

ASSET DEVELOPMENT PROGRAMS

More than 825,000 adult New Yorkers do not have a bank account; most of these are low-income individuals or immigrants who as a group spend millions each year on check-cashing fees and lack access to safe and affordable credit.¹ CEO has several initiatives to promote financial literacy for low-income New Yorkers, to help them access tax credits and other work supports and make the most of their financial resources by reducing debt, improving credit, and building savings. CEO, in partnership with the Office of Financial Empowerment (OFE)—established by CEO in 2006 as the first municipal office in the nation designed to educate, empower, and protect City residents with low incomes—spearheaded a range of programs whose key outcomes included amount of debt reduced, numbers of savings accounts opened, and tax credits received.

► Empowerment

Financial Empowerment Centers (DCA/OFE)

Offer free, one-on-one financial education and counseling to low-income New York City residents.

START DATE: 06/2008 | FY 2014 BUDGET: \$2,014,197 (OFE & Private) | STATUS: Successful (2010) | SITES: 24

	FY 14 Actual	FY 14 Target	FY 13 Actual	FY 11-14 Trends
New Enrollees	6,929	5,100	6,117	
Financial Counseling Sessions	11,962	12,650	10,662	
Number of Safe and Affordable Bank Accounts Opened	215	-	279	
Cumulative Savings ²	\$3.02M	-	\$2.22M	
Cumulative Debt Reduced	\$19.5M	-	\$12.4M	

► Tax Credits

Child Care Tax Credit (DOF & New York State)³

Provides eligible low-income families with a refundable tax credit to help pay for child care expenses.

START DATE: 01/2007 | FY 2014 BUDGET: \$11,530,000 (CEO) | STATUS: Successful (2010)

	TY 13 Preliminary	TY 13 Target	TY 12 Actual	TY 10-13 Trends
Households Receiving the Credit	23,822	-	23,067	
Total Amount Received by Households	\$11.5M	-	\$10.9M	
Average Claimed by Households	\$484	-	\$474	

Earned Income Tax Credit Mailing (DOF)⁴

Mails pre-populated, amended tax returns to potentially qualified households.

START DATE: 01/2007 | FY 2013 BUDGET: N/A | STATUS: Successful (2010)

	TY 10 Actual	TY 10 Target	TY 09 Actual	TY 07-10 Trends
Targeted Households Receiving EITC	5,484	-	6,239	
Total Amount Received by Households	\$6.04M	-	\$6.09M	
Average Claimed by Households	\$1,101	-	\$976	

**Paycheck Plus
(HRA, CUNY, DCA-OFE)**

A local demonstration project testing a simulated, expanded Earned Income Tax Credit (EITC) of up to \$2,000 for low-income single (unmarried) workers without dependent children in their tax household. The initiative includes a rigorous random assignment evaluation to inform policy discussions focused on poverty and work supports. Participants will not receive bonus payments until Fiscal Year 2015. In partnership with the New York State Office of Temporary and Disability Assistance, Paycheck Plus is partially federally funded through a Section 1115 waiver to study noncustodial parent participants and impacts.

START DATE: 09/2013⁵ | FY 2014 BUDGET: \$410,810 (CEO) |
STATUS: Implementation (Newly Launched)

	FY 14 Actual	FY 14 Target
Participants in Study	6,052	6,000
Program Group Members	3,019	3,000

► **Outreach**

**Financial Education
Network (DCA/OFE)**

An umbrella for networking, professional development, and marketing for institutions in the field of affordable financial education.

START DATE: 12/2008 | FY 2014 BUDGET: N/A⁶ | STATUS: Successful (2010) | SITES: 207

	FY 14 Actual	FY 14 Target	FY 13 Actual	FY 11-14 Trends
Financial Education Inquiries Handled	50,186	20,000	24,346	
Forum Attendees ⁷	252	60	121	
Completed Financial Counselor Training	149	30	85	

Tax Campaign (DCA/OFE)

A citywide tax campaign that offers free and low-cost tax preparation services to low and moderate-income New Yorkers.

START DATE: 12/2008 | FY 2014 BUDGET: \$89,454 (OFE) | STATUS: Successful (2010) | SITES: 92

	FY 14 Actual	FY 14 Target	FY 13 Actual	FY 11-14 Trends
Tax Assistance 311/Online Inquiries	179,762	15,000	52,511	
Tax Returns Filed at Pilot Programs	3,379	-	15,920	
Tax Returns Filed at VITA Sites	93,232	50,000	81,000	

See Also: *Family Rewards (Social Innovation Fund)* and *SaveUSA (Social Innovation Fund)*.

¹ Findings from the Citywide Financial Services Study (New York, NY: Office of Financial Empowerment, 2010), http://www.nyc.gov/html/ofe/downloads/pdf/FinServicesStudy_022510.pdf.

² The increase in cumulative savings resulted from programmatic changes that increased prioritization of savings planning.

³ The Child Care Tax Credit figures are based on Tax Year 2013, which is the most recent information available.

⁴ The Earned Income Tax Credit Mailing figures are based on Tax Year 2010. More recent figures are not yet available.

⁵ Outreach and enrollment for the project began in September 2013. Program group members are eligible to receive the expanded benefit for up to three years, beginning in FY 15.

⁶ Financial Education Network program expenses are supported by OFE's general budget.

⁷ OFE's Financial Education Network (FEN) is a citywide network of nearly 240 service providers, financial providers, financial institutions, community development corporations, government agencies, and foundations. The FEN equips members with tools to enhance financial education and counseling services, including forums, trainings, and networking opportunities.