

HOW WE BUILT THIS

The Collective Impact of Financial Empowerment Programs

Abby McCutcheon

Financial Empowerment Program Manager
abby.mccutcheon@workforcesnohomish.org

Workforce
Snohomish



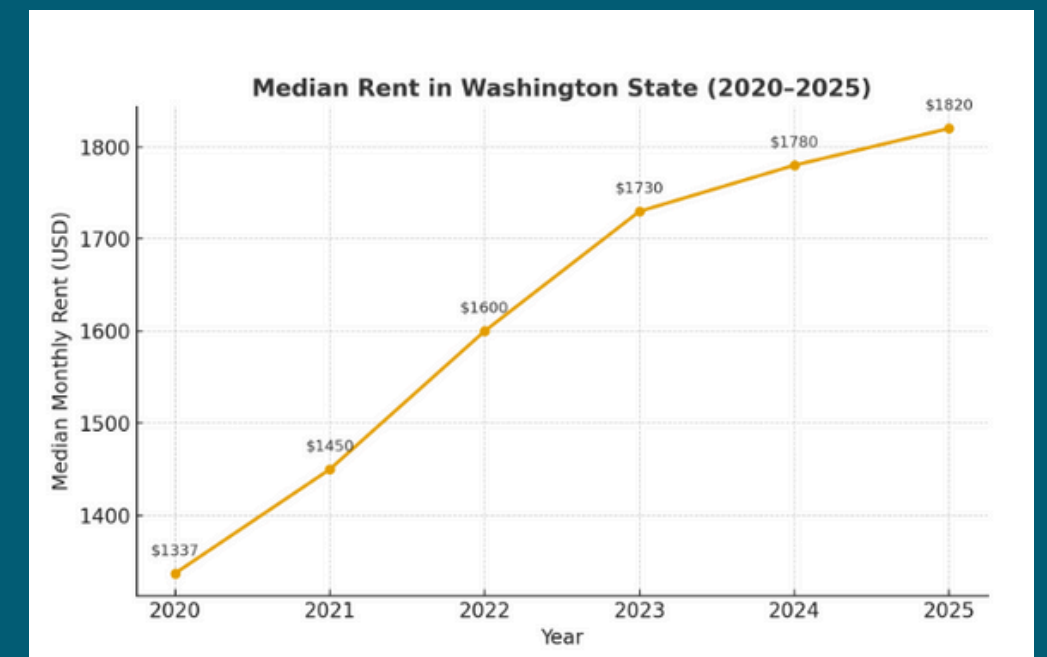
FINANCIAL EMPOWERMENT IS AN IMPERATIVE

Many Washingtonians are having to do more
- with less

Increased costs of housing, food, insurance,
utilities and other necessities

Safety nets are not enough - and are being
eroded

Financial empowerment is needed NOW
more than EVER



EVALUATE COMMUNITY NEEDS



01 What financial challenges are unique to your community?

02 What financial empowerment services are already available?

03 Where are the gaps?



ALIGN WITH ORGANIZATIONAL MISSION

INDIVIDUAL
FINANCIAL
COACHING

WORKSHOPS

GROUP
FINANCIAL
COACHING

Coaching programs will and SHOULD look different in each organization
When coaching aligns with mission, it becomes integral - not additive

EXAMPLES:

HOUSING



BY-AND-FOR



WORKFORCE



SKILLED FINANCIAL COACHING

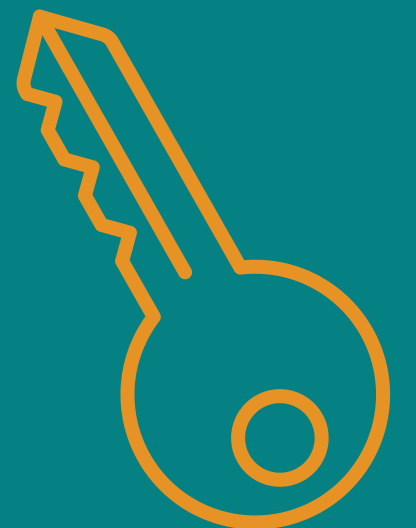


Subject Matter Expertise - Certification/Training

Trauma Informed Approach

Cultural Sensitivity, Awareness & Respect

Strategic Partnership Building



INTENTIONAL PARTNERSHIP BUILDING

- 01 But First- Mission Alignment!
- 02 Expand bandwidth and capacity
- 03 Partner on service delivery
- 04 Collaborate on funding opportunities



CENTER DATA AND CLIENT VOICE

Workforce Snohomish

Financial Coaching Client Knowledge Gain Survey

I gained new knowledge and/or understand the financial concepts I worked on (e.g., credit, budgeting, debt, borrowing, or savings) better than before.

This program has improved my confidence in managing my finances as I begin my career.

I have already taken specific steps or actions based on what I learned during financial coaching.

I feel motivated to make progress on my financial goals because of this program.

I feel less stressed or anxious about my finances since completing the program.

I feel more optimistic about my financial future after this program.



Workforce Snohomish

Customer Impact Statement Form

Date
1/29/2025

Name *

Email *

Program *

Participant Success Story *

This financial coaching program has helped me and my family immensely, absolutely beyond words. On my own, I am just overwhelmed even where to start, understanding terminology, how to prioritize different aspects of my finances, etc. I have the extra privilege of higher education, but none of it included personal financial education. I tried to get other financial help, but it left me feeling even more confused and scared because they were only really offering help with large assets. It is because I don't have large financial assets that I need knowledgeable help at least as much as those that do.

- Track outcomes and client experience
- Continuous improvements based on feedback
- Share impact with funders and community

LOOKING TO THE FUTURE

Creative funding for growth and sustainability



Explore potential fee-for-service models



Leverage braided and innovative funding streams



When financial empowerment is built with intentional mission alignment, skilled coaches, strong partnerships, and community voice -- it becomes more than an add-on service, it becomes a foundation for lasting stability and economic mobility for Washingtonians!

Workforce
Snohomish



TURN, LEARN & SHARE

- 01 What financial empowerment programming do you see in your community going well?
- 02 Where are you seeing gaps in financial empowerment services?



PANEL PARTICIPANTS

Rocky Hollenbaugh, Financial Literacy Coach

United Indians of All Tribes Foundation

Josefina Carrillo, Eviction Prevention & Family Resource Specialist

Latino Educational Training Institute

Abby McCutcheon, Financial Empowerment Program Manager

Workforce Snohomish

Jared Schapiro, Director of Financial Empowerment

Workforce Snohomish

FROM OUR CLIENTS

“Most impactful experience for financial growth.”

“This is a great help and blessing for me and they are teaching me a lot of things.”

“This program is helping me learn and understand so much, and especially give me the confidence to research and find more answers for myself, as well as make sound decisions for my children and I now and in the future.”

“With their advocacy and coaching, I took more control over my finances and got more active in monitoring my credit report. They are caring and thoughtful, and I would recommend her services to anyone who might be in need.”

“I built a blueprint for life. That’s how legacies start.”

“I was so afraid to look at my credit report and they have held my hand all the way through it. I could not have done this myself.”

THANK YOU FOR JOINING US TODAY!

Abby McCutcheon

Financial Empowerment Program Manager
abby.mccutcheon@workforcesnohomish.org

Workforce
Snohomish

