

Friday, September 21, 2012



## TODAY AT A GLANCE

7 am – 12:30 pm	Registration Desk Open
7 – 8 am	Breakfast
8 – 9:30 am	Morning Plenary: Conversation with Savers
9:30 – 10:45 am	Concurrent Sessions V
11 am – 12:15 pm	Concurrent Sessions VI
12:30 – 2 pm	Closing Plenary: Call to Action
2 pm	Buses Depart for Capitol Hill Visits
5 pm	Kickoff: Second National Poverty Summit

## JOIN THE ASSETS & OPPORTUNITY NETWORK TODAY!

By now, you've probably seen Conference attendees walking around with stickers that say "I Joined." Wondering what these participants joined? It's the Assets & Opportunity Network!

A movement-oriented group of advocates, practitioners, policymakers and others working to expand the reach and deepen the impact of asset-based strategies, the Assets & Opportunity Network will formally launch this afternoon at the Closing Plenary. If you haven't joined yet, then you'll want to make sure you stick around for this powerful session, which will call all 1,200 ALC participants to action and advance the work of Network members on the frontlines of advocacy, coalition building and service delivery.



# TODAY @ ALC

### Highlights: Andrea Levere's State of the Field Address

Yesterday morning, CFED President Andrea Levere delivered her highly anticipated State of the Field address to a packed room that can only be described as the size of an airplane hangar.

In the address, Andrea outlined her vision for a new American capitalism – seven planks that build financial security and opportunity for Americans and protect assets where we live, work, learn and shop. "It starts with financial inclusion," she began, noting the need to refocus our national dialogue to be more inclusive of all classes of American households.

On a more personal note, Andrea shared with the audience the guiding premise of her life's work. Tikkun Olam, translated from the Hebrew as "repairing the world," is not only the mantra that drives Andrea's work, but resonates throughout the field. Asset builders, Andrea argues, are doing the work day in and day out to eliminate the injustices that have excluded so many from the mainstream economy.

On behalf of the entire CFED family, we appreciate your work in "repairing the world."

### A Foot in the Door

*A Foot in the Door*, airing this morning, tells the story of Kindergarten to College, the first universal Children's Savings Account program in the United States. Launched by the City and County of San Francisco, the program automatically provides a college savings account to children when they start kindergarten.

*A Foot in the Door* is recommended for policy advocates, government agencies, financial services providers, community groups, educators and parents who want to learn more about the potential of Children's Savings Account programs.

To obtain a free DVD copy of *A Foot in the Door* to screen in your workplace or community, please visit [www.afootinthedoor.info](http://www.afootinthedoor.info).

### Don't Forget to Submit Your Conference Evaluations at registration desk before you leave to receive a special gift!

In your Conference bag, you received an ALC evaluation form. These forms hold immense value for us as we prepare an even better slate of programming for the 2014 Assets Learning Conference. Don't forget to fill these evaluation forms out and return them to the designated space at the Registration Desk before you leave today. To sweeten the deal, returning your evaluation earns you a limited-edition Washington, DC poster and enters you in a drawing for a free registration to the 2014 Conference!

# DEMOCRACY

A JOURNAL OF IDEAS

## Democracy Journal: Spread Tax Benefits More Widely

At the 2010 Assets Learning Conference, CFED released *Upside Down*, a report showing that the majority of America's \$4 billion asset-building budget – most of which is administered through the tax code – fails to reach the populations whose need for benefits are the greatest.

Conceived on the notion that America's tax policy needs to be more inclusive, Bob Annibale (Citi Community Development) & Wade Henderson's (The Leadership Conference on Civil and Human Rights) essay in the Democracy symposium points to federal programs as perhaps the single most important way to move lower-income families in the direction of financial stability. "Tax Policy: Spreading the Benefits More Widely" argues that once critical component of a more progressive tax policy structure involves helping more families take advantage of EITC. This "once-a-year injection of cash," the essay's authors argue, averages about \$2,240, an amount that can help families pay down debt or purchase assets that move them up the ladder toward economic opportunity. Right now, they note, only 80 percent of eligible filers take advantage of EITC, meaning there is large population that remains unserved by this valuable tax credit.

Ideas for promoting EITC take-up and other asset-building strategies are outline in this and five other essays that together comprise "The Forgotten Forty Percent," a special symposium included in the Fall 2012 edition of *Democracy: A Journal of Ideas*. A free copy of this symposium, designed especially for members of the assets field, can be found in your Conference bag.



The entire Staff and Board of CFED thank you for making this Conference such a huge success, and we look forward to seeing you in 2014!

## Cities for Financial Empowerment Accepts Assets & Opportunity Award



During yesterday's Luncheon Plenary, José Cisneros (Treasurer, City and County of San Francisco) and Jonathan Mintz (Commissioner, New York City Department of Consumer Affairs) accepted the

2012 Assets & Opportunity Award on behalf of the 12 members of Cities for Financial Empowerment. Please join CFED in thanking Cities for Financial Empowerment for their cutting-edge work that advances economic opportunity for all Americans.

## Your Complete Resource for Social Change

With a Print Plus Digital one-year subscription to *Stanford Social Innovation Review*, you get the award-winning quarterly print publication, unlimited access to gated online content, the tablet-friendly downloadable digital edition and the weekly eNewsletter for just \$49.95. Learn more and subscribe today at [www.ssireview.org](http://www.ssireview.org)!

## 1:1 Fund Pilot Launches at #ALC2012

On Wednesday, the 1:1 Fund launched a year-long pilot in two sites – the San Francisco Bay Area and Mississippi – where we will beta test our new online tool and its ability to raise matching dollars for Children's Savings Accounts (CSA) programs. In the San Francisco pilot site, we are partnering with the city-led Kindergarten to College program, which has already opened over 3,000 college accounts for kindergarteners, and with College Track, a nationally regarded college mentoring program. In Mississippi, we are partnering with the Mississippi CSA Program, which already opened over 570 CSAs at two sites – Jackson (for preschoolers) and rural Washington County (for preschoolers and kindergarteners).



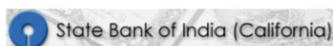
[1to1Fund.org](http://1to1Fund.org)



W.K. KELLOGG  
FOUNDATION



WALTER & ELISE HAAS FUND



@cfednews  
#ALC2012



facebook.com/  
cfednews



Inclusive  
Economy  
Blog



expanding economic opportunity