Workplace Financial Wellness: A Guide for Employers in St. Louis

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The Need for Financial Wellness

What is Financial Wellness?

Financial wellness refers to both financial health and financial wellbeing. **Financial wellbeing** describes a state of being wherein a person can fully meet current and ongoing financial obligations, can feel secure in their financial future and is able to make choices that allow them to enjoy life. It is usually measured based on how people feel about their financial situation. **Financial health** is a concept that describes spending, saving, borrowing, and planning in a way that will set oneself up to be resilient and pursue opportunities over time. As a measurement, it reflects how people spend, save, borrow, and plan.

Financial insecurity and stress is widespread problem



of employees in the US found dealing with their personal finances stressful



worried about having enough emergency savings for unexpected expenses



found it difficult to meet their household expenses on time each month

...which is bad for employees and bad for employers

1 in 3 employees

reports that personal financial issues have been a distraction at work

Financially stressed employees are...

5x

nearly five times more likely to be distracted by their finances at work

2x

twice as likely to miss work / use sick time when not ill due to financial issues

Pillars of Workplace Financial Wellness

Financial Health is defined by being able to spend, save, borrow, and plan today and in the future



Source: Center for Financial Services Innovation (CFSI)

SPEND

- 1. Spend less than income
- 2. Pay bills on time and in full

SAVE

- 3. Have sufficient living expenses in liquid savings
- 4. Have sufficient long-term savings

BORROW

- 5. Have a sustainable debt load
- 6. Have a prime credit score

PLAN

- 7. Have appropriate insurance
- 8. Plan ahead for expenses

What Can Employers Do Beyond Increasing Pay & Retirement Planning?

Financial Planning

- Free financial coaching / counseling available through local nonprofits or company can help people budget, manage spending, and plan for the future
- Estate planning resources

Credit

- Connect employees with non-profit credit counselors
- Connect employees with financial institutions with credit building loans and products

• Debt Management

- Access to student loan counseling
- Non-profit debt management plans or consolidation when appropriate

Help Build Assets

- Encourage employees to split paychecks between a checking and savings accounts
- Access to alternatives to payday loans for short-term emergencies
- Access to affordable loans for housing and other long-term purchases

Financial Wellness Resources for Employers and Employees in St. Louis

Financial Counseling / Coaching and Debt Management

Office of Financial Empowerment / Operation HOPE (government + nonprofit partnership)

- Offers free, in-person financial coaching
- Offers financial education seminars on over 30 different topics
- Partnerships with local banks and credit unions

Justine PETERSEN (local nonprofit)

• Offers free, in-person individual counseling to assess income, debt, credit history, and goals and create an action plan. Help also available with budgeting, building credit, and more

Prosperity Connect / Excel Center (local nonprofit)

Offers free, in-person financial coaching and financial classes

Money Management International (national nonprofit, A+ BBB rating)

- Offers free individual counseling in person, by phone, or online to help manage debt
- Offers "debt management plans" to lower debt and consolidate it into one monthly payment (comes with a set-up and monthly fee)

Earned Wage Access

PayActiv

 Once an employer has partnered with PayActiv, employees can access up to 50% of the net pay they've already earned (up to \$500) before payday, zero interest

Even

- Once an employer has partnered with Even, employees can access up to 50% of the net pay they've already earned before payday
- Also offers a free app that helps people with managing their money

Earnin

- Allows employees to access up to \$100 of their paycheck before payday
- Does not require employer integration

Building Credit

Secured Credit Cards

A secured credit card is backed by a cash deposit you make when you open the account and can build your credit score. Offered by locally Justine PETERSEN, Neighbors Credit Union and nationally by Discover, CapitalOne, and others

Credit Builder Loans

A credit-builder loan holds the amount borrowed in a bank account while you make payments, building credit. When the loan is paid off, the money is released to you. Offered locally by Justine PETERSEN and 1st Financial Federal Credit Union.

