



**Federal Reserve Bank of St. Louis
Investment Connection Proposal**

Proposal title	Financial Opportunity Center
Contact	Maret Cahill Wicks
Title	Executive Director
Email address	m.cahill@uwcark.org
Phone	501-327-5087
Organization name/address	United Way of Central Arkansas 1110 W. Oak Street CONWAY, AR 72032
Mission statement	United Way of Central Arkansas will improve and enhance the lives of people in our communities by addressing and meeting their needs through the generosity and work of advocates, volunteers and donors.
Overview of organization	United Way of Central Arkansas is focused on creating community-based and community-led solutions that strengthen the cornerstones for a good quality of life: education, financial stability and health
Website	www.uwcark.org
Social media link(s)	
Location of project/activity	Arkansas Faulkner, Perry, and Van Buren Counties
Geographic Impact	Regional
Support request	Grant
Requested dollar amount	\$15,000
Proposal description and structure	To provide clients with services and resources to increase their monthly net income in the communities in

	<p>Faulkner, Perry, and Van Buren Counties. We would help these families and individuals to access income boosting programs like SNAP, utility and rent assistance, job retention training, access to insurance and banking products as well as tools to improve their credit scores. Which in turn would improve their financial stability as well as the communities we serve. We hope to encourage establishing checking and savings accounts for those who do not have them by working with the BankOnAR coalition. We will recruit volunteers to counsel our clients through our relationships with the 3 colleges in town and other financial corporate relationships that we have developed through our VITA and BankOn work.</p>
Issues addressed	<p>Community Facilities/Services Economic/Workforce Development Financial Access, Capability and Empowerment</p>
Target population/geography	<p>We have a web based case management tool called Charity Tracker that we provide for free to over 130 human service agencies, churches, and government agencies. We could easily identify the clients that are coming to us on a continuous basis for financial support. This tool allows us access to many of the extremely low to moderate income households and individuals in Faulkner, Perry and Van Buren counties. We served approximately 2000 extremely low to moderate income households last year and we reached an additional 300 households through our VITA program last tax season.</p>
Population served including income	<p>US Census 2017: Faulkner County Population 123,654 16% in poverty 19,784 Perry County Population 10,348 16.9% in poverty 1,748 Van Buren County Population 16,506 16.7% in poverty 2,756 Total Population: 150,508 Total population living in poverty 24,288</p>
Anticipated outcomes/impact	<p>To provide access to employment services, financial coaching, and income supports. We will begin by interviewing the clients about their financial situation and then we will assist them in developing a plan to identify gaps in their ability to create a stable monthly cash flow. We will then connect our clients to the services and programs that fits their personal needs and will allow them to attain their financial goals.</p>
How will the program be evaluated	<p>We will do an initial interview to obtain their current financial situation with a financial coach. We will do follow up surveys every 6 months and an exit interview upon leaving the program. We will measure the clients progress towards a good credit score, financial stability, job retention, and a cushion for emergencies.</p>

Project time frame	New Program Project Duration: Ongoing Program
Other significant partners in the proposal	Conway Corp Funding www.conwaycorp.com Bank of the Ozarks Funding www.bankozarks.com First Security Technical Assistance/Expertise www.fsbank.com
Time/Date Received	6/25/2018 10:31:00 AM