

**Department:** County Human Services      **Program Contact:** Rose-Ellen Bak  
**Program Offer Type:** Innovative/New Program      **Program Offer Stage:** As Requested  
**Related Programs:** 25139A, 25004, 40058  
**Program Characteristics:** One-Time-Only Request, Out of Target

**Executive Summary**

Poverty is a major obstacle to people reaching their full potential. Asset building is a proven strategy for helping people move out of poverty, but one that is often not available to African Americans in our community. In order to assist families to increase economic security and support their children's future, this program will help parents participating in the Healthy Birth Initiative to become financially stable by providing income, and culturally specific asset building services.

**Program Summary**

**ISSUE:** Families living on low incomes face challenges accessing sufficient resources to meet day-to-day needs. The struggle to meet basic needs makes it impossible to build the assets needed to cushion a family from emergencies or build generational wealth. This is particularly true in communities of color, where racism, high rates of poverty and historical distrust of financial institutions leave many families with no assets.

**PROGRAM GOALS:** Families participating in this program will have financial supports leading to long-term economic stability, and will gain access to culturally specific asset building services to build generational wealth.

**PROGRAM ACTIVITY:** This program will provide culturally specific asset building services for families enrolled in the Healthy Birth Initiative program through three main program activities: families enrolled in the program will all be eligible for a one-time unrestricted benefit that the family may use to meet their personal goals and family needs; families will have access to culturally specific no-cost financial planning services including training and consultation; and families will have access to specific asset tools such as banking and Individual Development Accounts.

The program will include regular follow up to assess the impact of the asset building services and strategies, and will include a second year follow-up of HBI families who were served in the first iteration of this program in FY18.

**Performance Measures**

Measure Type	Primary Measure	FY17 Actual	FY18 Purchased	FY18 Estimate	FY19 Offer
Output	Number of families served	N/A	125	125	75
Outcome	% of individuals who engage in asset building services	N/A	N/A	N/A	70%

**Performance Measures Descriptions**

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2018	2018	2019	2019
Contractual Services	\$0	\$0	\$100,000	\$0
<b>Total GF/non-GF</b>	<b>\$0</b>	<b>\$0</b>	<b>\$100,000</b>	<b>\$0</b>
<b>Program Total:</b>	<b>\$0</b>		<b>\$100,000</b>	
Program FTE	0.00	0.00	0.00	0.00

Program Revenues				
<b>Total Revenue</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

Explanation of Revenues

Significant Program Changes

Last Year this program was: