Financial Coaching Program

Total Coaching Impact FY16-21

Over the last four years our coaches have worked with 271 participants. While the numbers from the coaching program are powerful, the impact on people's lives goes much deeper than that. Below are a few examples of life changing goals our participants were able to make a reality.

- Buying a home
- Being able to afford and go to graduate school
- Starting a business
- Making a cross country move

$41,224 Total Saved by all participants
$25,588 Total Debt Paid Off by all participants
$131,070 Cash Value of our services that we provide for free

To Learn More visit uwgive.org/financialcoaching
Financial Coaching Program

The financial coaching program at United Way of Washtenaw County provides one-on-one support to individuals to identify and work towards their financial goals. Our program also focuses on long term behavioral change, reducing financial stress, and creating positive financial habits.

79% of our participants are women

In FY 21, our financial coaches provided services to 56 participants.

More than half of our participants identify as people of color:

- 64% Black or African American
- 7% Hispanic, Latinx, or Spanish
- 29% Multi-racial
- 10% White

57% are 35-64 years old
36% are 18-34 years old
7% are 65 and older

We work with people at every stage of life.

The majority of our participants are from Ypsilanti.
30.4% are from Ann Arbor.
56.5% are from Ypsilanti and Ann Arbor.

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Our participants made great financial strides

$447
Average Saved by our participants

$7,600
Total Saved by all participants

$432
Average Debt Paid Off by our participants

$7,352
Total Debt Paid Off by all participants

86%
were able to maintain their finances during the Pandemic

79%
of our participants saw a decrease in financial stress

$45,489
Cash Value of our services that we provide for free *

238 Coaching Sessions X $257 (Average Cost of a Financial Coaching Session)

71%
of our participants increased their credit score

40 pts
Average in credit score increase

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What our participants are saying...

"Financial coaching has improved my self-esteem around money. I feel more empowered and no longer feel hopeless when it comes to money."

"My coach showed me tools and resources to help guide me on a path of financial success."

"When I started financial coaching over a year ago I made these goals that felt so far off and almost impossible but a year later I've nearly accomplished all of my financial goals and am now able to look forward, working towards bigger and better goals."

"I am in the best financial place I've ever been and I would not have gotten here without my coach."

"The most significant take away from the financial coaching experience was learning how to establish credit even with a lack of income. Now I feel more prepared to explore other avenues of financial freedom."

"The financial coaching program has helped me navigate so many of these really frustrating and difficult systems like managing my student loans and improving my credit. Getting into a better payment plan and improving my credit has made a world of difference in my finances and my day to day life."

United Way of Washtenaw County

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Financial Coaching Program

Financial Education

Our coaches provided workshops covering topics like:
- Writing Your Money Story
- Making Your Budget Your Friend
- Investing In Your Future
- Credit:Explained, Debt:Managed
- Money Matters
- Paying For School

183 people participated in a workshop

80% of participants reported a decrease in stress

94% of participants reported an increase in knowledge

365 people took utilized Banzai, our interactive online financial education platform.

Sponsored by True Community Credit Union

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