



APPLICATION FOR PARTICIPATION IN THE

# CFPB Financial Coaching Initiative

OMB No. 3170-XXXX  
Expiration Date: MM/DD/YYYY

The Consumer Financial Protection Bureau (CFPB)'s Financial Coaching Initiative provides financial coaching services at critical points in consumers' lives through existing points of direct service. Through this program, 60 professional financial coaches have been placed into community organizations - "host sites" - currently serving consumers through various means, such as job training, social services, legal aid, housing support, or other services.

The program is currently seeking an organization interested in and capable of hosting a financial coach in [Name of specific communities]. The ideal organization currently provides services to low-income and economically vulnerable clients and would benefit from financial coaching as a complementary service to its clients.

This is not an opportunity for a grant, contract, sub-contract, or funding. This is an opportunity to have a full-time, fully funded, certified and trained, professional financial coach integrated into your organization in order to provide financial coaching to your clients and/or to the clients of the organizations with which you partner closely.

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## If you are selected, the CFPB will provide the following:

- A full-time, fully funded, certified and trained, professional financial coach integrated into your organization. Coaches have experience providing financial coaching to economically vulnerable clients.
- Coaches have the following credentials from leading industry providers:
  - Accredited Financial Counselors with a certification from the Association for Financial Counseling and Planning Education (AFCPE).
  - Financial coaching certification provided by Sage Financial Solutions.
- This coach is primarily managed by AFSC, in coordination with a designated point of contact at the local organization.
- The coach will be provided the basic resources needed to do his/her job, including: laptop computer, email address, work cell phone, marketing materials, and business cards.

Consumer Financial  
Protection Bureau

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## FINANCIAL COACHING INITIATIVE APPLICATION FORM

### To participate

To be a good fit for this cohort, organizations must serve low-income and/or economically vulnerable people.

To be a good fit to host a financial coach, a potential organization must have the capacity to integrate a financial coach into programming from February 2017 - April 2019, provide an environment conducive to effective coaching, and serve consumers of the targeted population.

See below for more details about criteria for interested organizations:

- **Targeted population:** Demonstrate a focus on economically vulnerable consumers located within or from the identified targeted geographic areas. Additional attention will be given to organizations that serve veterans.
- **Client Volume:** Have sufficient client volume to support and sustain the utility of a financial coach. The targeted number of clients served is at least 100 clients per year.
- **Infrastructure and Operational Support:** Provide appropriate office space and working environment for a financial coach to meet with and coach clients. Provide coach with support in integrating coaching into the services currently being offered by the organization. If the organization cannot supply enough coachable clients, provide coach support to identify and reach out to partner organizations in the community.
- **Commitment to financial coaching integration:** Commitment to integrating financial empowerment into their work. Demonstrate

an understanding of the benefit of helping the people you serve become more financially capable and how their increased financial capability may help them achieve their goals and the outcomes your organization's services support. Demonstrate an understanding of what financial coaching is, how it would be beneficial to the organization's existing service offerings, and how to integrate this service into the organization (and in a way that connects with or complements existing services).

- **Organizational stability:** Demonstrate success and stability within the community.
- **Client accessibility:** Be accessible to low-income and economically vulnerable consumers. For example, have proximity to public transportation for individuals without private means of transportation and comply with ADA requirements.
- **Complementary services:** Support services complementary to financial coaching. For example, services that indicate a longer-term, future-oriented relationship with a client, or a time of transition, including employment and training service programs, education, working with parents on goals related to their children.

We are interested in engaging organizations with a variety of capacities and approaches. We welcome both organizations experienced in the work of financial empowerment and those interested in learning how to integrate financial capability topics into their work to increase the value of their existing services.

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## FINANCIAL COACHING INITIATIVE APPLICATION FORM

### Privacy Act Statement

The information you provide, including contact information, will only be used for managing participation in financial empowerment initiatives sponsored by the Consumer Financial Protection Bureau ("CFPB"). The financial empowerment initiatives are opportunities for public and private organizations or entities to receive tools, training, technical assistance, and other services to help them reach low-income and economically vulnerable consumers. Identifying information collected may be used by and disclosed to employees, contractors, agents, and others authorized by the CFPB to receive this information to assist in related activities.

Information collected by the CFPB will be treated in accordance with the System of Records Notice ("SORN"), CFPB.021 - CFPB Consumer Education and Engagement Records, 77 F.R. 60382.

This collection of information is authorized by Pub. L. No. 111-203, Title X, Sections 1013 and 1022, codified at 12 U.S.C. §§ 5493 and 5512.

Your participation is voluntary, and you may withdraw participation at any time. You are not required to submit or provide any identifying information; however, not doing so may result in the CFPB being unable to fulfill your request.

### Paperwork Reduction Act Notice

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and notwithstanding any other provision of law a person is not required to respond to a collection of information unless it displays a valid OMB control number. The OMB control number for this collection is 3170-XXXX. It expires on MM/DD/YYYY. The time required to complete this information collection is estimated to average approximately 5 hours per response. Comments regarding this collection of information, including the estimated response time, suggestions for improving the usefulness of the information, or suggestions for reducing the burden to respond to this collection should be submitted to Bureau at the Consumer Financial Protection Bureau (Attention: PRA Office), 1700 G Street NW, Washington, DC 20552, or by email to [CFPB\\_PRA@cfpb.gov](mailto:CFPB_PRA@cfpb.gov).

Organization information

1 Please provide your organization's contact information

ORGANIZATION NAME

ADDRESS

CITY

STATE

ZIP CODE

POINT OF CONTACT NAME

EMAIL

WORK PHONE

2 What is your organization's mission and vision?

MISSION

VISION

3 Describe your organization's geographic service territory and the populations it serves

## Understanding of the project

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4 Describe your understanding of and commitment to this project's goals

5 Describe how this project's services will be integrated into your organization's existing service model, including any complementary wrap-around services

6 Describe your organization's capacity to undertake this project, including availability of administrative support

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## FINANCIAL COACHING INITIATIVE APPLICATION FORM

### Project goals

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7 Describe how your organization ensures that clients can access the services you offer?

8 Within the next year, how many clients will your organization be able to offer financial coaching services as a result of this effort?

 clients

### Submission instructions

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Email this completed application along with the required documents listed below to [Empowerment@cfpb.gov](mailto:Empowerment@cfpb.gov). If your organization does not have any of these required documents, provide an explanation in the body of your email.

- Completed application
- Annual Report
- IRS Form 990
- Most recent financial audit
- Accessibility Policy
- Nondiscrimination Policy



Email [Empowerment@cfpb.gov](mailto:Empowerment@cfpb.gov)