



LOS ANGELES COUNTY
**CONSUMER &
BUSINESS AFFAIRS**
CENTER FOR FINANCIAL EMPOWERMENT

WELCOME

The presentation will begin at 11AM Pacific Time

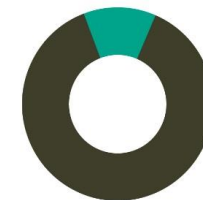
CFE COVID CONVERSATIONS

HOW BANKS CAN HELP END INTIMATE PARTNER VIOLENCE IN THE U.S.

BROUGHT TO YOU BY



Financial security and safety for survivors



Cities for
**FINANCIAL
EMPOWERMENT**
Fund



LOS ANGELES COUNTY
**CONSUMER &
BUSINESS AFFAIRS**
CENTER FOR FINANCIAL EMPOWERMENT

WELCOME TO CFE COVID CONVERSATIONS

Dawnnesha Smith

Chief, Center for Financial Empowerment

Los Angeles County Department of Consumer & Business Affairs

OPTIMIZE YOUR EXPERIENCE

(Keep the chat box open  look for this symbol to open it.)

Use the chat box anytime to ask questions.

Questions will be answered during the webinar or at the end during the Q & A period.

A recording of today's presentation will be available for future viewing
dcba.lacounty.gov/cfe-covid-conversations



LOS ANGELES COUNTY
**CONSUMER &
BUSINESS AFFAIRS**
CENTER FOR FINANCIAL EMPOWERMENT

TODAY'S SPEAKERS



George Cerda

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Financial security and safety for survivors

Amy Durrence

Director of Systems Change Initiatives, Free From
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Paige Diner

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9.6%

LA County Unbanked Rate

Prosperity Now Scorecard

- Low income LA County residents show higher rates of being unbanked or underbanked
- Alternative financial products like check cashing services and high cost loans create wealth-drains on household finances
- Bank On accounts move individuals and families back into the financial mainstream and on a path building wealth

Los Angeles County Center for Financial Empowerment

Your money is worth protecting.

Bank On it.

BANK ON L.A. COUNTY IS SAFE AND EASY!

You've earned your money. Don't lose it through costly fees. When you open a checking account through Bank On Los Angeles County, you'll be able to take advantage of benefits such as no overdraft and check cashing fees.

LOS ANGELES COUNTY
CONSUMER & BUSINESS AFFAIRS
CENTER FOR FINANCIAL EMPOWERMENT

EXPLORE THE BENEFITS OF BANKING:
(800) 593-8222 dcba.lacounty.gov
@LACountyCFE #BankOnLACounty

The advertisement features a man and a woman in a bank setting. The man is handing a check to the woman, who is a bank teller. The background shows a stylized bank interior with palm trees and modern lighting.