Financial Wellness Resources for Employers and Employees in St. Louis

Payroll-linked Loans

Low-cost, fixed-interest rate employee loans that are repaid via payroll deduction

Community Loan Center of St. Louis County

Offers loans up to \$1000 repaid over 12 months through employer partnerships

Salary Finance

Loans are between \$500 up to 20% of salary, repaid over 3 to 36 months, at a cost of 5 to 20% APR

TrueConnect

- Loans between \$1,000 and \$3,000 (up to 8% of salary), 12 month term at 24.9% APR
- No credit check included as part of application (potentially more inclusive than Salary Finance)

Low(er) Interest Short Term Loans

1st Financial Federal Credit Union

- Offers personal loans from \$1,000 to \$20,000 repaid in 3 to 60 months at rates ranging from 9.49% to ~20% APR
- Also offers a credit building loan up to \$1,000 at 12% APR, repaid in 12 months, (see prior page, not meant for short term needs)

St. Louis Community Credit Union

- Offers a range of loans, including:
- "Payday Saver" -- a loan to pay off payday debt,
- "Works for Me" personal loan -- a loan of between \$500 to \$15,000 at 9.95% and 22.90% APR depending on credit score (term depends on loan amount)
- Also offers a \$500 line of credit, the "Freedom Line of Credit," with 3 month repayment period

"Simple Loan" from US Bank

US Bank customers can borrow \$100 to \$1000, repaid in 3 monthly payments, for \$12 to \$15 per \$100 borrowed (71 - 88% APR)

Oportun (private company)

Offers loans between \$300 to \$6,000 repaid in 7 to 46 months for 59.9% APR plus fees

Provider Profiles

Please note that the Office of the Treasurer of the City of St. Louis ("Treasurer's Office") does not endorse, sponsor or promote any of the products or services offered by providers in this Guide, in the Employer Primer, or the Directory maintained by Prosperity Now. This information is provided for your information. These services have not been reviewed, tested, or evaluated by the Treasurer's Office, Washington University in St. Louis, or Prosperity Now. Employers should exercise caution and due diligence to ascertain the appropriateness, quality, and value of the products and services. Rates and other details related to services contained herein subject to change without notice. This guide is accurate as of publication (December 2018).

Financial Counseling / Coaching and Debt Management

Office of Financial Empowerment / Operation HOPE

https://www.stlofe.org/ | Government + nonprofit partnership

- Based in the Office of the Treasurer in City Hall
- Offers free, in-person financial coaching
- Offers free financial seminars on budgeting, improving credit scores, student debt, and much more

Justine PETERSEN

http://www.justinepetersen.org/ | 314-533-2411 | Local nonprofit

- Offers free individual counseling to assess income, debt, credit history, and goals and create an action plan
- Counselors can also help with budgeting, establishing a bank account, disputing errors on a credit report, and reducing debt by negotiating settlements with creditors
- Also offers help building credit through a secured credit building loan or other safe and affordable products to assist individuals with "thin" credit files

Prosperity Connect

https://prosperityconnection.org | center@prosperityconnection.org | Local nonprofit

- Offers free individual, in-person meetings at locations around St. Louis where trained educators help "set achievable goals, create individualized action plans, and build wealth for the future"
- Office Hours: M-Th (9-4:30 pm) and Friday (9-1:30 pm). By Appointment Only.
- Also offer free classes (e.g. "Financial Vision and Goal Setting," "How to Read Your Credit Report")

Trusted Advisor (from Neighborhood Trust Financial Partners)

https://www.neighborhoodtrust.org/ | 929-249-0349 | National nonprofit social enterprise

- Provides individual financial counseling as a workplace financial wellness benefit
- Employee receives a link to the scheduling tool by text, have a first counseling session by phone or Skype at the time of their choice, and then receives reminders and nudges via SMS to stay on track.
- Employees have unlimited access to counselor sessions as needed

Money Management International

https://www.moneymanagement.org/ | 866-889-9347 | National nonprofit, A+ BBB rating

- Offers free individual counseling in person, by phone, or online to help manage debt
- MMI may also be able to negotiate lower payments and interest rates, waive late fees, and eliminate collections calls by enrolling customers in a "debt management plan," where all unsecured debt is consolidated into one monthly payment (set-up fee and monthly fees may apply for this service)*
- Counseling is also available with student loans (\$99 fee)

Earned Wage Access (and More!)

PayActiv

https://www.payactiv.com/ | iOS and Android

- Offers employees access of up to 50% of earned wages or up to \$500 before pay day
- Employees pay \$5 each time they withdraw (or as low as \$0 depending on employer contribution)
- Zero interest (it's not a loan)
- Available to employers at no cost
- Setup/go live in 48 hours
- Does not require any changes to HR, payroll or IT systems
- Offers financial wellbeing surveys to assess need in your workforce and monitor program impact
- Case studies and results from retail, healthcare, restaurants, and more available on their website.
- Estimate potential cost savings at: http://bit.ly/payactivsavings



Cash Access



Bank Account NOT Necessary



Bank Transfer



Card Load



Financial Counseling



Bill Pay



Savings Tool



Rx Discounts

98%

EMPLOYEE SATISFACTION

Employees love it. They can access what they have earned, when they need it, with security, dignity, and savings.

