

SAVE TO WIN IMPACT: WASHINGTON 2014

Save to Win™ finished a successful second year in Washington, nearly doubling its year-end total savings to \$1.65 million.¹ Over the course of its second year, Save to Win (STW) attracted an impressive 785 new accountholders at six credit unions.

Washington's STW program was particularly successful at serving a financially vulnerable population in 2014. Of new accountholders surveyed, 55% said they had high levels of debt and 60% said they had little to no emergency savings. Almost half of survey respondents also added that, excluding any home equity, they owned less than \$5,000 in financial assets. Overall, 88% of new accountholders reported being financially vulnerable in some way. The program in Washington also helped accountholders develop important financial behaviors: 57% of survey respondents said they had not been regular savers before opening a STW account, and 68% had previously never had a Certificate of Deposit (CD).

Accountholders in Washington showed continuous engagement through STW's second year as 88% of accounts opened in 2013 rolled over to 2014 and 55% of all accountholders earned at least one entry into the STW sweepstakes per month (accountholders earn an entry for every \$25 deposited)². Thanks to the continued effort of the six participating credit unions in Washington, STW continues to build on its first year's momentum helping savers build financial stability into the future.

SAVE TO WIN: A YEAR IN GRAPHS

6:

Number of participating credit unions

\$1,651,230:

Year-end Savings total in 2014

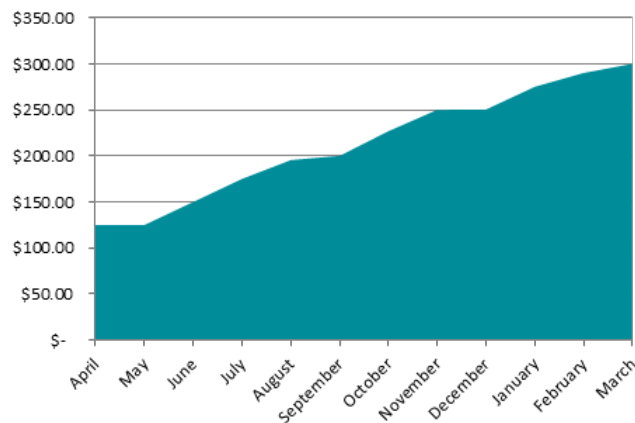
206,609:

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

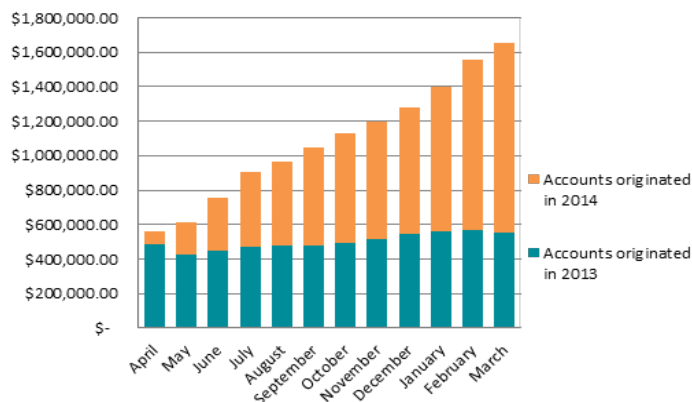
1,735:

Total number of accounts III, IV

MEDIAN END BALANCE



TOTAL ON DEPOSIT



KEY HIGHLIGHTS

6

Credit Unions

1,735

Accountholders

\$1,651,230

Year-End Savings Total

88%

of New Accountholders were Financially Vulnerable

88%

of Accounts Rolled Over Between 2013 and 2014

\$1,142

Average 2014 Year-End Account Balance

68%

of New Accountholders Never had a CD Before Opening a Save to Win Account

SAVE TO WIN IMPACT: WASHINGTON 2014



2014 FINANCIALLY VULNERABLE ACCOUNTHOLDERS ^v

| 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 | 57% |
| Asset Poor | Individuals with \$5,000 or less in financial assets (excluding home equity) | 45% |
| Low- to Moderate-Income | Individuals with household income of \$40,000 or less | 42% |
| Single Parents | Single parents with one or more children | 10% |
| Any Indicator of Financial Vulnerability | Accountholders who were non-savers, asset poor, or low- to moderate-income | 75% |

ACCOUNT ACTIVITY AND ENGAGEMENT

\$1,142:
Average account balance
as of program year end 2014 ^{vi}

55%:
Accounts earning one entry
or more per month ^{vii}

78%:
Percent of members
new to credit union who were
financially vulnerable

68%:
Percent of new accountholders
that had never had a CD before opening a
Save to Win account

\$300:
Median account balance
as of year-end 2014

674:
Accountholders making at least
one deposit per month

13%:
Percent of accountholders
who joined their credit union
for Save to Win

86%:
Percent of families with accounts that
are financially vulnerable

80%:
Accountholders who said
Save to Win made them more excited
about their financial institution

74%:
Accountholders who said building
savings would make them more
likely to use other products at their
financial institution

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 represents the number of accounts active in December, 2014.

IV. Due to the difficulty of collecting data for analyses purposes, this represents 99.4% of all active accounts in 2014.

V. 41% of new Save to Win accountholders filled out surveys in North Carolina.

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

VII. Number of accounts earning an entry per month is calculated by examining accounts that earned an entry per month that they were open.

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.