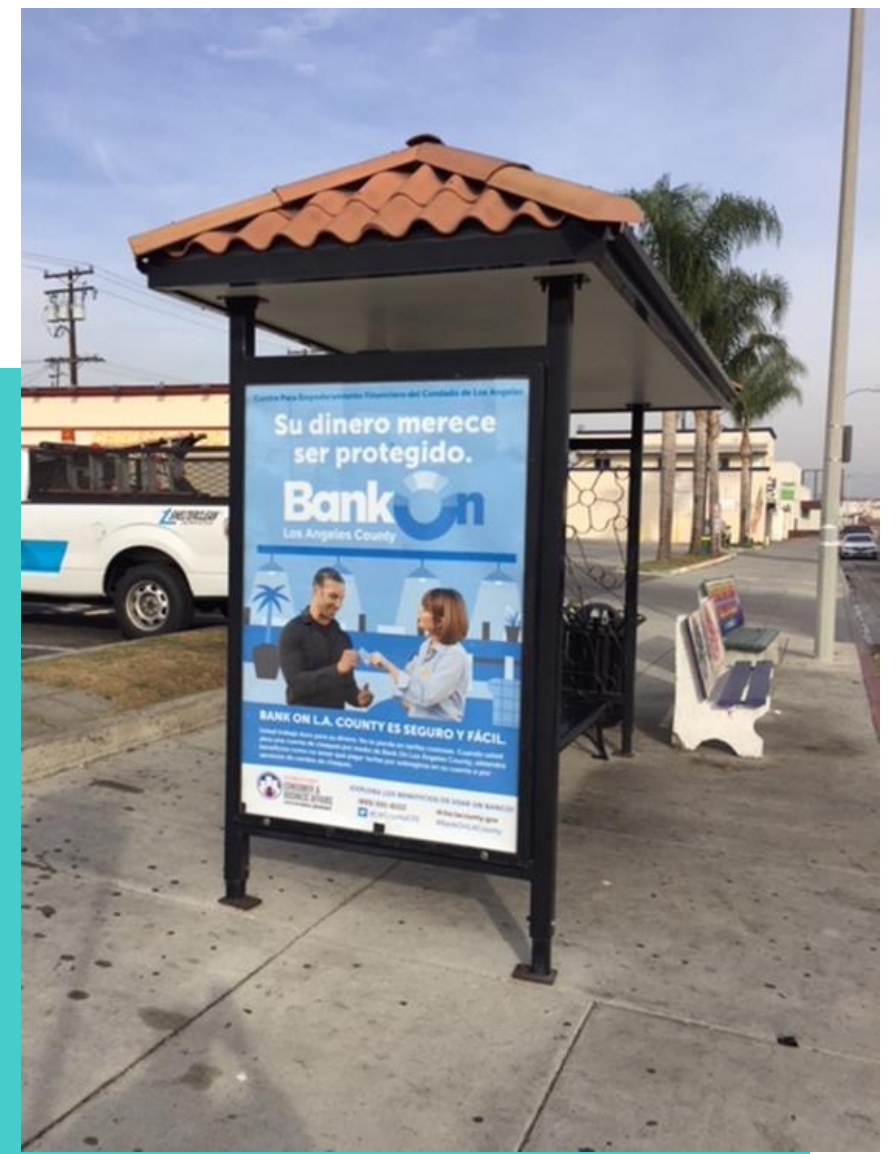
WHAT'S NEXT?

1. Certify more accounts

CitiBank	Bank of America	Chase	SCE Federal Credit Union
Self-Help Credit Union	U.S. Bank	Financial Partners Credit Union	First Foundation Bank

2. Outreach that meets unbanked residents where they are

3. Understand how we can bank more people





Survivors Know Best

How to Disrupt Intimate Partner
Violence During COVID-19 and Beyond

August 2020

FREE FROM The logo for 'Free From' features the word 'FREE' in a simple sans-serif font, followed by 'FROM' in a similar font. To the right of 'FROM' is a stylized icon consisting of three horizontal lines stacked vertically, with a small leaf-like shape above the top line.

The Survivors We Reached

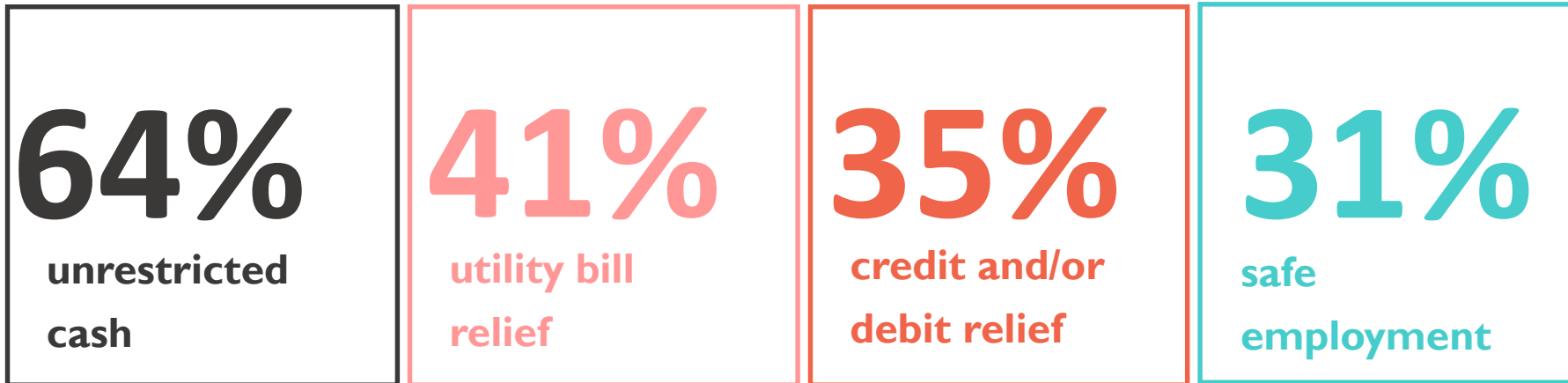
1300+
survivors

- From 36 states and Puerto Rico
- Ranging in age from 18-71
- Representing 8 gender identities, 7 sexualities and 100+ unique racial/ethnic identities



