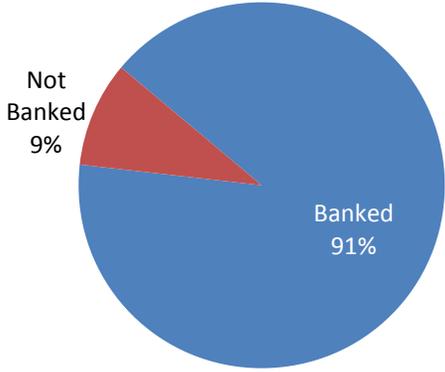


Participants in Bank On Hampton Road are primarily female. 42% have completed college and another 32% have some college.

Alternative Products

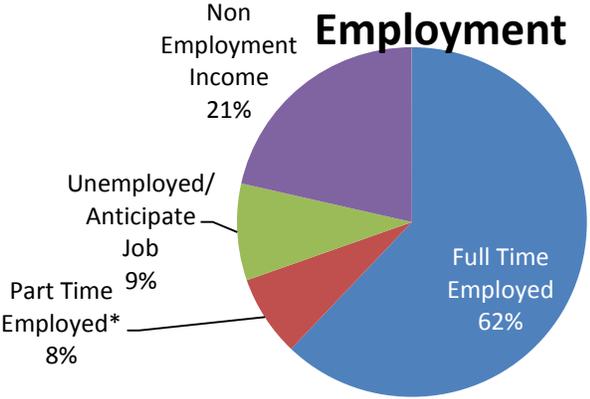


Banking Status



While most Bank On Hampton Roads participants are banked, 43% have actively used alternative lending or transactional products in the past 12 months.

Employment



A total of 62% of Bank On Hampton Roads participants are employed full time. The second largest category of participants (21%), are those with non-employment income such as disability, Temporary Assistance to Needy Families, unemployment benefits or retirement income.

Survey Data

Since 2012, Bank On Hampton Roads has conducted surveys at initial classes, midway through the curriculum and at the final class to determine improvements in key financial behaviors that improve financial outcomes. The surveys are conducted anonymously so that measurements are not taken at the individual level but at the class level. While there are significantly fewer graduates than there are initial enrollments, the data still indicate significant progress during the course of the program.

2017 Surveys

Question:	Norfolk			Portsmouth			Virginia Beach		
	Pre (109)	Mid (34)	Post (14)	Pre (22)	Mid (8)	Post (6)	Pre (207)	Mid (77)	Post (41)
Spending Plan?	26%	74%	100%	27%	50%	100%	23%	78%	85%
Automatic Deposit?	52%	71%	93%	36%	63%	33%	51%	75%	85%
Spending < Income?	37%	44%	93%	32%	38%	67%	41%	53%	80%
Late Fee last 2 months?	60%	32%	21%	77%	38%	50%	58%	38%	32%
Overdraft or NSF last 2 months?	45%	9%	7%	45%	50%	0%	34%	19%	22%
Short Term Goals?	41%	88%	93%	23%	75%	100%	39%	90%	95%
Long Term Goals?	31%	74%	79%	14%	75%	100%	29%	77%	85%
Compare Actual to Budget?	38%	76%	86%	23%	63%	83%	29%	75%	88%
Checking/Savings?	93%	100%	100%	95%	100%	100%	97%	100%	98%
Paid myself first?	19%	65%	93%	18%	50%	33%	22%	62%	78%
Emergency Funds?	26%	65%	93%	9%	38%	50%	36%	65%	95%
Protected Identity?	81%	97%	100%	100%	88%	100%	89%	97%	95%
Obtained Credit Report	54%	94%	100%	50%	88%	100%	57%	97%	98%
Free Tax Prep?	39%	44%	57%	23%	38%	50%	39%	43%	59%
Compared Cost of Credit?	34%	62%	93%	23%	38%	83%	34%	56%	78%
Debt Repayment?	46%	91%	100%	41%	63%	100%	38%	84%	93%
Borrow only what you can repay?	39%	79%	71%	45%	50%	67%	45%	68%	76%
Paid more than minimum?	57%	74%	86%	27%	38%	50%	52%	73%	88%
Avoided alternative lending?	61%	88%	79%	64%	75%	100%	64%	78%	90%
Paid bills on time/in full	30%	53%	79%	14%	50%	50%	31%	49%	68%
Notified creditors if unable to pay?	52%	71%	57%	45%	50%	83%	43%	69%	80%

