

# pathways

## to financial empowerment

APRIL 2021



## Celebrating 10,000 Clients & 20,000 Sessions

Inclusiv and Neighborhood Trust Financial Partners are proud to announce that the Pathways to Financial Empowerment counseling program has reached a new milestone. Pathways financial coaches have served more than 10,000 unique financial coaching clients through over 20,000 sessions since its launch in 2015! Today, 72 coaches from 21 credit unions use the Pathways platform to improve the financial health of client members in underserved communities across the United States.

**The impact on client members participating in the program are life changing:**

- **61% of clients with a follow-up credit report have improved their credit,**
- **61% of clients who did not previously report a score have established credit,**
- **89% of clients with consumer debt reported an average debt reduction of \$7,780.**

Inclusiv continues to improve the Pathways system, constantly innovating to respond to the financial planning needs of credit unions, their members, and communities.

*Joining Pathways to Financial Empowerment was a tangible way to deliver on our mission of improving members' financial wellness. The program has significantly enhanced our existing financial coaching capabilities by providing a platform to support and guide members on the next steps in their own financial journeys. Pathways has allowed us to quantify and track the impact of our one-on-one financial counseling.*

*Wendy Haller  
VP of Member Experience Patelco CU*

## COVID Response

The COVID-19 pandemic and its wide ranging economic effects have highlighted disparities in our financial and economic system. All through the crisis, community development credit unions have been on the frontlines, offering emergency lending, grants, payment extensions, and individualized financial counseling to help individuals and small businesses weather the storm.

Aware of the acute implications of the crisis on the financial well-being of millions of Americans, Inklusiv and Neighborhood Trust Financial Partners worked to expand Pathway's reach: onboarding new credit unions, structuring new training sessions, launching virtual features (all client-facing platforms and deliverables available in Spanish and English), and creating new tools to help integrate financial coaching to traditional member facing interactions.

## Pathways Expands to Include 7 New Credit Unions

In 2020, the Pathways program had its biggest credit union and financial counselor expansion since its creation. Seven credit unions joined the program, expanding the availability of financial counseling services through the Pathways platform to over 500,000 members in California, Ohio, Oregon, Virginia, Texas and Puerto Rico.

- **Commodore Perry Federal Credit Union, Oak Harbor, OH | Members: 6,635 | Assets: \$56.9 M**
- **Cooperativa de Ahorro y Crédito Jesús Obrero, Guaynabo, PR | Members: 8,548 | Assets: \$92.5 M**
- **Cutting Edge Credit Union, Milwaukie, OR | Members: 4,069 | Assets: \$52.8 M**
- **Patelco Credit Union, Dublin, CA | Members: 391,607 | \$8.1 B**
- **Peoples Advantage Federal Credit Union, Petersburg, VA | Members: 9260 | Assets: \$79.6 M**
- **River City Federal Credit Union | San Antonio, TX | Members: 11,873 | Assets: \$116.6 M**
- **San Mateo Credit Union, Redwood City, CA | Members 100,415 | Assets: \$1.4 B**

*Following social distancing guidelines, the Pathways team worked to transition training for financial coaches from onsite to online. In 2020, the Pathways team trained 44 financial coaches at three online personalized training sessions for River City FCU, Commodore Perry FCU, and Patelco CU.*



## About Pathways

Neighborhood Trust and Inklusiv developed the Pathways platform to facilitate the counselor and client experience and measure impact. It is easy to use, saves time, makes counseling more effective, and provides an advanced evaluative framework for program reporting and assessment. The platform has an intuitive flow that guides counselors through client intake, financial health assessment, and issue identification, and facilitates the collaborative development of a clear action plan.

The Pathways platform comes with advanced reporting functionality. Using built-in reports and dashboards, supervisors can manage individual counselor caseloads and staff performance, easily evaluating program productivity. The platform reports on and summarizes detailed information on the number of clients, sessions, demographics and financial profiles, and, most importantly, outcomes.

Contact: Vernice Arahan  
Program Officer, [varahan@inclusiv.org](mailto:varahan@inclusiv.org)