



**RAISE TEXAS**  
BUILDING FINANCIAL SUCCESS



# Annual Report 2021

*Equipping, Innovating and Advocating*



**WE EQUIP, INNOVATE AND ADVOCATE**

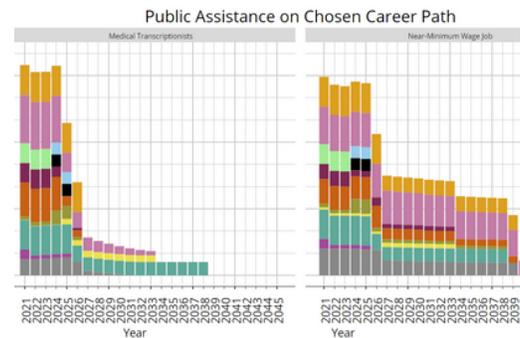
**HOW RAISE TEXAS EQUIPS TEXANS TO BUILD FINANCIAL SUCCESS**



- Launched tool to help Texans navigate benefits cliffs
- Developed statewide social media campaign for expanded Child Tax Credit
- Offered comprehensive financial coaching training
- Hosted statewide virtual trainings for social service providers

**TOOL TO HELP TEXANS NAVIGATE BENEFIT CLIFFS**

RAISE partnered with United Ways of Texas and the Federal Reserve Bank of Atlanta to bring the Career Ladder Identifier and Financial Forecaster (CLIFF) Dashboard to Texas. This free tool helps financial, career, and education coaches identify where benefit cliffs occur and allows clients to anticipate and navigate those barriers. The CLIFF Dashboard also enhances RAISE Texas’ advocacy efforts to show state policymakers how benefit cliffs undermine Texans working to advance careers and have economic mobility.



Visit [unitedforallicetx.org](http://unitedforallicetx.org) to take advantage of the CLIFF Dashboard today!

**SOCIAL MEDIA CAMPAIGN FOR EXPANDED CHILD TAX CREDIT**

With generous support from JPMorgan Chase and the marketing agency OneLeg, RAISE Texas developed a bilingual Facebook ad campaign and press releases to increase awareness of the expanded child tax credit and connect Texas families to local assistance to claim their credit. The ads ran statewide, from September 1 through November 15, 2021, and had the following impact:

**1M**

*Impressions*

**65K**

*Clicks*

**5K+**

*RAISE Texas website  
landing page views*

Once on the RAISE Texas landing page, parents could click a button to automatically call our partner, Foundation Communities, for help claiming the credit or go to the simplified online application. We also connected families with free year-round tax preparation sites across Texas for in-person assistance to claim the credit. In addition to this statewide campaign, RAISE Texas partnered with Code for America and GMMB to run a similar campaign specifically designed to reach families in the Rio Grande Valley.



## **WE EQUIP, INNOVATE AND ADVOCATE**

### **COMPREHENSIVE FINANCIAL COACHING TRAINING**

This year, in partnership with WiNGS Coaching Institute, RAISE Texas offered two 40-hour comprehensive financial coaching training sessions for 53 financial coaches from 28 organizations in Austin and San Antonio. In a recent survey, 33 of the newly trained coaches reported they had served 515 clients between April and October 2021.

### **EQUIPPING ORGANIZATIONS STATEWIDE**

Throughout 2021, RAISE Texas hosted a total of 9 virtual trainings, including 6 in our "Tools to Build Financial Resilience" series sponsored by Bank of America.

-  Winter Storm Recovery
-  Where to Find Better Short-Term Loans
-  How to Protect Texans from Usurious Loans
-  Tools to Build Financial Resilience Series sponsored by Bank of America

### **Highlight: Tools to Build Financial Resilience**

Our largest training initiative, the "Tools to Build Financial Resilience" series, was sponsored by Bank of America. This series trained nonprofit program managers, front-line staff and community volunteers across Texas on the following topics:

-  Claiming the Expanded Child Tax Credit
-  Tools to Build Credit
-  How to start and run a Microenterprise
-  Navigating Student Loan Debt
-  Navigating Medical Debt
-  Enrolling in Marketplace Health Insurance

In our training evaluations, 100% of participants said they would use the information they learned, with 93% planning to use the information immediately or within 6 months.



