



# Financial Education for Migrant Communities:

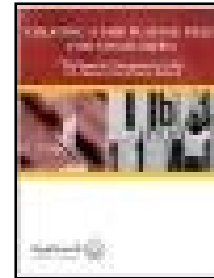
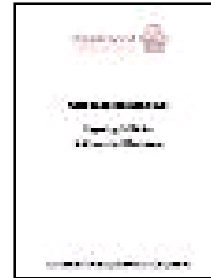
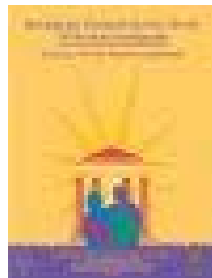
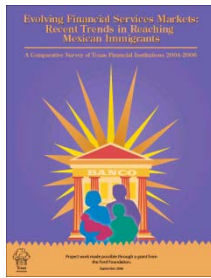
*Reaching Latin American Immigrants  
in the United States and Low Income Families in Mexico  
and Guatemala*

# Appleseed's Approach

- Identify Community Characteristics.
- Increase positive financial service options.
- Advocate for improved remittance services.
- Create bridges between communities with financial needs and financial institutions able to serve them.
- Provide accessible information about financial service choices.
- Educate individuals to avoid fraudulent services.
- Develop legal research regarding market regulation and consumer protection.

# Increase Positive Financial Service Options

- Educate banks and credit unions about successful ways to reach immigrant and low income communities.
- Engage regulators to improve financial services for immigrants and low income communities
- Profile successful initiatives.
- Advocate for improved market practices.



# Educate About Financial Service Options and Avoiding Fraud

Appleseed developed financial education brochures designed to:

- Address key financial topics to motivate and prepare the community to effectively use and trust financial services.
- Educate consumers on how to assess the pricing and service transparency of remittance products to ensure that consumers are getting a fair deal.
- Mexico Appleseed developed two new titles for Mexico and Guatemala (in Spanish and in Maya Kakchiquel)
- Make the information appealing and understandable to people of lower reading levels.



# Effective Financial Education Strategies

- Integrate education into financial settings, such as taking out a loan. Financial education alone per se does not promote the **significant learning** needed to change behaviors.
- Financial education and access to financial institutions should be seen as a **means to an end**.
- Consider a variety of vehicles: videos, 1-on-1, brochures, **media**
- Consumer Protection: Integrate information about **fraud or abusive** practices and the comparison of financial services with general financial education.
- Education is a two-way street: educate community members and learn from community members to **target unmet needs**.
- **Remittances alone are not enough** to attract unbanked communities to formal financial institutions.

# Impact

- Over the last three years, banks and credit unions have increased service to this market.
- Appleseed participates as a key player in the FDIC's Alliance for Economic Inclusion
- Bank regulators and trade associations are distributing our publications and incorporating our recommendations into their practices.
- Appleseed has distributed around 500,000 brochures
- Several Report releases

# Recent and actual projects in Mexico on the Financial Area

- **Relationship with IME:**
  - **Financial Needs Survey** made in the Mexican Consulate of Chicago.
  - Participation in IME “Jornadas” of Financial Education and Remittances.
  - Participation on IME’s financial education Task Force.
- “Financial Education for Community Development and Financial empowerment”
  - Mercy Corps and Western Union Foundation
- Micro Credits, Micro Insurance and Credit Cards
  - Consumer Protection, Education and Regulation

# Ranking of Financial Services Needed

## United States:

Health insurance	65
Auto insurance	63
Credit to purchase a home	54
Savings account	53
Life insurance	50
Pharmacy discount card	47
Credit card	45
Educational insurance	44
Credit to make other purchases	42
Credit for a small business	35
Repatriation insurance	32
Other	7

## Mexico:

Health insurance	40
Life insurance	35
Pharmacy discount card	31
Educational insurance	28
Savings account	25
Auto insurance	24
Credit to purchase a home	22
Credit for a small business	19
Credit to make other purchases	17
Repatriation insurance	15
Credit card	15
Other	3



# Contact Information



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