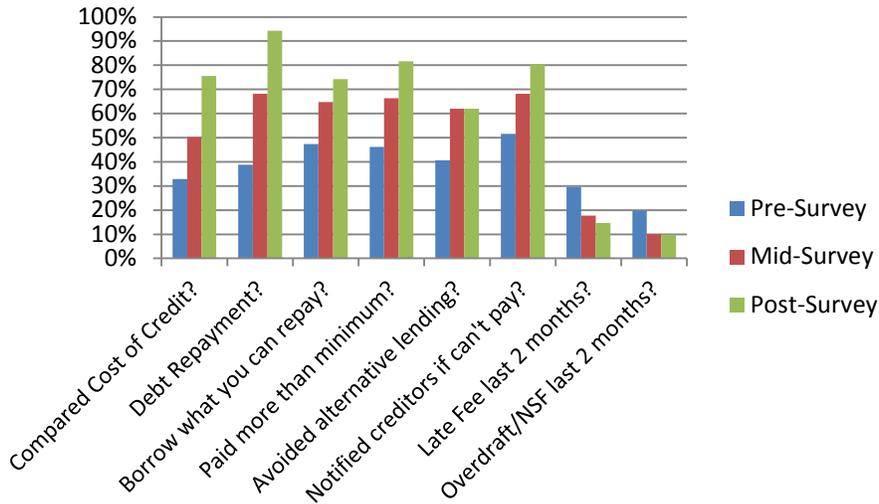
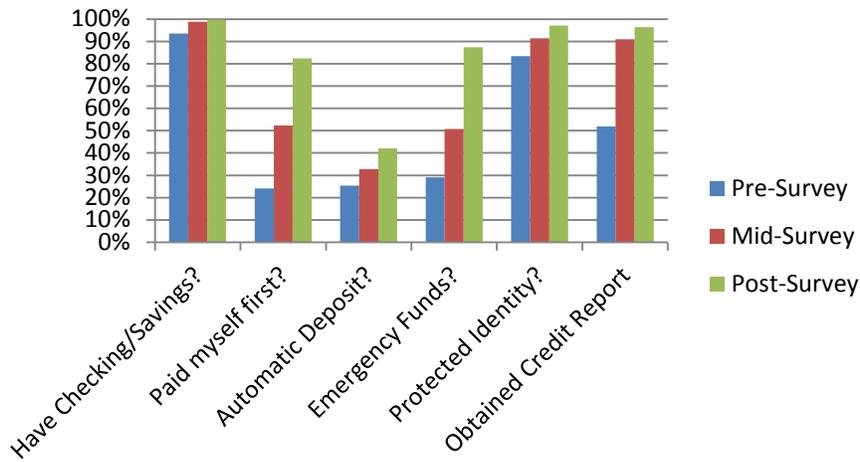
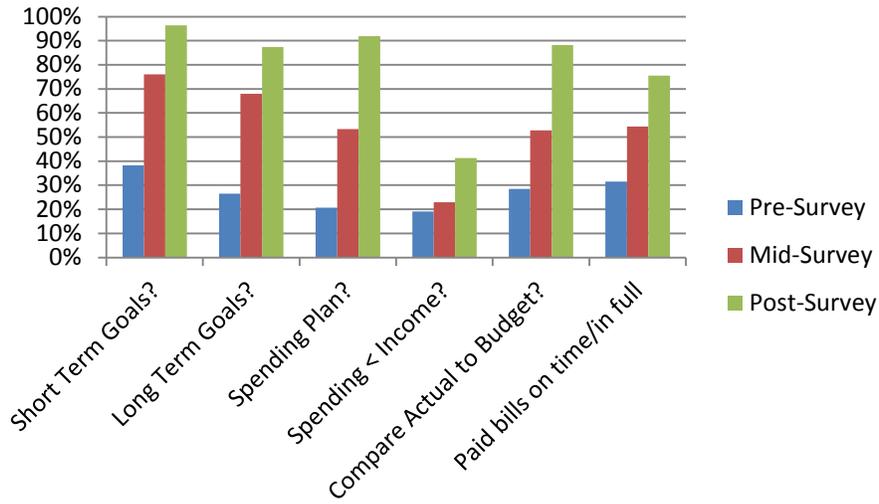
Each survey question measures a financial habit. Comparing pre/mid/post surveys we can see significant improvements in most areas of financial behavior.

Survey Data

Whether the measurement is in financial management, financial planning or debt management, significant improvements are indicated.

Question:	Total Since 2012 Inception		
	Pre (1251)	Mid (497)	Post (245)
Do you have a spending plan?	21%	53%	92%
Do you have automatic deposit?	25%	33%	42%
Do you spend less than income?	19%	23%	41%
Did you pay a late fee in last 2 months?	30%	18%	15%
Pay overdraft/NSF in last 2 mos.?	20%	10%	10%
Do you have written short term goals?	38%	76%	96%
Do you have written long term goals?	26%	68%	87%
Compare actual spending to budget?	29%	53%	88%
Do you have checking/savings acct?	94%	99%	100%
Do you pay yourself first?	24%	52%	82%
Do you have emergency funds?	29%	51%	87%
Do you protect your identity?	83%	91%	97%
Have you obtained credit report?	52%	91%	96%
Do you use free tax prep?	33%	42%	52%
Have you compared cost of credit?	33%	50%	76%
Do you have debt repayment plan?	39%	68%	94%
Borrow only what you can repay?	47%	65%	74%
Paid more than minimum?	46%	66%	82%
Avoided alternative lending?	41%	62%	62%
Paid bills on time/in full	31%	54%	76%
Notified creditors if unable to pay?	52%	68%	80%

Survey Data



Financial Challenge

In 2010, Virginia Beach established a Challenge for Financial Fitness. This challenge was organized to connect 500 low-income families to mainstream financial institutions and to help these families avoid foreclosure, avoid predatory lenders and stretch budgets in tough economic times, insuring they are financially fit for the future. As new municipalities established Bank On programs for their localities, each participating city has issued their own financial challenge to its residents to inspire positive financial action. This challenge requires participants to take positive action to improve their financial condition as measured by:

- Income
- Savings
- Debt Reduction
- Credit Score
- Consumer Protections Established

Every participant in the challenge establishes written goals with timelines for completion and milestone actions along the way. Since 2012, 204 citizens have completed the financial challenge for their respective city. Results are reported in the participant’s Financial Empowerment Passport comparing their beginning financial assessment with their ending assessment. To date, Bank On Hampton Roads graduates report the following results:

