



Coachella Immigrant Families Recovery Program

City of Coachella Council Meeting
March 8, 2023



Helping Coachella families rebuild with dignity



The City of Coachella, in partnership with Mission Asset Fund, launched a groundbreaking program to support 140 families in their financial recovery journey.

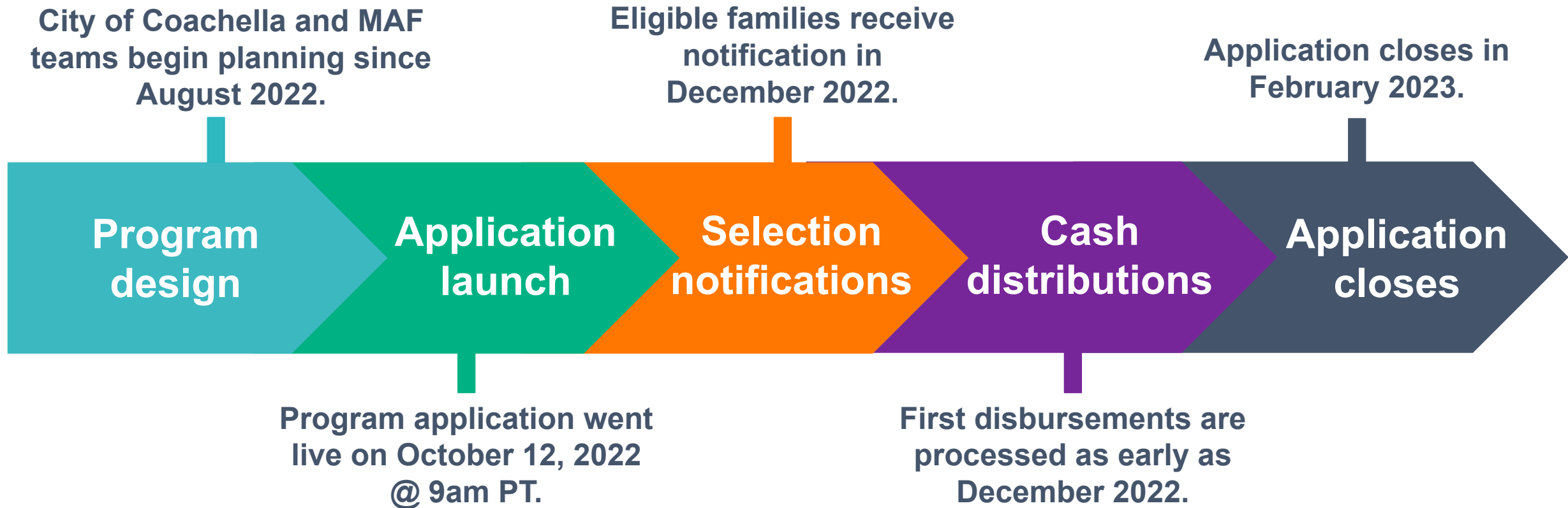
- RECEIVE \$400 IN MONTHLY CASH ASSISTANCE (AS A GIFT) FOR 12 OR 24 MONTHS
- GET ONE-ON-ONE FINANCIAL COACHING TAILORED TO YOUR FINANCIAL NEEDS
- ACCESS EXCLUSIVE FINANCIAL EDUCATION WORKSHOPS
- CONNECT WITH OTHERS IN ENGAGING COMMUNITY CONVERSATIONS

Who is eligible?

- Reside in the city of Coachella, CA
- Be 18 years of age or older
- Have a current, non-expired, government-issued photo ID
- Have at least one child age 17 and under who was living in your household in 2021
- Earned less than \$75,000 in 2021 or have a total household income below \$150,000 in 2021
- Have been excluded from receiving any federal COVID-19 relief in 2020 or 2021, including the expanded Child Tax Credit.



