



OFFICE OF
FINANCIAL
EMPOWERMENT
A Division of Resilience and Community Services



IMPACT REPORT

Kroger and Bank On Louisville Food and Financial Access Program

The partnership between Kroger and Louisville Metro Office of Financial Empowerment’s Bank On Louisville program provides on-site outreach for financial empowerment services with an emphasis on banking for customers accessing five Kroger Dare to Care Mobile Market locations. These services include financial education, connection to Bank On certified safe and affordable bank accounts, financial institution representation to answer questions and refer interested individuals to account opening opportunities, scheduling for financial counseling, consultation with Financial Advocate to connect to free tax preparation services, co-branded marketing/messaging materials, education for market staff on community financial empowerment resources, connection and information regarding affordable internet connectivity.



IMPACT
SNAPSHOT

JULY 6-
OCTOBER
31, 2023

271

customers engaged with the tabling at the sites

129

Financial Health Assessments administered

19

consumers connected to counseling appointments

89%

of customers were people receiving SSI, SSDI, or VA disability

Launch : 7/13/2023

(top left) Louisville Mayor, Craig Greenberg, introduces the partnership at the launch press conference in front of Louisville Metro Housing Authority's Avenue Plaza Apartments; (top right) Louisville Metro Office of Financial Empowerment Manager, Erin Waddell, discusses Bank on Louisville and financial counseling opportunities available to residents; (bottom left), Dare to Care President and CEO, Vincent James, discusses the food insecurity in Louisville; (bottom right) Kroger Mobile Market Manager, Lisa Ellis, discusses the Mobile Market and the partnership's opportunities and benefits.



Impact: July 2023- October 2023



Financial Counseling

CUSTOMERS ON-SITE CONNECTED TO FINANCIAL COUNSELING APPOINTMENTS WITH THE FINANCIAL EMPOWERMENT CENTER



Mobile Market Sites

- AVENUE PLAZA APARTMENTS
- CHAPEL HOUSE
- DOSKER MANOR
- GOODWILL ON E BROADWAY
- PARK DUVALLE COMMUNITY
- HEALTH CENTER
- PURITAN APARTMENTS



Banking

CUSTOMERS WHO REPORTED BECOMING BANKED AFTER SPEAKING WITH A BANK ON LOUISVILLE REPRESENTATIVE AND ATTENDING AT LEAST TWO FINANCIAL COUNSELING APPOINTMENTS



Employment

CUSTOMERS REPORTED BECOMING EMPLOYED AFTER CONNECTING WITH FINANCIAL COUNSELING SERVICES AT THE MOBILE MARKET

*This data was collected as a follow up from optional Financial Health Assessments completed at time of engagement at the Mobile Market sites. These brief, 6 question surveys were administered to interested customers with the possibility of winning a \$20 mobile market coupon for completion. Customers referred to the Louisville Financial Empowerment Center through Kroger were able to be tracked via the listed outcomes. Other outcomes may not be reflected in this data.

Phone Number: <input type="text"/> Follow-up Requested <input type="checkbox"/> No Follow-up <input type="checkbox"/>
Age: <input type="text"/>
Race: <input type="text"/>
Zip Code: <input type="text"/>
Income Source: Employment <input type="checkbox"/> Social Security <input type="checkbox"/> None <input type="checkbox"/> Other: <input type="text"/>
Do you currently have a Bank Account? A. Traditional <input type="checkbox"/> C. Paycard (DebitExpress, GreenDot, etc.) <input type="checkbox"/> B. Online (Chime, CashApp, etc) <input type="checkbox"/> D No account <input type="checkbox"/>
Are you satisfied with your current money management system? Yes <input type="checkbox"/> No <input type="checkbox"/>
Do you file taxes? A. Yes, paid service <input type="checkbox"/> C. Yes, free filing/ VITA <input type="checkbox"/> B. Yes, self-file/family files <input type="checkbox"/> D Don't or haven't filed <input type="checkbox"/>
Do you know your credit score? A. Yes, it needs work <input type="checkbox"/> C. No, I do not use credit <input type="checkbox"/> B. Yes, I am happy with my credit <input type="checkbox"/> D No or I am not sure <input type="checkbox"/>
Do you have enough money to pay for your monthly expenses without stress or borrowing money/using credit? A. Yes, most of the time <input type="checkbox"/> C. Someone else manages my household finances <input type="checkbox"/> B. Yes, some of the time <input type="checkbox"/> D I am usually financially stressed <input type="checkbox"/>
Do you have any money saved for an emergency? A. Yes, over \$400 <input type="checkbox"/> C. No, I do not have the resources or need help <input type="checkbox"/> B. Yes, under \$400 <input type="checkbox"/> D No, I am worried about my benefits <input type="checkbox"/>

Brief financial health assessments were administered to interested participants at the Mobile Markets targeting 5 different service areas:

- Banking
- Taxes
- Credit
- Debt
- Savings

The intention of these financial health assessments was to direct clients to services of interest.

- 60% indicated they did not have a bank account
- 62% indicated satisfaction with current banking status
- Over 150 Kroger gift cards of \$20 were administered

Customer Spotlight



One participant said she was told that at 63 years old, she was too old to own a home and that people on SSI weren't allowed to own a home without losing their benefits. After a conversation with a trained financial counselor walking her through where and how to access support on home ownership, she said, "Oh, I know God brought me here to talk to you today. It's possible? That's all I needed to hear! I pray when I get my house that you're my next door neighbor!"

A 77 year old participant told us he wished he knew about our services sooner. "It took me a long time and a lot of heartache to learn how to do good with my money. I filed bankruptcy because I was so out of control. Now I have enough money to pay my bills. It's not even so much about how much you have sometimes as it's about how you take care of your money. I always pay my rent first and never use my credit cards unless it's an emergency. I know if I do use my credit card to pay it off as soon as I can. I have enough money to sometimes even help out people I know who need it. That's a really good feeling and I'm so proud of myself for that."



A 41 year old participant, told us she relies on her son to manage her money right now. "I usually just give it to him and he pays my rent and my phone bill. He gives me enough money a week for groceries, cigarettes, the bus, stuff like that. But I don't trust myself too much with money because I used to spend it all on drugs, bad stuff and I don't want that situation anymore. I'm trying to be better. He's really responsible and I admire him for that. Sometimes I get stressed because, you know, I'm putting extra work on him. He's young and just starting out in the adult world. I didn't know there was a free service that could help me figure it out. I want to be just like my son someday and maybe I can help someone else out who needs someone to help them make good decisions with money."



Special thanks to Chase Bank, First Financial, and PNC for attending select mobile market sites to speak with customers about banking and their specific Bank On certified accounts!

Thank you to Kroger for their generous support and partnership on our financial empowerment work.



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