N=204	Improvements		
Inception to date improvements	Total \$\$	Average	Percentage
Monthly Income	\$ 47,696	\$ 234	17%
Liquid Savings	\$ 182,441	\$ 894	70%
Investment/Retirement	\$ 583,771	\$ 2,862	11%
Total Assets	\$ 1,381,251	\$ 6,771	6%
Total Debt	\$ (410,794)	\$ (2,104)	-6%
Total Monthly Payments	\$ (15,804)	\$ (77)	-18%
Credit Score		35.5 Pts	14%
Net Worth	\$ 1,539,873	\$ 7,548	27%

Financial Challenge

Challengers must demonstrate improvements in financial condition as measured by income, savings, debt reduction and credit scores. Challengers establish written goals with timelines for achievement and ensure that they have a will and advanced medical directive in place to demonstrate financial controls.

Graduation ceremonies allow the participating cities to recognize the achievements of the graduates. In 2017, graduations were conducted as a regional event with multiple cities participating in one larger graduation ceremony. Graduates are then encouraged to continue their financial improvements and volunteer to serve future participants completing the program. In 2017, nine graduates became volunteers.



Graduation February 2017 (Graduates and Volunteers)



Graduation July 2017 (Graduates)



Graduation November 2017 (Graduates and Municipal Leaders)

Financial Capability Scale

In September 2015, Bank On Hampton Roads adopted the Financial Capability Scale¹⁶ developed by the Center for Financial Security at the University of Wisconsin as a national standard measure for financial condition. Bank On Hampton Roads includes the questions for this scale in their pre/mid/post survey. The Financial Capability Scale is a useful tool for not only measuring improvements in planning behaviors, but also is a standardized measure that can be used to compare financial programs across the U.S. and allow programs to connect and share best practices.

September 2015 – December 2017 Results

		Total			Norfolk			Portsmouth			Virginia Beach		
Max		Pre (1251)	Mid (497)	Post (245)	Pre (212)	Mid (63)	Post (29)	Pre (48)	Mid (23)	Post (22)	Pre (991)	Mid (411)	Post (245)
Spending Plan	1	0.23	0.67	0.93	0.25	0.71	0.97	0.21	0.43	0.91	0.20	0.69	0.92
Goal Confidence	2	1.38	1.47	1.75	1.41	1.56	1.72	1.29	1.22	1.91	1.38	1.47	1.71
Emergency Fund	2	0.70	0.98	1.34	0.70	1.06	1.55	0.44	0.83	1.18	0.73	0.96	1.30
Automatic Deposit	1	0.49	0.72	0.83	0.47	0.71	0.86	0.44	0.65	0.68	0.50	0.73	0.86
Spending < Income	1	0.37	0.50	0.81	0.37	0.49	0.90	0.27	0.43	0.77	0.38	0.52	0.79
Avoid Late Fees	1	0.56	0.39	0.29	0.51	0.32	0.17	0.69	0.39	0.50	0.58	0.42	0.27
Total	8	3.73	4.72	5.95	3.78	4.86	6.17	3.33	3.96	5.95	3.80	4.79	5.86

What do these questions reveal?

Spending Plan: Behaviorally focused measure, including identifying if the client has a future orientation and is planning ahead as opposed to having no plan.

Goal Confidence: Provides insights whether a client has intentions to engage in new and different financial behaviors in the future.

Emergency Fund: Indication if they are anticipating contingencies; having access to liquidity can help avoid hardship such as a missing house payment or food insecurity.

Automatic Deposit for Future Use: Automatic savings increases probability of actual savings. Most people fail to save if they affirmatively move funds from one account to another.

Spending less than Income: Signals attention to future needs.

Late Fees: Avoidance of fees is a sign of planning and paying attention to cash flows.

Note: At the end of 2017, graduates were contacted to do a post-graduation survey to see if the behavior changes have been maintained. Of the 34 respondents, the average FCS score was 6.61 (an improvement over the scores achieved at the time of graduation).

¹⁶ <https://fyi.uwex.edu/financialcoaching/measures/>

Bank On Virginia Beach

Virginia Beach was the first city regionally to organize a financial empowerment effort for its citizens as part of the Mayor's Action Challenge established by Mayor William Sessoms. The first Bank On Virginia Beach class launched in 2012. From its launch through 2017, Bank On Virginia Beach has enrolled 2,064 participants all seeking to improve their financial condition (381 enrollees in 2017).

Bank On Vision: Bank On Virginia Beach is operated under the leadership of Human Services Director, Dannette R. Smith to help low to moderate income persons establish and maintain self-sustainability. Director Smith recognizes the importance of financial security for all citizens to ensure the vitality of Virginia Beach. Since 2012, Bank On Virginia Beach partners and volunteers have been encouraging citizens to take the next step on their journey to financial freedom.



Of the 36 graduates in 2017, 2 were able to establish themselves in a first-time home. Seventeen graduates were already homeowners, but used Bank On to improve their financial security through greater savings and reduced debt. In 2017, graduates increased income an average of \$412 annually and liquid assets (checking and savings combined) increased \$524. Credit card balances began to decline and credit scores increased. Typically, graduates will admit they have not reached all of their

financial goals prior to graduation, but the encouragement they receive and the skills they learn while in Bank On Virginia Beach are sufficient to allow them to see results and know their goals can be achieved with perseverance.