**The Impact of
COVID-19 on
Survivors**

Survivors' top needs are:



The Impact of COVID-19 on Survivors

- 1 Escalating violence
- 2 Fewer financial resources, making it harder to get or stay safe
- 3 Theft of stimulus checks and other COVID-19 related assistance
- 4 Slowed court proceedings keeping survivors in contact with harm-doers and delaying potential income like child support

**Survivors were
Financially Insecure
Before COVID-19**

94%

of survivors reported experiencing economic exploitation (e.g., harm-doers stealing survivors' property, forcing survivors to hand over savings or assets, incurring debt in survivors' name without their knowledge or consent, etc.)

96%

of survivors reported experiencing economic abuse

95%

of survivors reported experiencing economic restriction (e.g., harm-doers keeping financial information from survivors, demanding receipts from survivors, making survivors ask for money, etc.)

77%

of survivors reported harm-doers preventing or disrupting their ability to earn income

The Staggering Cost of Experiencing IPV

\$1,280

Survivors have **\$1,280** stolen from them by their harm-doer each month

\$1,090

Harm-doers restrict survivors' freedom to spend an additional **\$1,090** of their own money as they see fit each month

\$15,936

Harm-doers incur **\$15,936** in coerced or fraudulent debt in survivors' names each year

\$23,076

Survivors lose out on **\$23,076** of income every year

\$17,770

Survivors incur **\$17,770** in property damage costs every year

Survivors' Inability To Weather Financial Crises

\$250

Survivors, on average, have less than **\$250** in savings

4x

Survivors are, on average, **4x** more likely to have experienced material hardship (food and/or housing insecurity) in the past year, compared to the average American adult



Banking for Survivors

Survivors Don't Have Access to Safe and Protected Bank Accounts

52%

received their grants
via checks in the mail

27%

received their
grants via PayPal

21%

received their grants
via ACH/direct
deposit

The Impact of Abuse on Survivors' Banking Experience

1. The financial devastation of abuse makes **banking products unaffordable** for survivors
2. Survivors **can't safely save the money they need** to get to safety and don't have access to the cash they need to leave.
3. **Harm-doers are using banks to locate survivors** after they leave and to access **and monitor** their online bank accounts
4. Survivors must repeat their story to multiple bank employees and often get **inconsistent information**
5. Economic abuse is happening every day in branches across the US and **bank employees aren't trained** on how to detect and respond to it
6. Survivors often leave abuse **without their ID or a permanent address**
7. **Harm-doers are incurring debts in survivors' names** without their knowledge or consent
8. **Survivors need time to financially recover** without enduring further credit damage

There are approximately

28.4MM

survivors banked and underserved in the U.S.

Source: <https://globalindex.worldbank.org/>

Banks

75%

have never sought support from a bank as a survivor

64%

of those who have sought support, 64% received no help or reported the support they received was unhelpful

51%

would seek support if they knew services and support for survivors were available.

The Guidelines

1. Offer accounts that meet [BankOn's National Standards](#)
2. Keep survivors' contact information confidential and secure
3. Implement enhanced fraud protections on survivors' accounts
4. Offer Safety Accounts for survivors
5. Designate internal team to handle survivor accounts
6. Hire FreeFrom to train bank staff to detect, prevent and respond to economic abuse

The Guidelines cont'd

7. Allow survivors to open accounts with ID and address alternatives
8. Offer interest-free deferred payment emergency loans to survivors
9. Refrain from reporting defaults on coerced / fraudulent debt to credit reporting agencies
10. Offer flexible repayment plans for survivors in default
11. Provide survivor paid leave and other resources to employees

