

# CASE STUDY



Fractional Program Director designing and launching a Financial Literacy Program at **Doris & Clara Community Initiative.**

## ORGANIZATION OVERVIEW

Doris & Clara Community Initiative (DCCI) is a nonprofit organization located in Illinois. The organization was founded in August 2018. Summer 2019, organization launched a Financial Literacy Program for youth aged 16-20 in Chicago, IL.

## SPECIFIC CHALLENGES

### Launching a new program

Received funds before designing and outlining a strategy for execution. The funds were required to be spent immediately.

### Volunteer staff

DCCI's staff is completely volunteer based and no one had the experience or expertise to design and execute a Financial Literacy Program.

### Redesign due to COVID

Year 2 the program transitioned from in person to online.

## SOLUTION

Created a clear strategy, implementation plan, and execution support system that launched the Financial Literacy Program.

## DELIVERY

- Designed a lean program model
- Adopted an existing curriculum from Junior Achievement
- Mobilized volunteer instructors
- Built a strategic partnership with an established nonprofit

## IMPACT

The strategic implementation of the Financial Literacy Program was delivered to 40 youth in Chicago year one and 60 in year two as it successfully shifted online. Across both cohorts 95% of participants said they learned something they could use with 18 year olds establishing their first bank account.