

PLAY youth participants receive:

- PEER-TO-PEER FINANCIAL TRAINING.** The four-part training series covers budgeting, saving, goal-setting, financial institutions and financial justice—using hands-on activities and examples that resonate with low-income urban youth.
- SAVINGS ACCOUNTS.** Accounts receive 3% interest and are managed by Mission SF’s youth tellers.
- PEER SUPPORT TO SET A REALISTIC PERSONAL SAVINGS GOAL.** Using their new financial goal-setting skills, PLAY participants set their own savings goal. Savings goals have included first birthday party for child, bus fare to Los Angeles, cell phone, prom and a laptop.
- INCENTIVES TO MEET THEIR GOAL.** Each deposit “buys” participants a chance to play the PLAY loteria and win the grand prize. Prizes have included iPod shuffles, pizza parties and cash.

SNAPSHOT OF PLAY

PLAY (prize-linked accounts for youth) is an approach designed to empower children and youth to become savers and savvy financial consumers and to encourage them to bring that message home to their families and friends. The goal of PLAY is to establish budgeting and savings habits among low-income youth and, in turn, to shift the financial practices of their parents and siblings. Mission SF targets children and youth growing up in low-income and immigrant households, with the goal of engaging those young people most likely to be growing up in un- and under-banked households and least likely to receive financial training. With PLAY, Mission SF pairs peer-delivered financial education and savings accounts with support and incentives to use them.



Mission SF Youth Financial Trainers

Mission SF is partnering with 4 community youth programs that pay their youth participants stipends or wages: GirlSource, Literacy for Environmental Justice, Mission Neighborhood Health Center and Mission Graduates. Each one receives a Bank on San Francisco mini-grant.



GirlSource girls share their savings strategies.

IMPACT TO DATE

- Mission SF has engaged 46 PLAY savers.
- From February to April, 2010 they saved over \$2,600 toward their personal savings goals.
- The Federal Reserve Bank of San Francisco is evaluating the pilot program and will publish an article in its Community Development Division journal in Summer, 2010.
- Michael Sherraden, the field leader that created Individual Development Accounts, is working with Mission SF to design an evaluation of an expanded PLAY pilot in 2010-11.
- Mission SF’s PLAY was a finalist in CFED’s Innovative Idea Champion award program for 2010.
- Local and national media coverage: [Mission Local](#); [The New America Foundation](#); and [ABC 7 Local News story](#)

CONTACT Mission SF today at 415-206-0846 to learn how to get your youth program involved.