

Examples of Age-Friendly Banking Campaigns

National Neighbors Silver has actively worked since 2013 to support local Age-Friendly Banking campaigns launched by community-based organizations in partnership with financial institutions and other community and aging organizations. National Neighbors Silver developed a competitive application process that leads to strong candidates for Age-Friendly Banking local campaigns. Utilizing funding from both Atlantic Philanthropies Foundation and the Harry and Jeanette Weinberg Foundation, National Neighbors Silver awarded funding to community partners to establish local Age-Friendly Banking campaigns. National Neighbors Silver has provided a mixture of financial and technical support, and each of the sites achieved impressive outcomes in offering Age-Friendly Banking products, services, and protections for low- and moderate-income older adults. Now that we have experience with local Age-Friendly Banking campaigns, National Neighbors Silver is expanding our technical outreach, and the Age-Friendly Banking toolkit represents the best effort to capture the knowledge, expertise, and challenges that the local Age-Friendly Banking campaigns faced over the past several years. The Age-Friendly Banking toolkit and case examples will be a primer in supporting the growth of local Age-Friendly Banking campaigns.

Age-Friendly Banking initiatives across the nation are already in progress and finding success. Please review these example initiatives to improve your understanding of what a campaign can look like.

Northwest Side Housing Center, Chicago, IL

Northwest Side Housing Center (NWSHC) is leading the fight for access to Age-Friendly Banking in the Chicago area. They partnered with First Midwest Bank to pioneer the Senior Ambassador program, which provides financial coaching and advice to older adults and their caregivers at one of First Midwest Bank's branch locations. By helping older adults, their families, and banks to recognize the signs of financial abuse, NWSHC's initiative helps to prevent fraud from various angles.

NWSHC partnered with First Midwest Bank to offer their Senior Ambassador Program on the third of the month. Tailoring the day's activities, offerings, and committing to providing a Senior Ambassador, First Midwest Bank's pilot program encouraged Liberty Bank to pilot a similar program with NWSHC's help beginning in early 2016.

NWSHC provided financial coaching services to low- and moderate-income older adults. NWSHC's financial coaches work with older adults in both workshop and individual one-on-one sessions, and at special financial literacy education bingo games aimed to enhance financial knowledge. They cover the importance of credit, how to budget and how to navigate through

different services available to those who are 55 and older, such as benefits checkups and maximizing their Social Security benefits. Financial coaches also work with low- and moderate-income older adults clients to make sure they meet their financial goals in individual sessions.

RESOURCES:

Webinar Recording: [Northwest Side Housing Center Senior Ambassador Program](#)

Profile: [Northwest Side Housing Center Older Adult Profile \[PDF\]](#)

Empowering and Strengthening Ohio's People, Cleveland, OH

Empowering and Strengthening Ohio's People (ESOP) works to ensure older adults are able to age in community. Often, older adults face foreclosure on their homes due to a combination of financial fraud, limited income supports, and general inability to fulfill tax obligations. ESOP helps older adults to restructure their debts and remedy their housing delinquency through both financial counseling and access to low-rate credit, a product that is especially needed by low- and moderate-income individuals. ESOP also works in conjunction with the Consumer Financial Protection Agency (CFPB) and JPMorgan Chase to provide the Money Smart for Older Adults program, developed by the FDIC, to older adults. The Money Smart program focuses on financial education and the prevention of fraud against older adults, and is particularly beneficial to low- and moderate-income communities. ESOP's Small Tax Delinquency Loan Program impacted the lives of 20 older adults during the grant period. ESOP made 20 loans for a total of \$82,837.66. The average savings per person who received a loan was \$225 per month. ESOP also filed 566 tax returns for older adults.

RESOURCES:

Recording: [Interview with Roz Quarto from ESOP](#)

Profile: [ESOP Older Adult Profile \[PDF\]](#)

California Coalition for Rural Housing, California

The California Coalition for Rural Housing (CCRH) laid the foundation for future Age-Friendly Banking campaigns by conducting focus groups on what products and services low- and moderate-income older adults wanted from financial institutions. CCRH also partnered with JPMorgan Chase, the San Francisco Federal Reserve Bank, and NCRC to host the first two Age-Friendly Banking Roundtables in San Francisco and Los Angeles. These events brought together stakeholders and organizations interested in ending older adult financial abuse and improving the economic stability of low- and moderate-income older adults. Moreover, following the roundtables CCRH took the lead in a statewide Age-Friendly Banking task force. Contributions

and initiatives such as the ones carried out by CCRH improve not only the wellbeing of their communities, but older adult communities across the nation.