Following the Example of Elder Abuse Prevention Efforts

- **53% of banks offer products for elders with favorable terms** like low or no minimum balance requirements, reduced monthly maintenance fees, and discounted safety deposit boxes.
- **62% have dedicated staff to manage elder customer** programs
- **80% place holds on suspicious transactions** in elder customer's accounts
- **88% require training for all frontline and customer service staff** on how to detect and report elder financial abuse
- **43% have procedures in place to help elder customers control who can access their accounts**

Get Involved

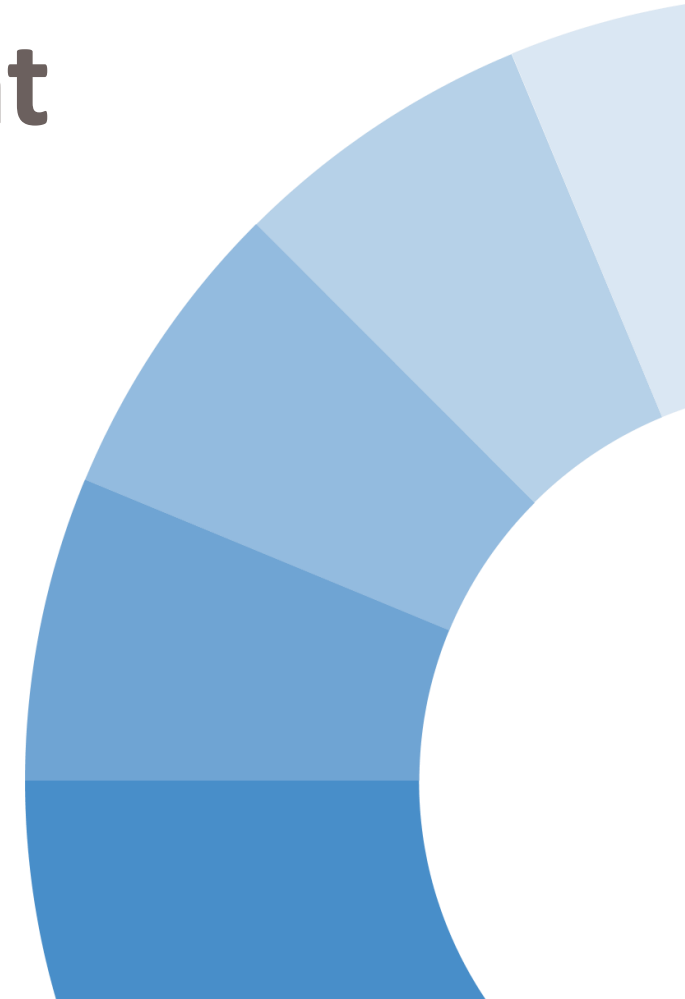
- ✓ **Banks and Financial Institutions:** Commit to implementing some or all of FreeFrom's Survivor Safety Banking Guidelines
- ✓ **Organizations and Advocates:** Sign-on in support of FreeFrom's Survivor Safety Banking Initiative
- ✓ **Individuals:** Share your experiences and / or advocate for your bank to implement FreeFrom's Guidelines



Amy Durrence
Director of Systems Change Initiatives
(amy.durrence@freefrom.org)

Banking Access and the Bank On National Movement

October 29, 2020



Banking access matters— lack of access is expensive and affects many people

5.4% of US households – are unbanked.

Millions of people still remain outside of the financial mainstream – with Black people 5.5 times as likely and Hispanic people 4.9 times more likely than white people to be unbanked.

The average unbanked person spends 5% of net income on unnecessary fees for alternative financial services. This can amount to **\$40,000 over a lifetime.**