30%

REDUCED TURNOVER

Employers see measurable cost reduction from better engagement, retention and recruitment.

ADOPTION RATE

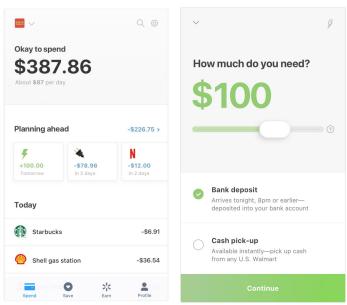
All your employees are eligible. They download the app and can start using the services immediately.

Earned Wage Access (and More!)

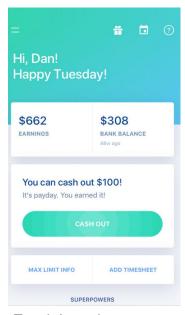
Even

https://even.com/ | iOS and Android

- Offers employees early access to their wages (up to 50% of the net pay they've already earned)
- Automatically keeps track of upcoming bills and provides guidance on how much money is "okay to spend" given upcoming expenses, and also offers an easy way to automate savings
- Costs employees \$6/month for "Even Plus," which includes "InstaPay" (earned wage access)
- Available to employers at no cost (employers can subsidize cost of "Even Plus")
- 90-day integration



Even's "okay to spend" and "InstaPay" features



Earnin's main screen

Earnin

https://earnin.com | iOS and Android

- Gives employees access up to \$100 of their pay before payday (everyone starts at \$100 and limits can increase up to \$500 over time)
- Does not require employer integration; no cost to employer
- Requirements: bank account and online access, history of using direct deposit (at least twice), fixed work location or ability to upload a screenshot or photo from a timesheet on a computer or punch clock screen showing the hours worked
- Earnin determines an hourly rate for each user by looking at average paycheck deposit history, then tracks hours worked either using location (GPS) for people with a fixed work location or through uploaded timesheets
- No mandatory fees; supported by voluntary "tips" from employees who appreciate the service

Payroll-linked Loans

Community Loan Center of St. Louis County

https://www.clcstlc.org/ | 314-863-0015

- Employees can borrow between \$400 to \$1000 for 12 months at 12-18% interest plus a \$20 administrative fee
- Employee Requirements: Working at a participating employer for at least 12 months; 18 years old or older; checking account; Driver's License or passport number; Social Security Number
- Miscellaneous: No credit history or collateral needed. Loans are automatically repaid through your paycheck. Employer is required to verify your employment.

TrueConnect

https://trueconnectloan.com/

- Offers employees loans between \$1,000 and \$3,000 (not to exceed more than 8% of salary),
 repaid over 12 months at 24.9% APR
- No prepayment penalty (interest payment reduced if you pay the loan off early)
- No credit check in application process, making it more inclusive for people with poor or no credit
- Employee Requirements: must have been on the job for 6+ months (based on employer turnover)
- Employer Requirements: must be able to process payroll deductions (manually or automated)
- Zero cost, zero liability for employers
- Integration takes 6-8 hours
- Offers six free credit counselling sessions to each borrower

SalaryFinance

https://www.salaryfinance.com/us/

- Employees can borrow anywhere from \$500 up to 20% of salary, repaid over 3 to 36 months, at a cost of 5 to 20% APR
- Employer Requirements: available to employers with >500 employees
- Employee Requirements: must have been on the job for 6+ months (varies by employer), earn over \$10,000 per year, have a valid SSN, and the ability to afford repayments
- Zero cost, zero liability for employers
- SalaryFinance reports repayments to credit bureaus, helping improve credit scores
- Employees save money, have reduced financial stress, and improved FICO scores
- Employers get a happier staff with higher employee engagement and a higher retention rate
- Impact / ROI: A recent Harvard Kennedy School study found that employers who offer Salary Finance have seen a 28% improvement in employee retention

Short-term Loans from Credit Unions

1st Financial Federal Credit Union

https://www.1stfinancialfcu.org/

- **Requirements:** Must live within 90 miles of one of their branches, two years of income history. Not required to be a member of the credit union.
- Amount: \$1,000 \$20,000
- Length of repayment: depends (3 months to 60 months, depends on individual terms)
- Cost: 9.24% to ~20% APR. Rates are based on debt to income ratio, credit score, and your last two years
 of consistent income. (No upper limit is officially stated. The highest rate anecdotally seems to be 17.99%,
 though that's not official and some rates may be higher.)
- Credit score impact: Repayments are reported to credit bureaus