CCRH created a Benefits Check Up campaign in partnership with the National Council on Aging (NCOA). CCRH trained over 50 Resident Services Coordinators working with older adults on how to use the tool, leveraging their partnership with the NCOA to do so. Seventeen of those coordinators conducted Benefits Check Ups following the training. This resulted in direct benefits; for example, direct assistance with dental costs, connection to energy savings program, and enrollment in SNAP food assistance.

California Coalition for Rural Housing borrowed heavily from the FDIC/CFPB Money Smart for Older Adults curriculum, but customized the resource to meet the needs of the local community, including greater focus on consumer protection and predatory lending and several screenings of NCRC's Emmy award-winning documentary film *Fleeced: Speaking Out Against Senior Financial Abuse*.

Clarifi, Pennsylvania, New Jersey and Delaware

Clarifi provides financial education and coaching to older adults in the Pennsylvania, New Jersey, and Delaware areas through their Financial Smarts for Seniors program. The program includes one-on-one counseling on a variety of topics including money management, improving and preserving credit, ID theft and scams, Social Security, and reverse mortgages. There are also many different workshops on a wide variety of topics being offered, such as money management and budget, wise use of credit, loan smarts, and others. There is recognition among Clarifi that financial literacy is not obtained from a one-off experience, and Clarifi is dedicated to creating a continuous service that works over time. This diverse commitment to financial literacy and wellbeing helps older adults to not only avoid fraud and abuse, but also to improve their financial health.

RESOURCES:

Brochure: [Financial Smarts for Seniors](#)

Profile: [Clarifi Older Adult Profile \[PDF\]](#)

Maryland Consumer Rights Coalition, Baltimore, MD

Maryland Consumer Rights Coalition (MCRC) works to improve the financial wellbeing of older adults through the Securing Older Adult Resources (SOAR) program. SOAR lobbies banks and government entities to create banking products, services and trainings that facilitate aging with dignity, while also educating older adults on financial issues and connecting them to local non-profits providing legal services, housing counseling, benefits and economic checkups, and more.

MCRC is partnering with Baltimore City's Department of Aging, legal service providers, housing counselors, financial literacy experts, health practitioners, and financial institutions for half-day events to provide older adults with a one-stop shop for an economic, legal, and physical checkup. Age-Friendly Banking campaigns like MCRC's SOAR work to support every facet of older adults' wellbeing.

SOAR houses MCRC's Age-Friendly Banking work. MCRC hosted SOAR symposiums senior centers across Baltimore and tabled at partner organization events. Through this outreach, MCRC educated 386 older adults about Age-Friendly Banking and which banks have the best accounts for older adults. These older adults were connected to housing counseling services, legal services, nutrition services, Housing Upgrades to Benefit Seniors (HUBS, a local program), benefit check ups and economic check ups. The series of SOAR symposiums relied heavily on the support of our partner organizations, including community organizations, senior centers, and financial institutions. Community organizations provided the direct services that are essential for the financial wellbeing of older adults. Senior centers provided both the physical space for symposiums and did outreach to their members. Financial institutions supported the symposiums by providing lunch and prizes for bingo. They also gave presentations on how older adults can protect themselves from financial fraud and abuse.

MCRC educated direct service providers about Age-Friendly Banking and connected them to the "Community Impact Report on Baltimore-area Banks' Senior Services." The direct service providers educated include the directors of senior centers in Baltimore City, housing counselors at partner organizations, HUBS social workers, and the outreach coordinator for Project Household, a legal services project targeting older adults in Baltimore City. The Age-Friendly Banking materials provided by NCRC, as well as those developed by MCRC with assistance from NCRC, were invaluable. Many service providers shared horror stories from clients who were being taken advantage of by banks or who weren't able to stay in their homes for financial reasons. The Age-Friendly Banking materials helped to pull these stories together into a shared framework that is now the basis for creating solutions.

MCRC has developed partnerships with financial institutions, including Wells Fargo and BB&T, and regulators, including the FDIC and the CFPB. Through these partnerships, MCRC has obtained a commitment from both Wells Fargo and BB&T to explore bringing Age-Friendly Banking projects. In January 2016, MCRC will be convening the state's first Age-Friendly Banking Roundtable in partnership with the regulators and the Maryland Bankers Association.

RESOURCES:

Report: [SOAR Report Cards](#)

Video: [Marceline White of the Maryland Consumer Rights Coalition on Age-Friendly Banking Project](#)

Profile: [Maryland Consumer Rights Coalition Older Adult Profile \[PDF\]](#)