Master Your Money: At the October 4th, Retirement Security event, FPA offered one on one consultations with the public and provided presentations on retirement and estate planning topics.

Representatives from IRS, State Corporation Commission Investor Education and Senior Services of Southeast Virginia offered information and mini workshops to inform the public on what they can expect in retirement.



Job Readiness Program: Virginia Beach Human Services prepares clients who are able to work to achieve success in their job search. The Job Readiness program partners with Bank On Virginia Beach to offer monthly educational sessions to discuss strategies for navigating financial

crisis and how to organize financial decisions to prepare for their future employment.

Bank On Virginia Beach



SYEP: In 2017, Bank On Virginia Beach continued its partnership with the Summer Youth Employment Program (SYEP) providing financial education to youth entering the workforce. Three days of intensive financial training are provided to the young workers. In 2017, because of this partnership, SYEP was selected as a city for Cities for Financial Empowerment Summer Jobs Connect Program. This program connects young workers to their first

bank accounts and empowers them to take advantage of direct deposit and manage their own funds. Many of the hazards their parents faced through the years may be avoided with this strategic delivery of training and connections to trusted financial partners.

Prisoner Re-entry: In August of 2017, Virginia Beach Corrections requested to have Bank On partners discuss financial topics with inmates preparing for release. Many do not know the status of their bank accounts and fear that their credit scores are negatively impacted since they haven't been able to remain current on debt obligations. They are eager to learn how to go about re-establishing their financial lives after their detainment.

Equifax Data Breach: Bank On Virginia Beach partnered with Beach Municipal Federal Credit Union and Virginia Beach Public Libraries to organize a public information event related to the Equifax data breach on October 21st with a follow on event on November 18th because of the intense public interest. Equifax representatives from RA Business Solutions provided context for the data breach and answered questions from the public to help people protect their identity and to understand the actions that were taking place to restore the integrity of the credit reporting agency.

Community Events: One of the ways that Bank On Virginia Beach reaches the community is to partner with various community events. Bank On provides speakers or information tables to help the community know where to find resources to help them grow their financial security. Bank On Virginia Beach welcomes the opportunity to partner in the community.



Bank On Virginia Beach Success Stories



Lana Williams-Giddens, served our country through the armed forces and good established financial habits, but an interruption to her income after leaving the military forced her to make some hard choices. It was a shock, since she was accustomed to helping others with financial management. She learned about Bank On Virginia Beach through a partnership established with a Veteran's program at Opportunity, Inc.

Even though Lana was knowledgeable in the area of personal finance, she still found herself picking up tips she could use and free web tools like www.powerpay.org to establish a debt snowball. She shares that the program kept her encouraged during one of the biggest financial crises of her life. She plans to have all debt paid off and build liquid savings to replace plastic.

Lana still continues service to the community by volunteering with Bank On as an instructor and coach. She encourages new participants that no matter what they face, there is hope with the help of Bank On.

Kaylah Baker graduated Bank On Virginia Beach in July of 2017. She initially struggled not being able to afford a place of her own. Kaylah was looking to establish her independence and provide for her son as a single mom. She thought that more income would be the solution, but after obtaining her salaried position, she found that funds still didn't stretch far enough. That is when a coworker shared how Bank On had been a help to her.

Virginia Saves (program described pages 40 – 43) challenged her to make savings a priority by paying herself first and saving in a secure location to reach her goal of homeownership. She was able to overcome her payday lending trap, build a realistic spending plan for her lifestyle and save enough to cover the closing costs on her first home!

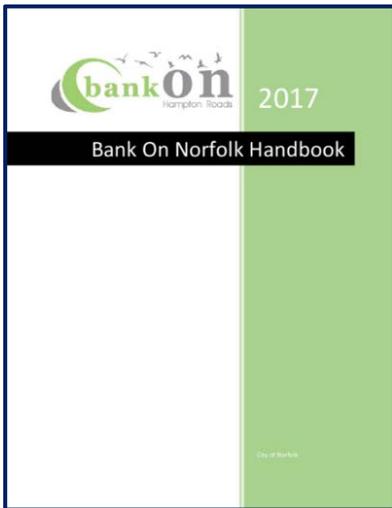
Kaylah is a spokeswoman for Bank On and has not only begun coaching, she also plans to instruct and currently sits on the steering committee for one of the local city Bank On programs. She tells everyone about how Bank On provided her a toolkit to help her reach her goals. She plans to help Bank On grow to even more cities so that more people can enjoy the financial peace she has achieved.



Bank On Norfolk

After a successful inaugural year in 2016, Bank On Norfolk completed its second year in the regional collaboration. In 2017, Bank On Norfolk had three graduating classes comprised of 19 graduates who collectively decreased their total debt by \$15,483, decreased credit card debt by \$27,000, increased savings by a total of \$8,740, and saw an average improvement of 43 points in their credit scores. Norfolk is grateful that numerous residents have been able to transform their lives by building their financial security through this program.

AmeriCorps VISTA program: 2017 was also the second, and final, year of the Cities of Service Resilience AmeriCorps program in Norfolk. Through this program Norfolk received grant funding, technical support, and two AmeriCorps VISTA members to support community initiatives like Bank On. In addition to coaching alongside other volunteers, AmeriCorps VISTA Pam Myers provided a personal connection to the program by regularly following up with participants before and after class, and offering encouragement to stay on track. Through these efforts, we have collected data that will be utilized to make necessary adjustments to the program in the future.