St. Louis Community Credit Union

https://www.stlouiscommunity.com/

- Payday Saver (allows borrowers to refinance payday loan debt)
 - Requirements: Must have existing payday debt. (No cash is provided; debt is simply paid off.)
 - Amount: Unknown
 - Length of repayment: Depends on amount borrowed, up to a year (\$500 would have 6 months to repay)
 - Cost: Interest rate is 25%

• "Works for me" Personal Loans

- **Requirements:** The credit union looks up the borrower's credit report. If too many accounts are in collections or there are other issues, a borrower may be denied. (No minimum score is required for approval; the credit score is used to determine interest rate.)
- Amount: \$500 \$15,000
- Length of repayment: Depend on amount to borrow (a \$500 loan would have 6 months to repay)
- o Cost: 9.95% 22.90% APR depending on credit score

Freedom Line of Credit

- Requirements:
 - No credit pull (bad / no credit = OK)
 - Strictly based off account -- no negatives or returns in last 30 days of applying, last 3 months account activity.
 - Have a direct deposit of at least \$400 or make deposits that total at least \$400 into the account
- Amount: \$500 revolving line of credit (instead of fixed-amount, fixed-term loan)
- Length of repayment: 3 months
- o Cost: 25-27%
 - **\$300** (\$105 a month * 3 months), \$500 (\$175 a month for 3 months)

Other Short-term Loans

Oportun

https://www.oportun.com/ (online only)

- **Requirements:** ID, copy of a bill in your name with your address, and proof of income (check stubs or bank statements if you have direct deposit). No credit history required to apply.
- **Amount:** \$300 \$6,000 for first time customers (up to \$9,000 for returning customers)
- Length of repayment: Repaid in 7 to 46 months (the longer terms are for larger loans)
- **Cost:** 59.9% interest + "administrative fee" (fee varies by amount of loan, up to \$75)
- **Example:** If you borrow \$500, your cost will be \$109 plus an administrative fee, which is not disclosed until approval and then is taken out from the amount borrowed. Then you'll pay back a total of \$609 in 16 biweekly payments (8 months) of approximately \$40 each. Your total cost to borrow (Annual Percentage Rate) will be 59.9%, not including the administrative fee.
- Credit score reporting: Oportun reports to two of the three main credit bureaus.

"Simple Loan" from US Bank

https://www.usbank.com/loans-credit-lines/personal-loans-and-lines-of-credit/simple-loan.html

- Requirements: must be a US Bank checking account customer for 6 months with direct deposit into account for 3 months
- Amount: \$100 to \$1000
- Length of repayment: Repaid in 3 monthly payments
- Cost: with automatic payments, the cost of the loan is \$12 for every \$100 borrowed, which translates into an annual percentage rate of 71%. Manual payments cost \$15 per \$100 borrowed, which is equal to 88% APR.
- **Example:** If you borrow \$400 and select automatic payments, your fee will be \$48. You'll pay back a total of \$448 in 3 monthly payments of approximately \$149.33 each. Your total cost to borrow (Annual Percentage Rate) will be 70.65%.
- Credit score reporting: Payments are reported to the credit bureaus, so your score can increase if you
 make on-time payments.

How Employers Can Support Financial Health and Wellness

Setting Yourself Up for Success

- 1 Start by understanding your employees' needs
- 2 Find the right mix of services to meet those employee needs
- 3 Ensure you have an internal champion(s)
- Integrate services into established routines and procedures
- Solicit regular feedback and adapt accordingly to meet needs
- 6 Consider if there are other ways to help employees gain financial security (wages, scheduling, healthcare, etc.)

How to Identify Your Employees' Needs

You can learn about your employees needs using surveys, interviews, or existing administrative data. Using all three approaches together will give you the most complete picture of overall needs.



Conduct a Survey

Surveys are a useful way to learn about the overall financial health of your team, as well as some to identify specific needs.

The Center for Financial Services Innovation (CFSI) has proposed survey questions to identify eight specific indicators of financial health, related to how people spend, save, borrow, and plan. An example of a survey based on these questions is included in at the end of this guide.

