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April 25, 2021

Ken Barbeau  
Grants and Fiscal Manager  
The Housing Authority City of Milwaukee (HACM)  
650 W. Reservoir  
Milwaukee,  
WI 53212

Dear Ken:

On behalf of the Wisconsin Women's Business Initiative Corporation (WWBIC) and our mutual public housing clients, we are pleased to once again submit our financial capability annual proposal. The programming suggestions outlined below will greatly ensure that the participants of the *Make Your Money Talk* financial capability series, along with counseling support, are more prepared to advance their goals of homeownership, entrepreneurship, and post-secondary education.

### **Our Program Goal**

Financial education training, disciplined saving habits, and Match Savings Accounts have proven their effectiveness in promoting long-term economic independence for the low/modest income population we target.

We believe that our long-standing partnership with HACM is a showcase for success that other organizations will use as a model for future programs. More importantly, we feel that our combined efforts contribute to the success of a strong family unit and sets an example for future generations which will impact community, state and national economies.

### **Financial Capability Programming**

The *Make Your Money Talk Bootcamp* will continue to be WWBIC's flagship Financial Capability curriculum and the core training piece provided to HACM residents. As we learned in 2019, the bootcamp model is a very effective structure for *Make Your Money Talk*. However, in early 2020 we had to pivot and move to a virtual platform for all programming due to the COVID-19 pandemic. We propose to offer five bootcamps this fiscal year (at first) virtually through the Zoom platform until it is safe to transition to a hybrid model where in-person training can be introduced and take place at various HACM locations throughout the City of Milwaukee. Our investment will include proven components:

- Use of the newest edition of *Make Your Money Talk* curriculum
- Regular attendance at resident meetings to promote the program (when they resume)

- Convenient scheduling of events to accommodate working residents
- Class evaluations to allow for resident feedback administered by a WWBIC Financial Coach
- Quarterly program reporting provided by WWBIC to HACM staff

Additionally, we plan to integrate:

- Enhanced intensive coaching for clients needing longer to reach their financial goals.
- Ten additional financial capabilities workshops such as Get Your Money Up!, You Inc., Conquer Debt Like a Boss! and Build a Legacy Like a Boss! In addition to two hands-on Credit Repair workshops per year
- Expanded marketing focus on new HAC residents, youth interested in in education, and asset specific marketing.
- Continued Matched Savings Program for purchasing a home, starting a business, continuing/furthering education, buying/repairing a car and paying down debt with the following parameters:
  - The debt must be showing a minimum of one year on the credit report.
  - Extend the savings period to a minimum of six months.

We will continue our rigorous financial coaching model to ensure a high success rate with MYMT graduates as well as asset purchases. In addition, we plan to review our collaborative outreach efforts to ensure that HACM residents are aware of the program and aware of the value that HACM provides annually.

### **Investment Proposal**

The following table provides a detailed budget and explanation for our 2021 project proposal. The table also shares our expected internal goals. We hope you will consider funding to allow for:

- Financial Coaching and administration of 109 IDA clients currently participating.
- Financial Coaching and administration of 100-150 new Match Savings Accounts we expect to open in 2021.

We continue to be honored to play a role in the success of your residents and look forward to 2021. If you have any questions or feedback, do not hesitate to contact us. Thalia can be reached at (414)395-4545 or [thalia.mendez@wwbic.com](mailto:thalia.mendez@wwbic.com) and Shelina can be reached at (414)395-4754 or [shelina.harvey@wwbic.com](mailto:shelina.harvey@wwbic.com).

With sincere thanks,

*Shelina Harvey*

*Thalia Mendez*

Shelina Harvey  
Senior Financial Coach

Thalia Mendez  
Regional Project Director

CC: Antonio M. Perez  
Wendy K. Baumann

ACTIVITY	QUANTITY/PARTICIPATION	TOTAL COST
<i>Make Your Money Talk</i>	5 workshops	\$15,150
Attendants	230	
Graduates	200	
Match Savings Accounts	150	
Marketing/Kroger Cards	5campaigns @ \$1200	\$6,000
Wisconsin Saves	300	\$1,750
<i>Account Case Management</i>		
2021 Clients	150 clients, 1,100 counseling hours	\$60,100
2019-2020 Clients	80 clients, 500 counseling hours	\$32,000
<b>Total 2021 Programmatic Request</b>		<b>\$115,000</b>

\*no new financial investment

ACTIVITY	QUANTITY/PARTICIPATION	TOTAL COST
<b>Total 2021 Match Funds</b>	Up to \$2,000 per account (150 accts)	<b>\$300,000</b>

<b>TOTAL 2021 REQUEST</b>		<b>TOTAL COST</b>
<b>Max Programmatic/Match Funds</b>		<b>\$415,000</b>