Bank On Administrative Handbook: The Bank On Norfolk program is changing lives one resident at a time. With strong leadership from City Council and the City administration, as well as the support of local community partners, the program is growing and thriving. In order to ensure the long-term sustainability of the Bank On Norfolk program, Norfolk developed a Bank On Handbook that documents the standard operating procedures of the program and outlines the day-to-day coordination of the program and classes. This will allow the program to continue seamlessly regardless of changes in leadership or staff and will be an important asset to future partners as we seek to replicate the program in neighboring cities.

Community Events: Bank On Norfolk participated in numerous community events during the year to expand outreach to more residents across the city. Bank On Norfolk was represented at the Park Place Launch community fair, Ready to Thrive Back to School Fest, NPL Financial Literacy Fair, City of Norfolk Job Fair, Employee Wellness Fair, the City of Norfolk's Neighborhood Expo and several civic league events.



Bank On Norfolk

Community Partnerships: Bank On Norfolk continued efforts to create new partnerships by presenting to community groups like Estabrook Civic League and the Ghent Area Ministries (GAM). Additionally, Bank On Norfolk partnered with several libraries, faith communities, community centers, and the Foodbank of Southeastern Virginia and the Eastern Shore to secure class locations that are accessible to residents no matter where they live.

Bank On Norfolk partnered with the Union Mission Men’s Shelter to pilot a closed Bank On class for their shelter residents. Union Mission staff received training through the Master Financial Educator Volunteer program to become instructors and coaches to support the pilot. Bank On Norfolk provided support through class materials and as a resource to talk through challenges and opportunities. While the population is transient in nature, staff at the Union Mission are strong advocates of getting accurate financial information into the hands of their clients to help them visualize and achieve their financial goals.



Strong Leadership: Councilwoman Angelia Williams-Graves continues to be a champion of Bank On Norfolk and joins graduates in celebrating their hard work and achievements in completing the City’s financial fitness challenge at graduation.



Bank On Norfolk Success Stories



At a community expo in September 2016, Wonder Kearse came across the Bank On Norfolk table where she signed up for “the best journey she has taken in life, yet.”

By graduation in July 2017, Wonder had paid off her credit card debt entirely. This debt once left her with no end in sight to her financial distress. Additionally, her credit score improved by 90 points, and she created six savings accounts which she uses towards different goals. She accredits her successes to the expertise and resources she accessed through Bank On. At graduation, she spoke about how Bank On motivated her and made her more financially aware.

Wonder continues to give back to the Bank On program as an instructor and member of the Financial Empowerment Team. We are thankful for her dedication and service to others that find themselves in similar situations who enter the program in search of financial freedom.



When Navy veteran, Ken Rogers, began his financial journey through Bank On Norfolk, he was in crisis mode. After seeking financial counseling at church, he was introduced to Bank On.

Bank On helped Ken visualize his financial situation and develop a plan to tackle his financial crisis head on. By the time Ken graduated in November, his credit score increased by 48 points and he established a savings account by paying himself first during the 10-month program.

Now, Ken strives to pass along the knowledge and resources he gained during his journey with Bank On Norfolk to his son, who is on track to graduate from college this year.

The Williams family is a mother-daughter trio that embarked on the Bank On journey together. After learning about Gloria’s efforts to become an instructor, her mother, Eva, and sister, Audrey, enrolled in Gloria’s class.

Through Bank On, Eva and Audrey learned to pay themselves first and manage and prioritize their spending with the support of their coaches and Gloria. During the program, the pair increased their credit scores, reduced their debt, established emergency savings, and saved enough to accomplish their travel and home improvement goals. Now, the mother-daughter trio is focused on continuing to grow their savings, eliminate their debt, and travel out of the country.



Bank On Portsmouth

Bank On Portsmouth was formed to address Portsmouth residents financial security needs. Portsmouth is home to several federal government facilities and the contractors that support the local economy. Sequestration is a recurring topic for government employees, so sound financial management skills are critical. Additionally, the tolls on tunnel traffic dramatically impact Portsmouth residents who frequently travel to other cities for employment. The City of Portsmouth recognized these financial challenges faced by citizens and supports the Bank On Portsmouth program by marketing and providing student materials.

As Portsmouth entered its second full year of Bank On activity, more volunteers were trained and the volunteer steering committee added a new class in the April semester so that two full semesters of Bank On classes were offered in 2017. Portsmouth Department of Social Services offered to host the class and promote the opportunity to Portsmouth citizens and employees of the city of Portsmouth.



In June of 2017, Bank On Portsmouth joined Bank On Norfolk and Bank On Virginia Beach in the first three-city combined graduation event recognizing the graduates of the three city programs under the Bank On Hampton Roads umbrella. Mayor John Rowe proclaimed a financial challenge for the month of July 2017 for Portsmouth residents encouraging citizens to take positive actions to improve their financial security. This proclamation was read at the graduation event.

The steering team grew with the addition of Fran Fox as the Bank On Portsmouth administrative volunteer and Wynne LaLonde joined the team as the lead volunteer for the Bank On Portsmouth steering committee. This committee is responsible for doing community outreach and management of existing classes. The committee provides the coordination for Bank On Portsmouth on a volunteer basis as paid city staff are not currently feasible. Since the coordination for Bank On Portsmouth operates on a volunteer basis, strategic use of resources is vital. The committee organized strategic discussions to ensure that the responsibilities are shared and the program continues to grow.

