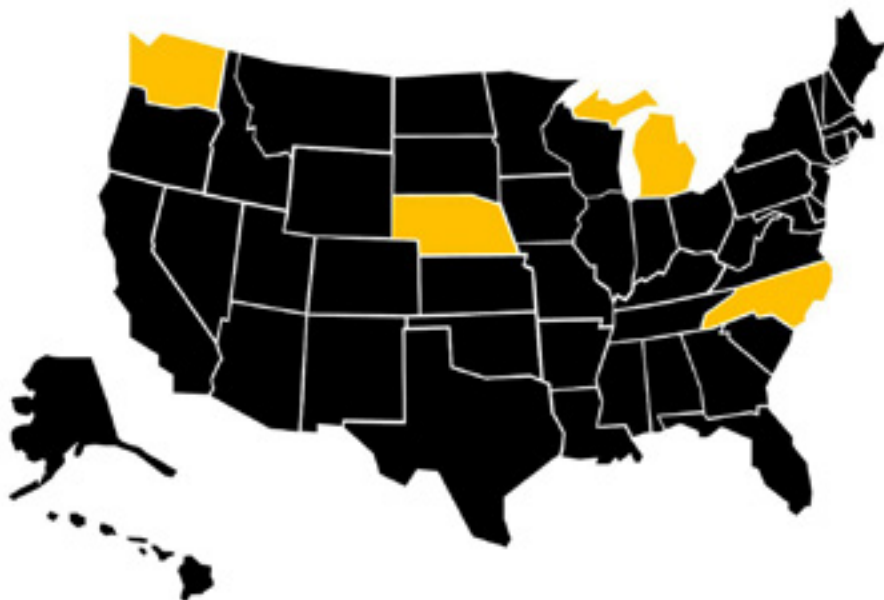


# SAVE TO WIN IMPACT 2009-2013

In 2013, Save to Win™ expanded to two new states, Washington and North Carolina, as well as finished its fifth year in the flagship state of Michigan and its second in Nebraska.<sup>1</sup> Save to Win (STW) reached several impressive milestones this year: Since 2009, Save to Win has had over 50,000 unique accountholders who have collectively saved more than \$94MM. Across the United States, more than 1.3MM consumers now have access to the product.

Even with the expansion into two new markets and to a total of four states, Save to Win is continuing to reach and engage financially vulnerable consumers. Across the states, among surveyed Save to Win accountholders, between 62-81% of accountholders indicated one or more measures of financial vulnerability. Additionally, as the program expands, it is still showing a consistently high percentage of accounts that are reopening year-over-year. This suggests the product has been sticky over time and across varied communities that have had access to the product for varying amounts of time.

## STATES OFFERING SAVE TO WIN



## PRODUCT REACH AND IMPACT: PROGRAM YEAR 2013

**62–81%:**  
Percent of accountholders  
who were financially vulnerable

**81–85%:**  
Rates at which  
accounts rolled over <sup>11</sup>

**\$921–\$2,662:**  
Average year-end  
account balance

**3,216:**  
Total number  
of winners

**16,799:**  
Total number  
of accountholders

**\$227,795:**  
Total dollar amount  
of prizes awarded in 2013

## KEY HIGHLIGHTS

**62**  
Credit Unions

**4**  
States

**50,076**  
Total Accountholders  
from 2009–Present

**\$94,336,542**  
Total Saved  
2009–Present

**62–81%**  
of Accountholders were  
Financially Vulnerable

**\$921–\$2,662**  
Average Saved  
Per Account

# SAVE TO WIN IMPACT 2009-2013

## ACCOUNT ACCESS AND OPENING

**62:**  
Total number of  
participating credit unions

**\$38,741,721:**  
Total amount on deposit

**4:**  
Number of states where  
save to win is available

**1,302,655:**  
Total number of consumers with  
access to save to win

## SAVE TO WIN: 2009-PRESENT

YEAR	CUMULATIVE NUMBER OF ACCOUNTS	CUMULATIVE AMOUNT SAVED (\$)	NUMBER OF STATES	NUMBER OF CREDIT UNIONS
2009	11,666	8.6MM	1	8
2010	21,582	31.9MM	1	36
2011	31,513	48.1MM	1	44
2012	42,073	72.2 MM	2	68
2013	50,076	94.3MM	4	62

## ACKNOWLEDGEMENTS

This paper was prepared by members of the Doorways to Dreams (D2D) Fund Prize-Linked Savings Team with data analysis by Amanda Hahnel and writing by Melanie Kwon Duch. D2D's prize-linked savings work has been made possible by generous contributions from the Ford Foundation and the W.K. Kellogg Foundation. Additionally, we would like to acknowledge the tremendous work of the Michigan Credit Union League, the Carolinas Credit Union League, the Northwest Credit Union Association, the Nebraska Credit Union League, and participating credit unions in each state in making STW successful and increasing savings in their communities.

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