

SAVE TO WIN IMPACT: NEBRASKA 2014



Save to Win™ entered its third year in Nebraska in 2014. ⁱ The program reached a notable milestone this year, surpassing \$3 million in total savings. Save to Win (STW) simultaneously attracted new members and retained members who were entering their second and third years in the product. Accountholders in Nebraska showed continuous engagement all through 2014 with the product as 50% of them earned at least one entry per month and a remarkable 98% of accounts rolled over to 2014. ⁱⁱ

Save to Win in Nebraska also continued to attract financially vulnerable consumers. Of surveyed accountholders, 64% reported earning incomes lower than Nebraska's median income (\$53,046) and 78% reported one or more indicators of financial vulnerability, including having high levels of debt and little to no emergency savings. Thanks to the continued efforts of the 11 participating credit unions in Nebraska, consumers in the state continue to make progress towards greater financial stability, \$25 at a time.

SAVE TO WIN: A YEAR IN GRAPHS

11:

Number of participating credit unions

227,673:

Total number of consumers in the state with access to Save to Win

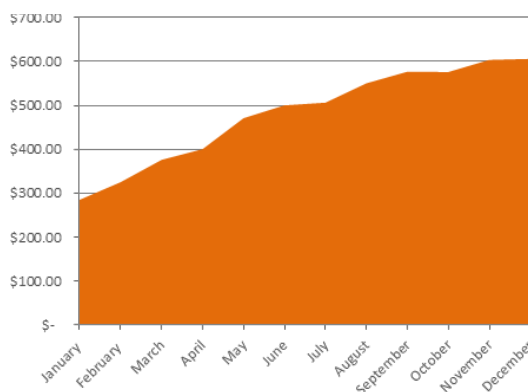
\$3,071,344:

Year-end savings total in 2014

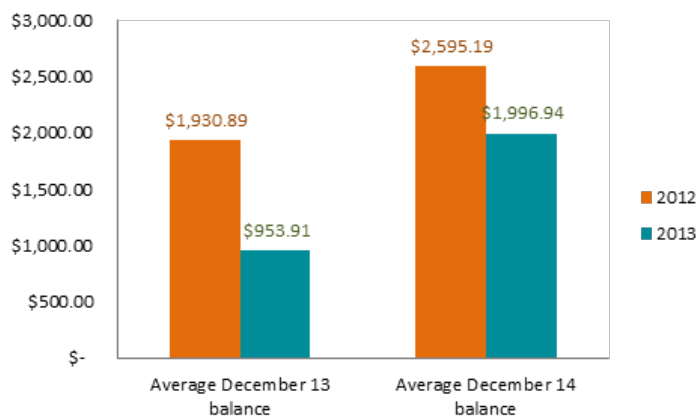
1,424:

Total number of accounts ^{iv, v}

MEDIAN END BALANCE



ACCOUNT GROWTH BY YEAR OF ORIGIN



KEY HIGHLIGHTS

11

Credit Unions

1,424

Accountholders

\$3,071,344

Year-End Savings Total

78%

of New Accountholders were Financially Vulnerable

98%

of Accounts Rolled Over Between 2012 and 2013

\$2,131

Average Account Balance Year-End 2014

16% ⁱⁱⁱ

of Accountholders who are new to Credit Union

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2014 FINANCIALLY VULNERABLE ACCOUNTHOLDERS ^{VI}

FINANCIALLY VULNERABLE GROUP	DEFINITION	% OF SAVE TO WIN ACCOUNTHOLDERS IN 2014
Non-Savers	Individuals who reported that they were not regular savers before opening their Save to Win account	31%
Asset Poor	Individuals with \$5,000 or less in financial assets (excluding home equity)	35%
Low- to Moderate-Income	Individuals with household income of \$40,000 or less	40%
Single Parents	Single parents with one or more children	9%
Any Indicator of Financial Vulnerability	Accountholders who were non-savers, ^{asset poor} or low-to-moderate income	65%
High Debt Levels	Individuals with more than \$10,000 in debt excluding mortgages	40%
Little to No Emergency Savings	Accountholders who said they did not have enough emergency savings to cover 3 months' worth of expenses	40%
Expanded Financial Vulnerability Indicator	Accountholders who were non-savers, asset poor, low-to-moderate income, had little to no emergency savings, or high debt levels	78%

ACCOUNT ACTIVITY AND ENGAGEMENT

\$2,131: Average account balance as of year-end 2014 ^{VII}	98%: Rates at which accounts rolled over
\$606: Median end of year balance	50%: Percent of accounts earning one entry or more per month
16%: Percent of accountholders who were new to credit union	655: Accountholders making at least one deposit per month
56%: Percent of members new to credit union who are financially vulnerable	75%: Percent of families with new accounts that are financially vulnerable

NOTES

I. Save to Win is a registered service mark of D2D Fund, Inc.

II. Rollover accounts are accounts that reopen from year to year.

III. This survey question asked "How long have you been a member of this credit union?" New members responded "Just became a member when I opened my Save to Win account."

IV. This represents the number of accounts active in December, 2014.

V. Due to the difficulty of collecting data for analyses purposes, this represents 98.8% of all active accounts in 2014.

VI. 12% of new Save to Win members in Nebraska filled out surveys.

VII. Average account balances based on active accounts open in December 2014.

ACKNOWLEDGEMENTS

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For more information on D2D's prize-linked savings work, visit us at http://www.d2dfund.org/prize_linked_savings and join the Prize-Linked Savings Connection.