The Consumer Financial Protection Bureau (CFPB) has also developed a widely recognized survey that is good for identifying financial stress and subjective wellbeing. It is available in either a one-page, 10-question, multiple choice survey or an abbreviated 5-question version at http://bit.ly/CFPBfinancialwellbeingsurvey. PayActiv, a workplace financial service provider, has taken these questions and added three more about debt, savings, and frequency of paying fees. A copy of that survey is also included at the end of this guide.

Digital surveys often have low completion rates, so if you can ask people to take the survey at the start of a shift you are likely to get a more complete picture of the needs within the team.



Review Administrative Data

Administrative and payroll data can also be a useful source of information about insurance, savings, and debt load. Since this will only give a partial view, it is important to use this data in combination with other sources.

The HR team may be able to gain insight into employee borrowing by collecting information about income verification requests that come from different types of lenders and then using that to identify the percentage of employees who use payday loans. Keep in mind, this approach may produce a low estimate of the need employees have because many people turn to pawn shops, car title loans, and other forms of alternative credit that do not require income verification.

How to Identify Your Employees' Needs



Talk to People

Asking About Experiences and Identifying Common Needs
Sitting down with people for a non-judgemental, confidential
conversation about their financial lives and where there are
opportunities to help make improvements is a good place to start.

Talking about finances in the workplace can be a sensitive conversation and many people have concerns about privacy. One way to approach this is to include an optional question at the end of your survey asking employees if they would be willing to participate in a confidential interview to better understand financial needs of team members, and if so to leave their name and phone number or email.

One useful way to start a conversation like this is to ask about someone's family and their aspirations. This helps build rapport and also understand whether they have dependents. You can then move on to:

- understanding their household source(s) of income, including fluctuations
- reviewing their recurring expenses and any major unexpected expenses in the past year
- which financial services they use regularly and how they are using them (banks, prepaid cards, formal and informal sources of credit, savings, bill payment)
- their feelings about borrowing and saving, and
- what their main sources of stress or concern are

Covering these topics can help provide insight into whether they have chronic cash shortfalls, are vulnerable to unexpected emergency expenses, and what sort of access to credit they have and what sort they want.

By speaking with ~10 people, you will likely to be able to identify patterns in the needs that emerge. Once you have a sense of that, you will be much better positioned to identify which services might be most useful to your team.

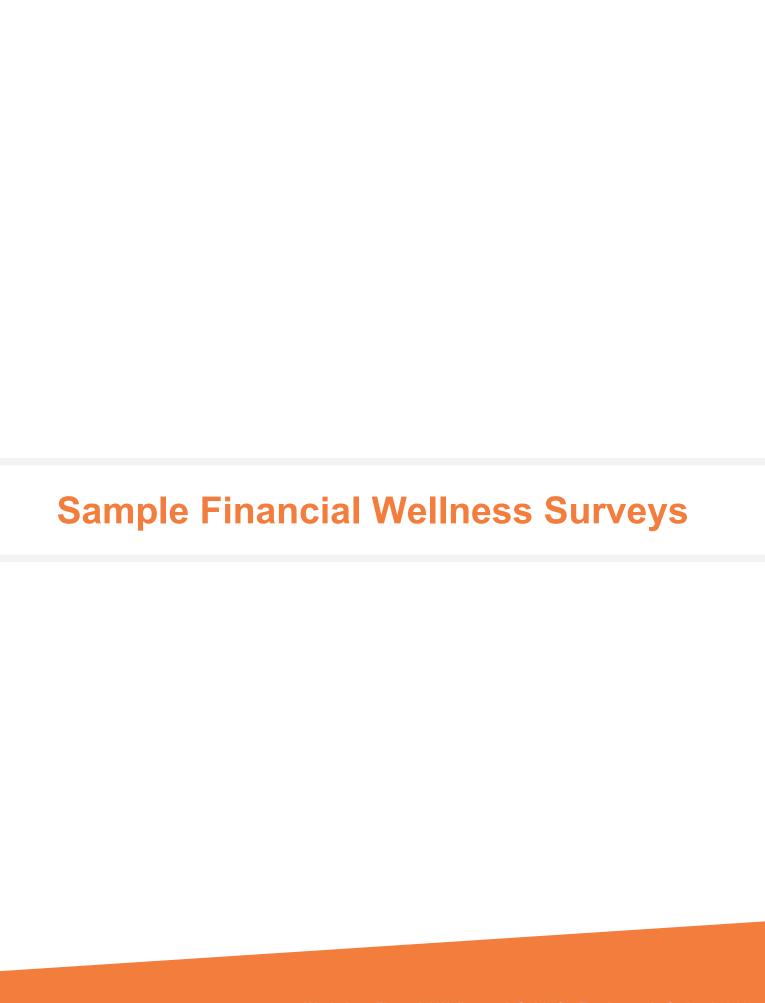
Getting Feedback on Ideas for Workplace Financial Wellness Services

Conversations can also be a good way to get feedback on ideas or services you are considering, by asking people what their initial impressions are, what questions they have, and to rank their relative interest in different options and share their reasoning.

