



# COMPASS

WORKING CAPITAL

WHERE FAMILIES ASPIRE, PLAN, INVEST

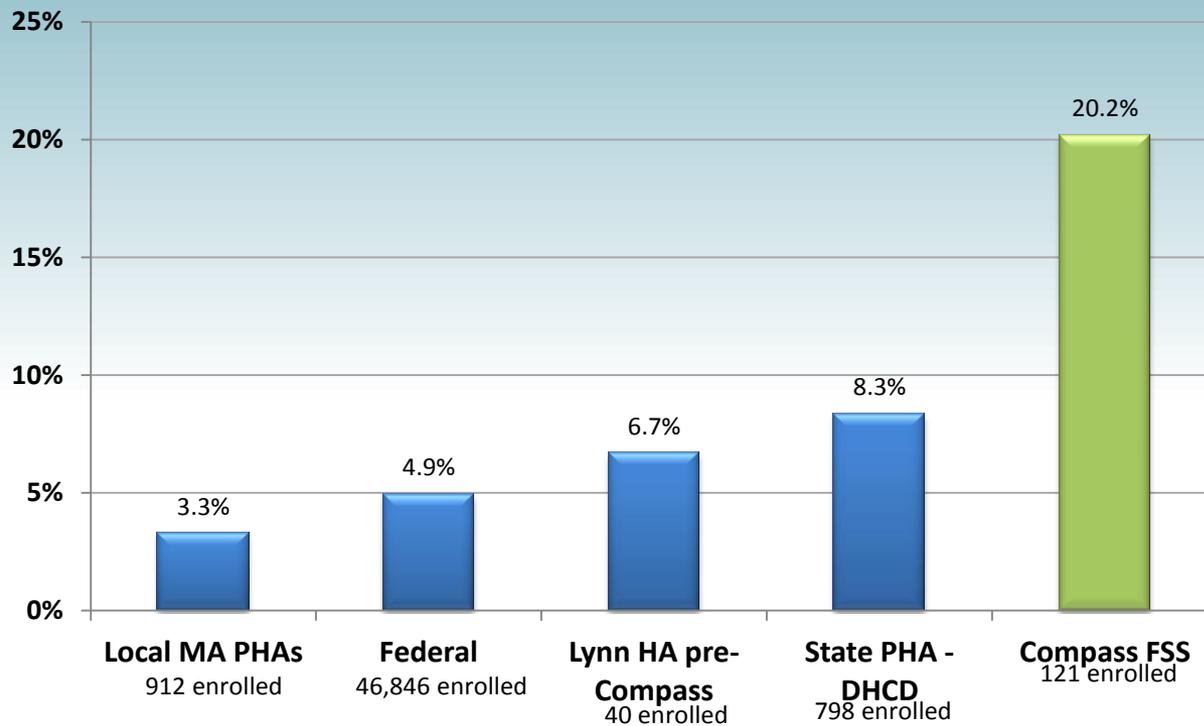
[www.compassworkingcapital.org](http://www.compassworkingcapital.org)

In September 2010, Compass launched an asset building model for the Family Self-Sufficiency (FSS) program, a historically underutilized federal housing program.

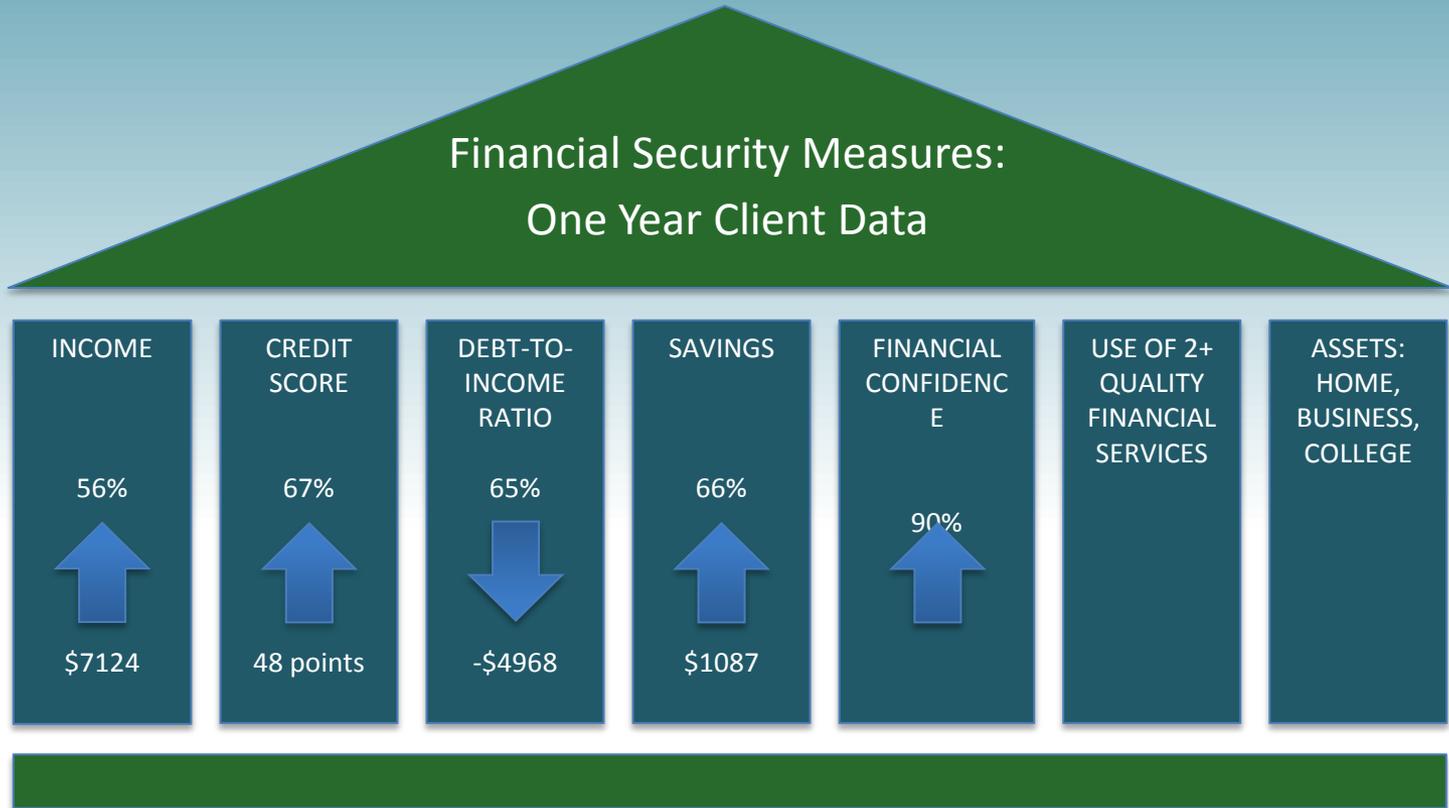
Standard FSS model	Compass FSS Model
<ul style="list-style-type: none"> <li>• Ineffective communications and recruitment</li> </ul>	<ul style="list-style-type: none"> <li>• Compass graduates as outreach workers</li> <li>• Financial workshops as “motivation” screen</li> </ul>
<ul style="list-style-type: none"> <li>• Escrow \$ to client with no restrictions and minimal use of interim disbursements</li> </ul>	<ul style="list-style-type: none"> <li>• Escrow \$ directed toward asset building</li> <li>• Strategic use of interim disbursements</li> </ul>
<ul style="list-style-type: none"> <li>• Limited contact with FSS coordinator; case management model</li> </ul>	<ul style="list-style-type: none"> <li>• Required financial education</li> <li>• Ongoing, customized financial coaching</li> </ul>
<ul style="list-style-type: none"> <li>• Program at local housing authority</li> </ul>	<ul style="list-style-type: none"> <li>• Program housed in community-based setting and operated by nonprofit partner</li> </ul>