Bank On Portsmouth is looking forward to reaching more citizens as they grow their network of trained volunteers and increase the number of classes that are made available to citizens looking for a free financial makeover.

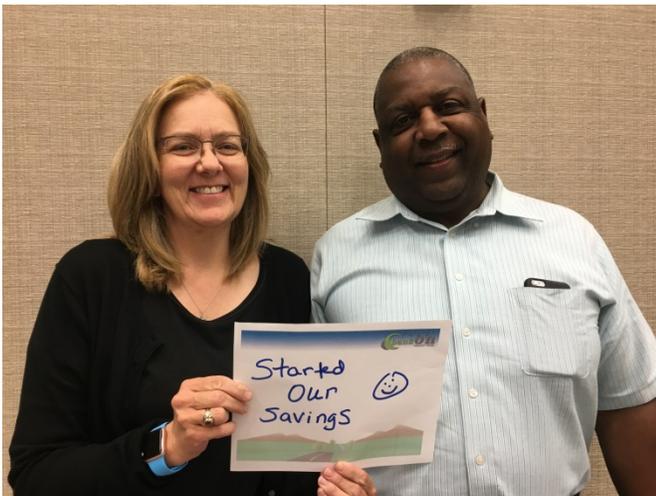
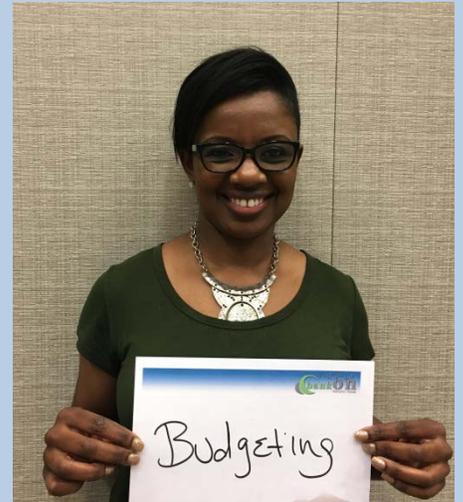


Bank On Portsmouth Success Stories

Tawanna Boone is a single parent with two children at home and one serving in the US Airforce. She states that many people think that better job with more money will resolve their financial issues, but that is not always true. She felt victimized by bad financial choices and resulting financial failures. She says that Bank On took her victim ship on a voyage to recovery.

During her participation in Bank On she drew strength from volunteers who demonstrated compassion and motivated her to succeed. She says her voyage gave her hope she never had. She has a clearer vision for her future because of Bank On Portsmouth.

Tawanna has since completed the Master Financial Educator Volunteer training and is now instructing Bank On Portsmouth classes and coaching with participants. She carries on the hope she received, passing it to the next generation of Bank On participants.



Joann and Morris Reese completed Bank On Portsmouth as a married team. They broke free from paycheck to paycheck living by taking a critical look at where their money went each month and making intentional lifestyle decisions that would bring them closer to their goals.

Joann states that they could save significant amounts by reducing credit card debts and saving on the monthly interest being charged. By meeting with their financial coach they were able to create a plan that would allow them to prepare for retirement and to live with less financial stress.

Taking the class together allowed the Reese's to build a plan that works for both of them. They can know they are working in harmony to reach their financial goals while still enjoying a quality standard of living today.

Virginia Saves

From the inception of Bank On Virginia Beach in 2012, Virginia Saves has been encouraging Bank On participants to make a savings goal and pledge to save. America Saves is a consumer awareness campaign to engage people in building strong savings habits managed by Consumer Federation of America. America Saves recognizes the danger of not having a savings buffer. Whether it be an income interruption or an unexpected expense, savings keeps people secure and protected against high cost lending options. Savings begins with intent. America Saves encourages people to take the step of establishing a savings goal. Written goals lead to more positive action being taken to achieve them. America Saves centers activity in America Saves Week (usually the last week of February), but also endorses savings year-round.

Virginia Saves, the local campaign of America Saves strives to inspire participants to commit to a savings goal on the first day of Bank On Hampton Roads classes. The pledge is in the form of a written goal set by the participant. The purpose for savings varies among participants. In the Virginia Saves Bank On program most individuals and families need an emergency fund, but also have other motives such as education, vacation, homeownership, motor vehicle, credit score, retirement and repayment of debt. Savers are also provided with some great tools from America Saves and encouraging emails and texts to keep savers motivated to see their goals fulfilled.

A few Bank On graduates were praised for their success and could share their saver journey with America Saves:

[Cindy Alexander Saver Story](#)

[Christina Mele](#)

[Nadine Bilowas](#)