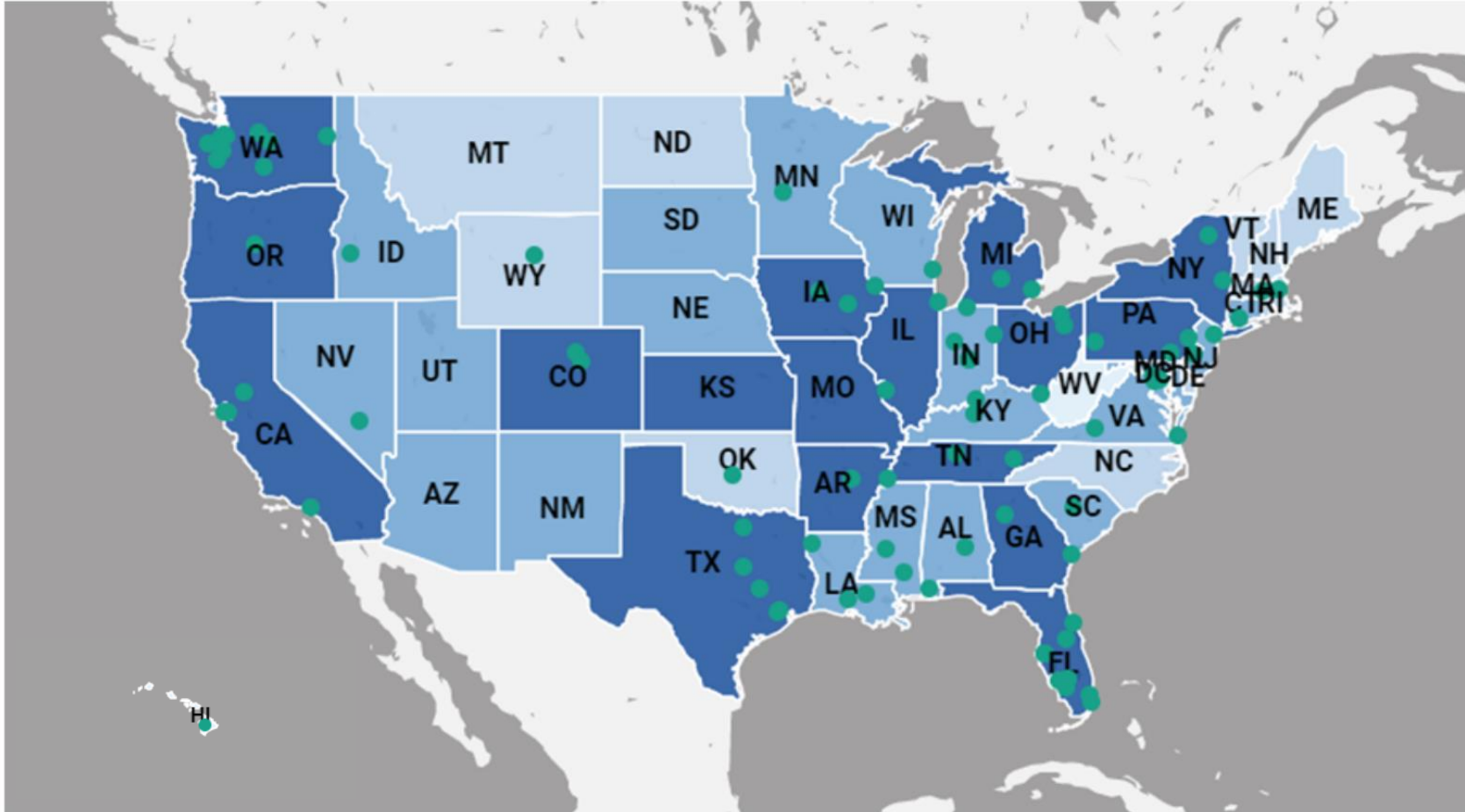
Unbanked financial counseling clients were:

- **half as likely** to increase savings
- **over a third less likely** to establish a new credit score.

Unbanked clients who **became banked during counseling** were almost **8 times more likely** to increase their savings relative to those who never became banked.

The Bank On movement is growing

50+ Certified Accounts | Available in over 22,000 branches | 85+ locally-led Bank On Coalitions



Bank On National Account Standards = comprehensive + designed with consumers in mind


The CFE Fund's Bank On National Account Standards provide local programs with a benchmark for account partnerships with financial institutions.

Accounts certified as meeting the Bank On National Account Standards are:

Safe No overdraft, non-sufficient funds, or dormancy fees

Affordable Monthly fees of \$5 or less with a low minimum opening deposit

Functional Pay bills, make deposits and withdrawals, and transfer money



The table lists various banking features and their corresponding standards. It is organized into sections: Core Features, Customer Service, and Strongly Recommended Features. The standards are detailed and often include conditions for when a fee is or is not applicable.

