



Financial Coaching Program

Total Coaching Impact FY16-21

Over the last four years our coaches have worked with

271

participants



\$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



238 Coaching Sessions X

* \$257 (Average Cost of a Financial Coaching Session)

While the numbers from the coaching program are powerful the impact on peoples 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

United Way of Washtenaw County





FINANCIAL STABILITY

Financial Coaching Program

Our Participants

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.

In FY 21 Our financial coaches provided services to

56
participants



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

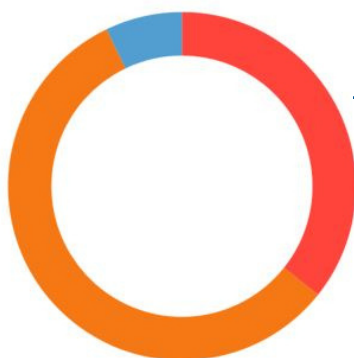


■ Black or African American ■ Hispanic, Latinx or Spanish ■ Multi-racial ■ White

79% of our participants are **women**



7%
65 and older

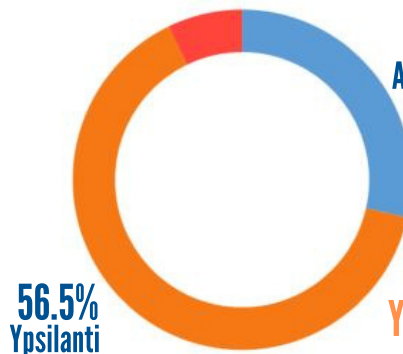


57%
35-64 years old

36%
18-34 years old

We work with people at **every** stage of life

30.4%
Ann Arbor



56.5%
Ypsilanti

The majority of our participants are from **Ypsilanti and Ann Arbor**

United Way
of Washtenaw County



To Learn More visit uwgive.org/financialcoaching



FINANCIAL STABILITY

Financial Coaching Program

Our participants made great financial strides

\$447



Average Saved by our participants

\$432

Average Debt Paid Off by our participants



86%

were able to maintain their finances during the Pandemic



\$7,600



Total Saved by all participants

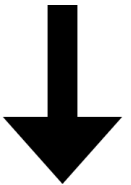
\$7,352

Total Debt Paid Off by all participants



79%

of our participants saw a decrease in financial stress



\$45,489



Cash Value of our services that we provide for free *

71%

of our participants increased their credit score



40 pts

Average in credit score increase

238 Coaching Sessions X

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United Way of Washtenaw County



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Financial Coaching Program

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 "

"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."

"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 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. "



FINANCIAL STABILITY

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%

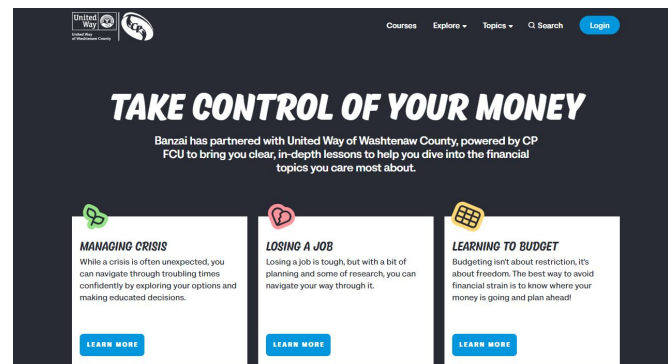
of participants reported an increase in knowledge



365

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

Sponsored by True Community Credit Union



United Way of Washtenaw County



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