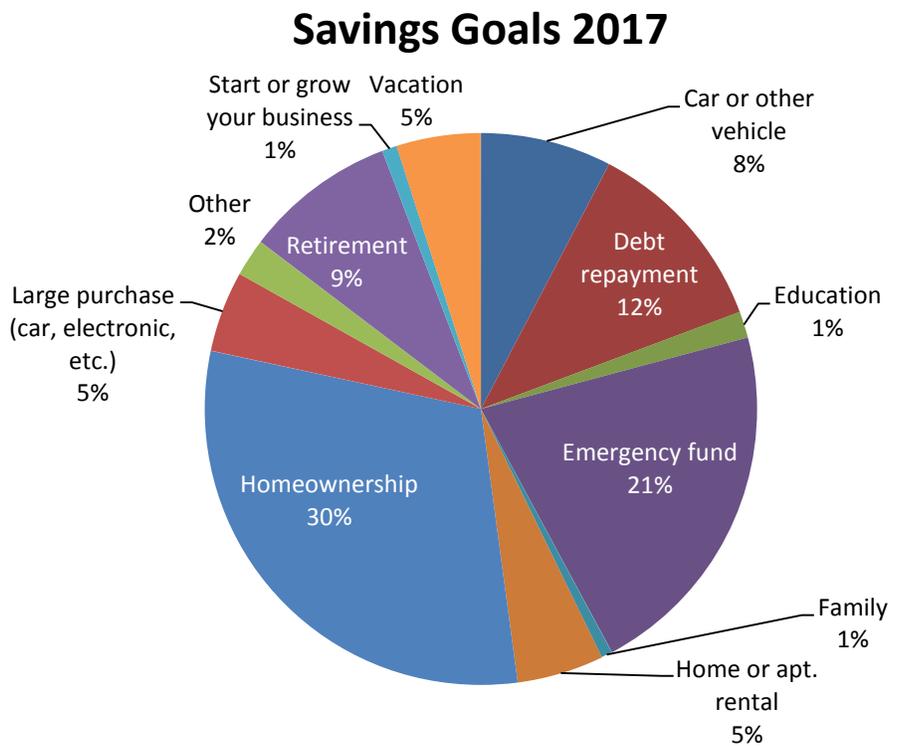
[Nicky Vasquez](#)

[Nichelle Johnson](#)

Virginia Saves

Annual Amount Saved by Year by City								
Cities	2010	2011	2012	2013	2014	2015	2016	2017
Chesapeake	\$ 75,060	\$ 49,104	\$ 39,600	\$ 31,920	\$ 33,784	\$ 9,192	\$ 82,500	\$ 82,428
Norfolk	\$ 62,688	\$ 39,948	\$ 7,932	\$ 4,248	\$ 3,684	\$ 6,876	\$ 25,836	\$ 181,578
Other	\$ 5,340	\$ 10,176	\$ 1,440	\$ 6,000	\$ 4,200	\$ 3,852	\$ 2,400	\$ 30,840
Portsmouth	\$ 20,424	\$ 17,280	\$ 2,328	\$ 1,140	\$ 1,044	\$ 4,908	\$ 6,024	\$ 38,100
Suffolk	\$ 33,252	\$ 16,032	\$ 480	\$ 504	\$ 4,032	\$ 672	\$ 828	\$ 13,812
Virginia Beach	\$ 22,968	\$ 8,232	\$ 46,908	\$ 25,692	\$ 47,208	\$ 31,248	\$ 55,104	\$ 267,540
Grand Total	\$ 219,732	\$ 140,772	\$ 98,688	\$ 69,504	\$ 93,952	\$ 56,748	\$ 172,692	\$ 614,298

Annual Amount Saved by Year	
Years	Grand Total
2010	\$219,732
2011	\$140,772
2012	\$98,688
2013	\$69,504
2014	\$93,952
2015	\$56,748
2016	\$172,692
2017	\$614,298
Grand Total	\$1,466,386



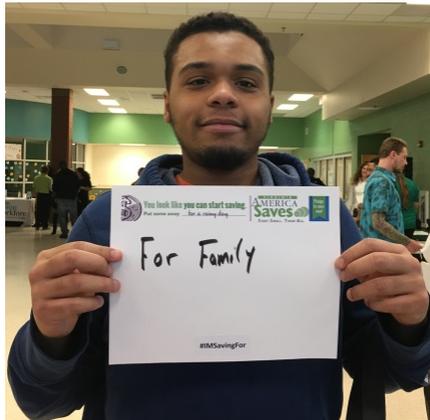
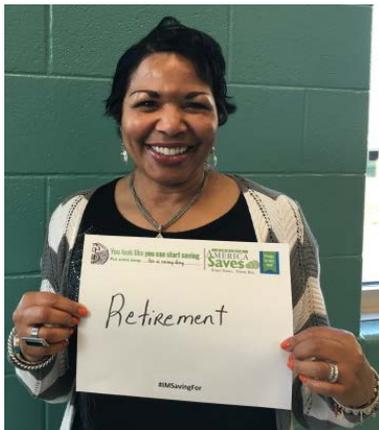
Virginia Saves

During the 2017 first Virginia Beach Credit Checkup, Virginia Saves volunteers inspired people to take positive action to make savings a priority by challenging them to establish a written pledge to save. At this event, coaches met one on one with public to review credit reports and Virginia Saves sponsored an #IMSAVINGFOR booth because savings reduces reliance on credit cards and deters debt.



During America Saves Week, Virginia Saves hosted a Save Yourself Event. Speakers presented workshops on college savings, retirement savings and how to get started paying yourself first. The #IMSAVINGFOR booth came along to help people take the next step of making a pledge to save. Virginia Saves was excited to have Financial Planning Association of Hampton Roads and Virginia 529 offering trusted information to citizens at the event.

In March 2017, the Adult Learning Center hosted a career fair and invited Virginia Saves. We had lots of fun inspiring savers with the #IMSAVINGFOR contest.



30-40-30

During tax season, Virginia Saves encourages savers to use their tax refund to accelerate their savings.

GOT PLANS FOR YOUR TAX REFUND?

Use 30-40-30 plan to pay for your PAST, PRESENT, and FUTURE

PAST: Designate 30% of your refund to paying off debt and catching up on outstanding bills.

PRESENT: earmark 40% for current use.

FUTURE: Use 30% to jumpstart an emergency fund or biggest term savings.