TERMS	STANDARDS
Core Features	
Transaction Account at Banking Institution	Checking account (including checkless checking), bank, or credit union-offered program
Point of Sale (POS) Capability	Debit card/prepaid card
Minimum Opening Deposit and/or Account Balance	\$25 or less
Monthly Maintenance Fee	If not waivable: \$5 or less If waivable: \$10 or less, offer at least two options to waive fee to free with a single transaction (e.g. direct deposit with no minimum deposit, online bill pay, or debit card purchase)
Overdraft or Non-Sufficient Funds (NSF) Fees	None, structurally not possible (e.g. via checkless checking)
Dormancy/Inactivity Fees	None
Customer Service	
Branch Access	Free and unrestricted
Telephone Banking	Free and unrestricted (including live customer support)
Use of In-Network ATM	Free and unrestricted
Use of Out-of-Network ATM	\$4.00 or less (not including local ATM fee)
Functionality	Free cash and checks in branch and at ATM, and direct deposit
Deposit Capability	Free
Bill Pay by Customer	Free
Bill Pay by Financial Institution	Free if available, otherwise at least four free money orders and/or cashier checks per month
Check Cashing for Checks Issued by that Institution	Free
Online and Mobile Banking	Free
Banking Alerts	Free
Monthly Statements	Free electronic; \$4 or less for mailed paper
Issued Deposits	Insured by FDIC or NCUA
Strongly Recommended Features	
Account Screening (e.g. ChexSystems, Early Warning Services)	Only deny new customers for past incidences of overdraft
Alternative IDs (Medicaid, Medicaid, etc.)	Accept alternative IDs
Remote Account Opening	Accounts can be opened remotely
Linked Savings Accounts	Free savings accounts and account transfers
Mobile Deposit	Available, free
Public Availability	Items shall be available for in-person customers: cashing government payroll, or checks from that financial institution
Money Orders	\$1.00 or less (based on U.S. Postal Service rates)
Remittance (International Wire)	Competitively priced (e.g. \$6 - \$40 US, depending on country)
Credit-Building Product Offerings	Secured credit card or secured personal loans, e.g.

www.cfefund.org/bankon

COVID-19: Bank On Accounts

The CFE Fund is emphasizing the importance of a Bank On account to receive stimulus and other emergency payments:

- 11 Bank On certified accounts can be opened online
- FDIC, IRS, CDC guide people to the microsite page
- Coalitions and government partners are also amplifying the message

With a **#BankOn certified account**, you can get unemployment and other payments **faster and safer** - open an account online now!



**YOUR MONEY IS
SECURE**



**NO SURPRISE
FEES**



**CONVENIENT
TOOLS**

Go to: www.covidbanking.joinbankon.org

The Bank On Market is Robust

Across 10 reporting institutions:

nearly
800,000
accounts
newly opened
in 2018

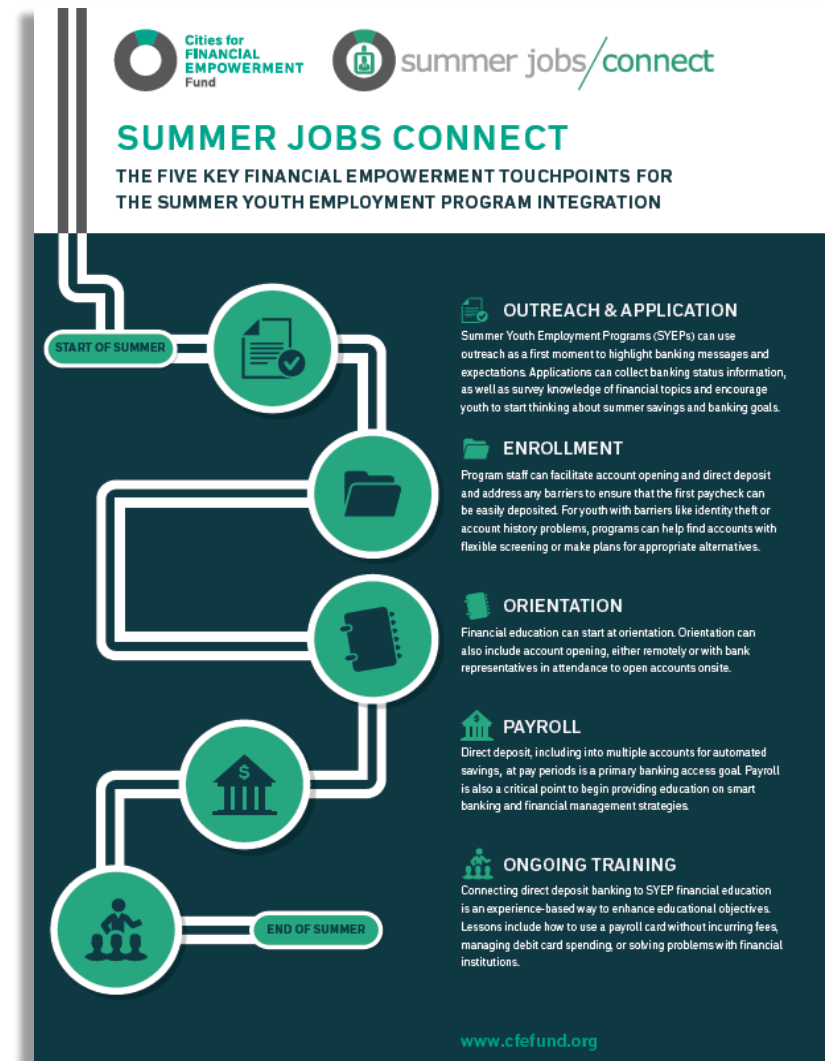
75%
of accounts opened in
2018 were opened by
customers new to the
financial institution