**WE EQUIP, INNOVATE AND ADVOCATE**

**OUR TRAINING IMPACT**

Together, all 9 of our virtual trainings this year reached a wide range of participants who reported overwhelmingly positive experiences and takeaways. Below is a snapshot of our total virtual training impact:

**902**

Participants across  
all 9 trainings

**96%**

Rated trainings as  
exceeding expectations

**99%**

Say they learned  
something new

**100%**

Will use the  
information provided

**Participation from All Regions  
of Texas**

Central Texas/Austin	32%
Gulf Coast/Houston	24%
North Texas/DFW	22%
South Texas/San Antonio	11%
East Texas	7%
Rio Grande Valley	2%
West Texas & Panhandle	2%

**Diverse Range of Nonprofit Roles  
Represented**

Social Worker/Case Manager/Navigator	34%
Financial Coach or Counselor	23%
Program Manager or Administrator	17%
Community Volunteer	11%
Community Health Worker	4%

**Training Feedback**

*"Super informative and straight to the point. Loved it. Learned so much!"*

- Alexa Calderon, Financial Wellness Coordinator, Foundation Communities, Austin

*"Love the action steps in the presentation that make the information immediately useful. Love the time management of presentation and opportunity to ask questions. Thank you so much."*

- Jessica Hamilton, Financial Opportunity Center, The Alliance, Houston



## **WE EQUIP, INNOVATE AND ADVOCATE**

### **WE INNOVATE**

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RAISE Texas is known for developing innovative pilot programs, providing technical expertise, and elevating best practices for statewide implementation. One example is the technical assistance we provide to the Dollars for College program, administered by the United Way of Metropolitan Dallas and Communities Foundation of Texas. The program combines incentivized children's savings for college in 529 accounts and financial education taught in the classroom. To date, 1,609 students have opted into the program. Additionally, 1,000+ kindergartners and first graders have received financial education from RAISE Texas curriculum. RAISE Texas technical assistance includes:

- 1** Creating a Dollars for College Program School Implementation Guide to equip principals, teachers and school champions on how to operate and promote the Dollars for College program.
- 2** Ensuring that local program requirements will comply with 529 account policies.
- 3** Providing guidance on equitable policies for savings incentives.
- 4** Managing the development of a database to improve reporting, reduce administrative burdens, and enhance the program's sustainability.

### **WE ADVOCATE**

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RAISE Texas advocates across the state in many ways. 2021 advocacy highlights include:

- Testified or registered support/opposition on bills in the 87th Texas Legislative Session that would impact the financial well-being of low- and moderate-income Texans. We supported policies to make medical debt more manageable, expand unemployment eligibility when leaving the workplace is necessary to care for a sick or injured minor child, secure consumer protections during and following a disaster, preserve payday and auto title lending protections adopted by 46 cities across Texas, and address abusive financial practices that disproportionately affect low-income working families.
- Met with Texas congressional representatives on multiple topics, including supporting the Earn to Learn Act, protecting basic income from garnishment by debt collectors, and establishing a national interest rate cap.



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## BECOME A RAISE TEXAS MEMBER

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When you join RAISE Texas, you join a coalition of committed practitioners and community leaders dedicated to helping Texans save, build assets, overcome obstacles to achieving financial stability, and reduce systemic barriers to economic mobility.

As a RAISE Texas member, you'll gain insights and connections by working with organizations and leaders in our field to drive better outcomes for your clients and community and our state. Only by coming together can individuals, nonprofits, public entities, and businesses impact local, state, and national policy to improve financial security for all Texans.

**[Visit raisetexas.org/member to join today.](https://raisetexas.org/member)**



*"RAISE Texas is the focal point in the state for researching, piloting, evaluating and scaling impactful and innovative initiatives that improve the financial well-being of individuals and families for both the short and long-term."*

**- Mark Nerio, Senior Vice President & Community Development Manager, Truist**

*"The support and resources we get from RAISE Texas assist us in our mission to continue providing personal financial sustainability opportunities for families in the Rio Grande Valley."*

**- Gloria Santillan Casas, Building Financial Capacity Coalition, Brownsville**



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## THANK YOU TO OUR MAJOR SUPPORTERS

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JPMORGAN CHASE & CO.

**WELLS  
FARGO**

**BANK OF AMERICA** 

**TRUIST** 

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