Program Timeline



Program Outreach & Enrollment



Outreach

Joint efforts to help spread the word



Webpage and social media kit



Radio and Facebook ads



Informational webinars



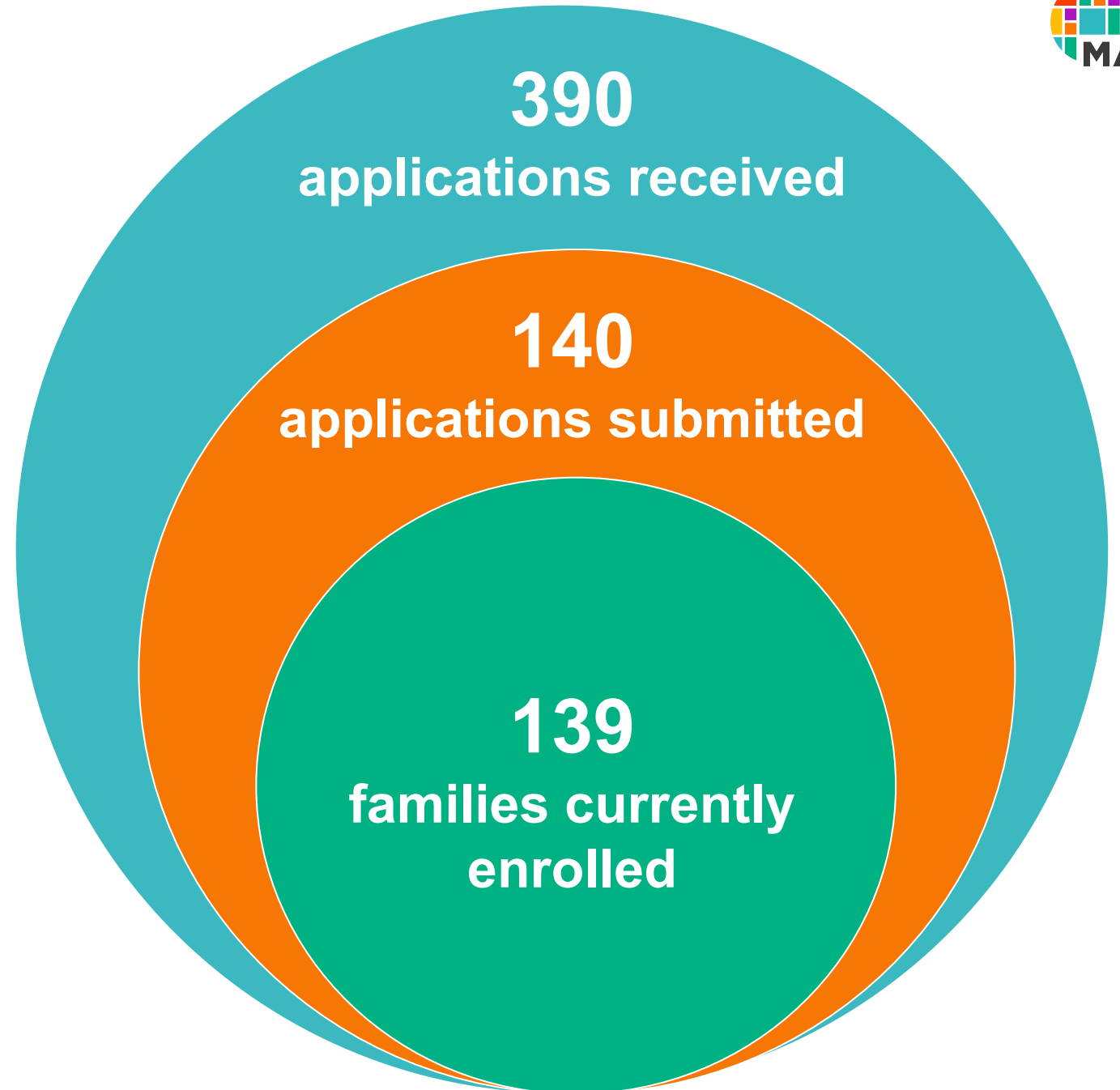
Outreach and application support at City Hall



Partnerships with local community organizations

Enrollment

Application pipeline
by numbers



Enrollment

Cash disbursed and committed



→ \$121,200 disbursed
to families as of
February 2023

→ \$886,800 committed
for disbursement by
February 2025

Looking Ahead



Financial Services



FINANCIAL COACHING

Individualized one-on-one financial coaching to help clients meet their financial goals.



GROUP FINANCIAL EDUCATION

Live online sessions offered via Zoom on different financial topics like credit building and more.



MYMAF

App that connects clients to financial education, tools, and resources to create a personalized action plan.

Storytelling

- In the months ahead, we'll continue to meaningfully engage with clients in order to uplift their financial recovery stories and strategies.
- By doing so, we'll be better equipped to influence policy conversations and advocate for programs that better support immigrant families excluded from federal relief.

Client Quote

"This program is important to me because I am a single mother and this [cash] assistance would help me to be a little more financially comfortable and be a little better off. Having an extra \$400 a month would help me focus more on my family and be able to spend more time with them. Also, I wouldn't be under so much pressure about how to cover all my household expenses, since I take care of everything on my own."

- Ramona, Coachella IFRP client

Thank you!

