

## **Asset Platform.org: Trainings, Tools, Products and Services to Serve Your Community**

The Asset Platform provides free access to a comprehensive set of financial tools, trainings, products and services for organizations in both the not-for-profit and public sectors working to build financial security for low- and moderate-income individuals and households.

The asset-building field is currently made up primarily of small, community-based organizations, with an influx of a growing number of public sector agencies. While many of these organizations have strong ties to the people they serve, they often have limited capacity to offer comprehensive, high-quality services that meet the full range of client needs. Individually, each organization can only do so much – but working together, their impact can be greater than the sum of its parts. Since its launch in beta in June 2009 and its official launch in April 2010, the Asset Platform has introduced a variety of trainings, tools, products and other resources to over 10,000 users from an estimated 6,000 organizations.

The Asset Platform seeks to even out and enhance the quality of asset-building services provided by community-based organizations (CBOs) and public sector agencies across the nation, provide these organizations and agencies with access to a greater range of quality financial products and services for their clients, reduce the cost of delivery, and help level the playing field between them and costly for-profit providers of financial services who are targeting the same consumers.

AssetPlatform.org currently has over 170 pieces of content, either directly hosted on the website or directly linked to it, in six main categories of resources: Budgeting, Savings, Credit Score, Debt, Insurance/Safety Net and Organizational Resources. Examples of some of the most popular resources are:

- Quick Assessment Tool – allows counselors to quickly assess a client’s needs and priorities.
- Debt-in-Focus -- an anonymous, easy-to-use tool that provides users with a summary of their debt and an actionable plan to reduce debt and improve credit profiles.
- Credit Union Locator—enables counselors to help clients identify a credit union to join in their community.
- Training on Savings Bonds, Prepaid Debit Cards and Medical Debt
- Savings Checklists – a set of 4 checklists to assist the counselor in getting their client ready to save

The Asset Platform was developed by the Aspen Institute in partnership with 13 other organizations: Center for the Study of Social Policy, CCA Global Partners, Community Financial Resources, Credit Builders Alliance, D2D Fund, Institute for Financial Literacy, National Community Tax Coalition, National Credit Union Foundation, NeighborWorks America, NYC Department of Consumer Affairs Office of Financial Empowerment, One Economy, San Antonio Department of Community Initiatives, and The Access Project.

Funding for the Asset Platform has been provided by Living Cities, a national consortium of funders, the Annie E. Casey Foundation and the Ford Foundation.