

HEARTLAND
ALLIANCE
HUMAN CARE

IDEA Initiative
Heartland Human Care Services

Melinda Croes

What is the IDEA Initiative?

IDEA is a 6 – 12 month Asset Development initiative that provides:

- Individual consultations that help participants work on financial, career or housing goals
- Financial education & career workshops
- Matched savings program



IDEA Eligibility

- Age 18 or over
- Female head of household
- Currently working
- Earned income between \$10,000 and \$40,000 per year
- Living or working in Chicago
- Able to spend 4 – 6 hours/month on program activities



IDEA Program Requirements



- Complete 10 hours of Financial Education through Heartland
- Complete an Asset Development Plan identifying financial and career goals
- Meet with Asset Development Coordinator (ADC) 1 time per month for at least 6 months and make progress towards your goals

Matched Savings Program



- For every \$1 that you save, the program pays you \$2 up to \$200.
- If you save \$200, the program will give you \$400!
- You could potentially have a total of \$600 upon completion of program.

Matched Savings Program Requirements



- Be enrolled in IDEA
- Open a savings account (if you don't already have one)
- Save money each month for a minimum of 5 months in a 6 month period (you determine how much you save)
- Provide verification of savings each month to show that you are saving; a bank statement is required at program completion
- Make **NO** withdrawals from your savings while you are in the program

Matched Savings Options



Two options for participating in this program

- 1) Save your money for 5 months in a 6 month period, show a gradual increase in savings, and provide documentation of savings with NO withdrawals.
- 2) Pay down a debt. Provide documentation on one specific debt that you are currently paying down. Make regular payments toward the debt for five months. Show documentation of all payments and balance.

Funding

Funding has been received from various foundations, donations, and with revenue received from fee-for-service partners.



Contact Information

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