

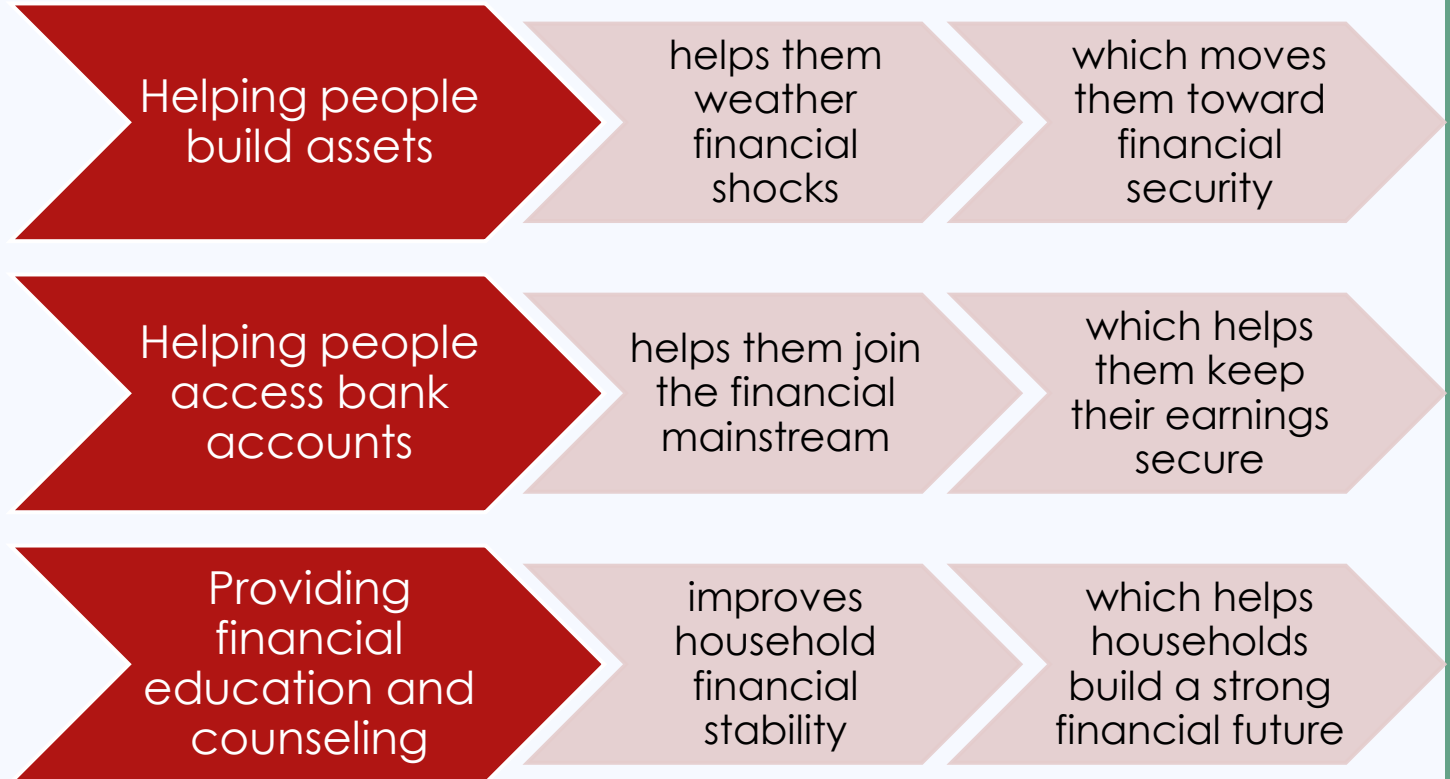
CITY COUNCIL WORK SESSION
TUESDAY, JULY 6, 2021



Financial Empowerment

Helping people recover from COVID-19

WHY FINANCIAL EMPOWERMENT?



WHAT IS THE CITY'S ROLE?

01

Convene
community
partners to foster
collaboration

02

Provide leadership

03

Help raise
awareness of
services in the
community

04

Partner in bringing
resources to the
community to
advance financial
empowerment
efforts



BRAD WILLOWS

SENIOR ASSOCIATE
CITIES FOR FINANCIAL
EMPOWERMENT FUND



**Financial
Empowerment
Center**

*Free One-on-One
Financial Counseling*



Michael B. Hancock
Mayor
City and County of
Denver

Jay Salas

Director
Denver Office of Financial
Empowerment and Protection



Financial Empowerment Center Planning Grant

Identify partners and integrations

Develop planning and implementation strategies

Identify financial counseling providers

Identify community organizations with capacity and desire

Research counselor training options

Work with CFE Fund and community partners to select training options

Secure match funding for implementation

Work with partners to identify and secure implementation funding

Apply for implementation funding from CFE Fund

Work with partners to apply for funding to implement the FEC



Questions?