



1700 G Street NW, Washington, DC 20552

October 28, 2016

2017 *Your Money, Your Goals* Cohort CFPB Criteria for Interested Organizations

The Consumer Financial Protection Bureau (CFPB) will provide *Your Money, Your Goals* (YMYG) toolkits, training, and technical assistance to up to 30 organizations across the country that are committed to helping financially empower the individuals they serve. This is not an opportunity for a grant, contract, sub-contract, or funding. This is an opportunity for public and private organizations or entities to receive consumer education materials, training for staff and volunteers, and technical assistance to integrate financial empowerment and capability strategies into their existing service delivery model.

The CFPB will support members of the 2017 YMYG Cohort in using the YMYG toolkit to help build the financial capability of those they serve. The toolkit is designed for use in a variety of settings, such as social services programs, legal aid organizations, worker organizations, and organizations that rely on volunteers to coach, counsel, or mentor the people they serve. The toolkit is available in English and Spanish on our [website](#). When combined with the training, the toolkit includes the resources that staff and volunteers need to help people set goals, choose financial products, and build skills to better manage money, credit, and debt.

Organizations have used various innovative approaches to implement YMYG training, tailoring it to their structure, mission, modes of service delivery, and clientele. They have also joined together to form collaboratives and partnerships. You can get a sense of the types of organizations we are currently working with by checking out our blogs announcing the 2016 cohort participants from [April 29th](#) and [August 19th](#).

The CFPB will provide the following to the selected organizations:

A Train-the-Trainer event (in-person or webinar) for members of participating organizations designated as trainers. These trainers would then lead workshops for frontline staff or volunteers within their organizations to help them use YMYG in their work.

- Hard copies of the YMYG toolkit for the staff/volunteers the organization trains to use with the people they serve.
- Technical assistance in determining training priorities and adapting use of the toolkit for the organization or program.
- Coordination calls for cohort participants at key points during the year.

To participate

The CFPB anticipates that technical assistance will begin in January 2017 and train-the-trainer events will begin in April 2017. All training and technical assistance activities will conclude in September 2017.

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

- **Commitment to integrating financial empowerment into their work.** Demonstrate an understanding of the benefit of helping the people they 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.
- **Staff capacity for training on and use of YMYG toolkit.** Demonstrate capacity to dedicate staff time to lead training of other staff within the organizations and/or other organizations within the organization's community.
- **Staff capacity to use toolkit with clients.** Demonstrate capacity to commit staff or volunteer time directly to using YMYG's information and/or tools with low-income and/or economically vulnerable individuals.
- **Commitment to collect and return training surveys.** Willingness to fulfill survey collection responsibilities which enable us to continue to improve the toolkit and measure its impact.

We are interested in engaging organizations with a variety of capacities and approaches including more experienced organizations and those with little prior experience in using tools to add financial capability topics to increase the value of their existing services.

Next steps

If your organization meets the above criteria and is interested in participating in this 2017 YMYG Cohort, please tell us by sending a letter of interest to

YourMoneyYourGoals@consumerfinance.gov by November 30, 2016 with the subject line “Your Money, Your Goals 2017.”

While not required, you may include the following helpful information:

- A description of the organization and the population it serves
- An overview the organization's plans to use YMYG to help serve its customers
- A discussion of proposed implementation plan
- Name and contact information of an organization's point of contact for this request

As you consider how you would implement *Your Money, Your Goals*, you may find the framework detailed in [Building Financial Capability: A Planning Guide for Integrated Services](#) useful. It was developed to help organizations integrate financial capability strategies into their work by the Administration for Children and Families, U.S. Department of Health and Human Services.

Questions?

If you have any questions about *Your Money, our Goals*, feel free to email us at YourMoneyYourGoals@consumerfinance.gov.

Privacy notice

Any personal information you provide will be used by the Bureau and its contractors only for the purpose of participation in the 2017 YMYG Cohort. Participation in this program is voluntary; you are not required to participate. This information will not be shared or used for other purposes.