

THE NEED



Bay Area residents could not cover a \$400 emergency without going into debt

After an income disruption, financially insecure households are:

14x more likely to be evicted

3x more likely to miss a housing or utility payment

\$24 to \$54 million is the cost of family financial insecurity for San Francisco taxpayers

“Before SaverLife, I hadn’t been able to get ahead of my expenses so I could actually save. Now I know that you should always set aside money for emergencies - or rewards! Saving is an investment in your future”
Cynthia, Oakland

THE CAMPAIGN

The SaverLife San Francisco Campaign united a powerful coalition to address the savings crisis



Together, we created a transformative community movement to increase financial stability in the Bay Area



SAVERLIFE EXPERIENCE

SaverLife develops a lasting habit of saving



\$60 incentives for saving \$20 a month over six months



Digital financial coaching developed with a certified financial coach to motivate and inspire



“Thanks to the coaching emails and the focus on small savings, I’m wrapping my arms around the mindset of saving and I know it will be a lifelong thing.”
Carolyn, San Francisco

SaverLife San Francisco was sponsored by:

National funding for SaverLife is provided by:

Every dollar invested in SaverLife San Francisco generated \$40 in savings

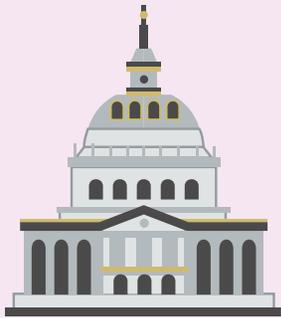
THE REACH

SaverLife was featured in local and national news



SaverLife reached thousands in the Bay Area

- BART and Bus Ads
- Partner Digital Outreach
- City Hall and elected officials



THE SAVERS

\$55k

Median Income

2,000+
SaverLife
Participants



1,000+
Active Savers

Top Savings Goals:



36%

Emergency Savings



21%

Housing



17%

Retirement



8%

Education

THE RESULTS



Are saving every month or when they can

a 28% increase



Are living within their means

a 17% increase



Have saved enough to cover three months of living expenses

a 20% increase



“I am amazed by how much SaverLife helped me. I’ve tried other programs in the past but this was the one that kicked down the door for me.”

Lawreece, Berkeley

Over \$1,000,000 saved with SaverLife San Francisco