Measurement & Continuous Improvement

It is essential to measure whether the programs you introduce are having the intended impact. You can learn about your employees needs using surveys, interviews, or existing administrative data. Using all three approaches together will give you the most complete picture of overall needs.





CFSI Financial Health Survey

On average over the past 12 months, how would you describe your spending patterns?

- a) Spend a bit more or much more than income
- b) Spend about equal to income
- c) Spend much less or a bit less than income

Which of the following statements best describes how well you are keeping up with your bills and credit commitments?

- a) Some bills are paid on time and/or in full
- b) Most bills are paid on time and/or in full
- c) All bills are paid on time and/or in full

How many months of living expenses do you have in liquid account balances?

- a) Less than 1 month
- b) 1-5 months
- c) 6 or more months

How much do you have in long-term savings, assets, and investments (i.e. 401(k), IRA, pension plan, stocks, bonds, and other investments and assets)?

- a) Insufficient funds to cover retirement (less than 70% replacement rate)
- b) Sufficient funds to cover retirement (70% replacement rate)
- c) Sufficient funds to cover retirement (70% replacement rate), plus adequate funds to take advantage of future opportunities

When you think about saving money for the future, which of these timeframes is most important to you?

- a) Next few weeks or months
- b) year or few years
- c) 5 years or longer

How would you describe how much debt you have right now?

- a) An excessive amount of debt
- b) Somewhat too much debt
- c) About the right amount of debt

How would you describe your payment experience with credit cards?

- a) Make only the minimum payment, carry a balance, and pay interest
- b) Pay more than the minimum payment, but carry a balance and pay interest
- c) Pay credit cards on time and in full

How would you rate your credit score?

- a) Poor/Subprime; Very Poor/Deep Subprime
- b) Fair/Non-prime
- c) Excellent/Super prime; Good/Prime

Does the main earner(s) in your household have life insurance?

- a) No
- b) n/a
- c) Yes

Do you have insurance to cover your assets and any potential shocks?

- a) No coverage
- b) Coverage for only some assets and/or shocks
- c) Yes, coverage for assets and potential shocks

Do you have a budget, spending plan, or financial plan that you use to guide how your money gets spent each month?

- a) No
- b) Sometimes
- c) Yes

Do you have a plan to achieve your longer-term financial goals?

- a) No
- b) Partial
- c) Yes

Do you plan ahead to pay for large, irregular expenses?

- a) "No" or "I would if I could"
- b) n/a
- c) "Yes" or "I do not need to plan ahead because I always have enough money"

Modified CFPB Financial Wellbeing Survey

The Survey below is being conducted to better understand our employees' financial well-being.

- This survey will take approximately 3-5 minutes.
- This survey is anonymous.

	well does this statement describe your tion?	Completely	Very well	Somewhat	Very little	Not at all
1.	I could handle a major expense					
2.	I am securing my financial future					
3.	Because of my money situation, I feel like I will never have the things I want in life					
4.	I can enjoy life because of the way I am managing my money					
5. 6.	I am just getting by financially I am always concerned that the money I have					
	or will save won't last					
How	often does this apply to you?	Always	Often	Sometimes	Rarely	Never
7.	occasion will put a strain on my finances for the month					
8.	I have money left over at the end of the month					
9.	I am behind with my finances					
10.	My finances control my life					
Chec	k all that apply	Late Bill payment fee	Bank Overdraft fee	Pre-paid Card fee	Payday Loan fee	Other fee
11.	In the last 3 months I have paid the following fees:					
		None	Up to \$500	\$500-1,000	\$1,000- \$2,000	\$2,000+
12.	How much debt do you have?					
13.	How much are your savings?					
Desc	cribe yourself					

Age						Househo	old Income	
below 25	25-35	35-45	45-55	55+	Less than \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000+

	Dependents					W	Head of h	ousehold
None	1	2	3	4+	Male	Female	Yes	No