AMERICA Saves
Smart. Small. Invest. Big.

BECOME A SMART THOUGHT AND TAKE ADVANTAGE OF FREE TOOLS TO HELP YOU AND YOUR MONEY SMART!

WWW.VIRGINIASAVES.ORG

CALL US OR TEXT US

f t e



Virginia Saves

Summer Vacation Planning Guide: April – June, Virginia Saves helped savers prepare for the periodic expenses that come their way with the Summer Vacation Planning Guide available on Virginia Saves’ website.

Virginia Saves can be seen at events in communities all year long. For example, Virginia Saves attended the National Night Out event, back to school events throughout the region and a Credit Checkup event in August.



Virginia Saves attends the Retirement Security event for Master Your Money in October to help people find ways to begin paying yourself first and building wealth for retirement.



Virginia Saves printed bookmarks to help inspire more savings. 52-Week Savings Plan encourages people to save regularly and begin small and build over time.

52-Week Savings		
Week	Save	Total
1	\$ 1	\$ 1
2	\$ 2	\$ 3
3	\$ 3	\$ 6
4	\$ 4	\$ 10
5	\$ 5	\$ 15
6	\$ 6	\$ 21
7	\$ 7	\$ 28
8	\$ 8	\$ 36
9	\$ 9	\$ 45
10	\$ 10	\$ 55
11	\$ 11	\$ 66
12	\$ 12	\$ 78
13	\$ 13	\$ 91
14	\$ 14	\$ 105
15	\$ 15	\$ 120
16	\$ 16	\$ 136
17	\$ 17	\$ 153
18	\$ 18	\$ 171
19	\$ 19	\$ 190
20	\$ 20	\$ 210
21	\$ 21	\$ 231
22	\$ 22	\$ 253
23	\$ 23	\$ 276
24	\$ 24	\$ 300
25	\$ 25	\$ 325
26	\$ 26	\$ 351
27	\$ 27	\$ 378
28	\$ 28	\$ 406
29	\$ 29	\$ 435

Each year, Virginia Saves helps savers prepare for the holidays with a Holiday Planner on the website and by attending the Holiday Shopping on a Shoestring workshop in November. More information can be found at www.virginiasaves.org.

Master Your Money

Building on the success of prior Financial Planning Days, Bank On Virginia Beach and the Financial Planning Association of Hampton Roads expanded their partnership to offer targeted events where the public could receive trusted financial information and connect with local CERTIFIED FINANCIAL PLANNER™ Professionals. Master Your Money events were developed in partnership with Beach Federal Credit Union and Virginia Beach Public Libraries.

Master Your Money is a series of singular events to address financial education needs. These events are open to the public and offer citizens an opportunity to meet with financial experts and resource providers in the community. Events included workshops, printing and reviewing annual credit reports and information from providers such as Social Security Administration, Virginia 529, Financial Planning Association of Hampton Roads, State Corporation Commission, Legal Aid Society of Eastern Virginia, Senior Services of Southeast Virginia and more. Attendees had opportunity to sit one on one and ask their individual questions of the experts.

Virginia Beach Public Libraries hosted the events making trusted financial information available to more citizens.



MASTERING YOUR FINANCIAL FUTURE SERIES 2017			
DECLARE YOUR INDEPENDENCE	TAKING CONTROL OF YOUR DOLLARS	JULY 20 6PM – 8PM	
DETONATE YOUR DEBT	BETTER CREDIT & FREEDOM FROM DEBT	AUGUST 12 2PM – 5PM	
RETIREMENT SECURITY	PROVIDING FOR YOUR GOLDEN YEARS	OCTOBER 4 5PM – 8PM	
HOLIDAY SHOPPING	ENJOY THE HOLIDAYS ON A BUDGET	NOVEMBER 14 6PM – 8PM	

ALL EVENTS HELD AT MEYERA E. OBERNDORF CENTRAL LIBRARY, VIRGINIA BEACH

TO REGISTER, VISIT: MASTERURMONEY.BLOGSPOT.COM



LifeCents

LifeCents is a web-based application designed to help consumers evaluate and improve their financial health and well-being. LifeCents measures three areas of consumer financial health. These unique “psychographic” measures are: 1. Financial IQ; 2. Financial Habits; and 3. Financial Mindset. In addition to providing a highly-personalized and interactive learning experience, LifeCents helps users to identify, manage, and achieve personal goals.

This intuitive web-based application is used as a supplement to Bank On live classes and as an in-home learning tool to those who cannot attend classes. In 2017, 30 participants used LifeCents online portal with demographics indicating financial vulnerability as follows:

Key Performance Indicators

74.19% don't have an emergency fund
9.38% don't have a savings account
12.5% don't have a checking account
42.86% haven't started saving for retirement
54.84% currently have student loans
66.67% don't have a budget
25.81% used an alternative financial service in the past 12 months
70.97% have balances on multiple credit cards
75.76% check their credit report at least once a year
86.84% have checked their credit score in the past 12 months
9.68% are saving at least 10% of monthly income

Awards

Bank On Hampton Roads has been recognized by the following organizations with awards for excellence:

- CUNA 2012 Desjardins Award
- Virginia Cooperative Extension State Award 2013 for Collaboration
- Volunteer Hampton Roads Group Award 2014
- 2014 Program Excellence Award State and Southeast District Virginia Cooperative Extension
- 2017 Dean Donald Felker Financial Management Award

Bank On Hampton Roads

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