Pilot banks
processed an
average over
21 million
debit transactions
per month for
accountholders
with an average
value of over
\$682 million
each month.

Banking access can be integrated into a variety of programs and services

The CFE Fund is testing different ways to embed banking access into existing municipal and community programs.

- **Youth** Connecting high school students and families to the financial mainstream through safe and affordable accounts
- **Workforce development** Innovative programmatic approaches to help unbanked people open accounts at the start of a new job
- **Additional programs and populations of focus:**
 - Youth aging out of foster care
 - Re-entry
 - Survivors of intimate partner violence
 - College students (financial aid, work-study)
 - Tax preparation
 - Housing



Banking integrations = provide fin ed + open accounts + ensure accounts are used

It's not enough to just open accounts...

- Help clients internalize the benefits of banking
- Provide an opportunity to open National Account Standard certified accounts
- Ensure clients regularly use the account, which can be facilitated by direct deposit enrollment



Make account opening and direct deposit enrollment blend seamlessly into the program, so clients feel that opening an account to be paid by direct deposit is a regular part of the program

Building the Three Steps of Banking Into Program Infrastructure

THE THREE STEPS OF BANKING ARE



1. Help clients internalize the benefits of banking

Clients should understand the specific benefits of being banked and how it will help their financial situation. For example, direct deposit is cheaper, faster, and safer than being paid by a paper check, and using a bank account makes managing money easier than tracking spending across different pay cards/prepaid cards. These points can be incorporated into programmatic paperwork and processes, or taught via formal, classroom-style education.

TIP

People need to hear a message multiple times before they will consider taking action. Programs should find multiple opportunities to message these benefits, even before the opportunity to open a banking account.



2. Provide an opportunity to open accounts

(On site, if possible)

The most successful programs find ways to reduce any distractions or extra steps, and support account opening at the moment when a client is interested in doing so.

This usually entails opening accounts at the program site, through online account enrollment or inviting bankers to program orientation events. If clients do not have proper identification, the program may facilitate clients' application for state-issued IDs as part of the account opening process.



3. Ensure clients regularly use the account, which can be facilitated by direct deposit enrollment

The last step for successful banking access programming is to make sure the newly-opened accounts are used regularly and safely, rather than just opening an account for the sake of opening an account. When designing a banking integration into a program that makes regular payments to clients, helping the client set up direct deposit can facilitate regular account usage. Additionally, if the payment is being made by someone else (for example, if you are a workforce development organization placing a client in a job that pays them directly), you may need to follow up with the client to ensure they have enrolled in direct deposit.

The goal is to make account opening and direct deposit enrollment blend seamlessly into the program, so clients feel that opening an account to be paid by direct deposit is a regular part of the program.



summer jobs/connect



joinbankon.org

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BUSINESS AFFAIRS**
CENTER FOR FINANCIAL EMPOWERMENT

THANK YOU FOR JOINING US TODAY

QUESTIONS?

A PDF COPY OF TODAY'S PRESENTATION WILL BE EMAILED TO ALL REGISTRANTS