# Compass FSS penetration rate in Lynn is 2.5x-6x as high as comparable local, state, and federal programs.

**FSS Penetration Rates:  
Compass FSS vs Local, State, and Federal Programs**



# Early, leading financial security indicators are promising in Lynn.



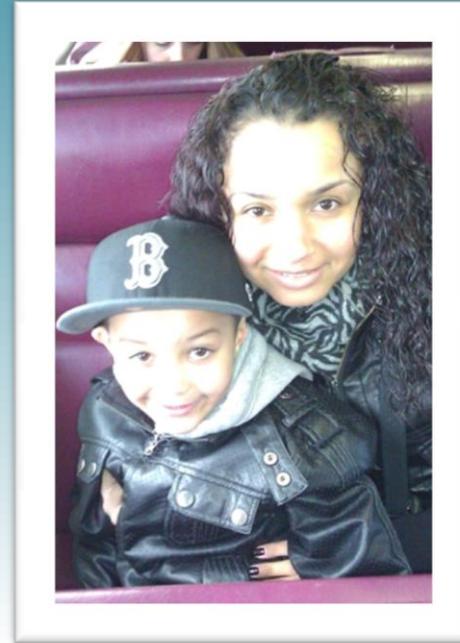
**Most Compass FSS clients are female, head of households with children. They work at least part-time, have a GED, and have limited financial skills.**



***Daiana, mother of two children ages 4 and 10  
Section 8 resident since December 2005***

#### **Six Month Highlights**

- Earned income: \$22,204 → \$24,636
- Credit score: 75 point increase
- Debt: \$1143 decrease
- Escrow savings: \$72
- Enrolled in Associates Degree in Business



***Jessica, mother of two children ages 2 and 6  
Section 8 resident from August 2006 – May 2012***

#### **Graduation Highlights**

- Earned income: \$34,063 → \$52,163
- Credit score: 123 point increase
- Debt: \$5542 decrease
- Escrow savings: \$6106
- Housing subsidy: \$7752 → \$0

# Early gains in Lynn demonstrate that FSS program components must tap into and build client motivation and aspiration.

- 1. Marketing.** Persistent, creative marketing focused on clients' aspirations is required to drive enrollment.
- 2. Financial coaching.** Financial coaching workshops and sessions build motivation and reinforce success and persistence through small and early “wins”.
- 3. Partnership model with PHA.** Program execution led by nonprofit partner is key to building and maintaining client trust and motivation.

## *Reasons to enroll in FSS?*

- 79% want to work with a financial coach
- 68% want to move out of Section 8
- 68% want to identify other resources to help family
- 56% want to save part of rent
- 38% want to connect with other families

Persistent marketing focused on client aspiration is required to drive enrollment.

**Believe in Yourself**  
Getting ahead. Not just getting by.



Every **dream** worth building  
takes effort.

Take the first step  
with Compass  
Working Capital.

Es hora de "Superarse".  
Haga la Matemática.



Time to "Get Ahead".  
Do the Math.

**COMPASS FSS PROGRAM**  
**ORIENTATION | ORIENTACIÓN**  
February 22, 2012 | Febrero 22, 2012  
100 Munroe Street, Lynn  
5:30 pm – 6:30 pm

**COMPASS**  
WORKING CAPITAL  
ESPERANZA Y OPORTUNIDAD

For more information/Para más información:  
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