



Mountain Association for Community Economic Development

MACED works to create economic alternatives that work for people and places in Kentucky and Central Appalachia.

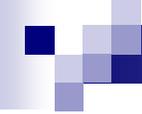
Economic Snapshot:

Children living in poverty:	33%
Median family income:	63% National average
Three year unemployment rate:	150% National rate

The High Cost of Payday Lending



- 90% of payday lending revenues are fees stripped from trapped borrowers.
- Typical payday for a \$325 loan is \$793.
- Predatory payday lending costs American families **\$4.2 billion** per year in excessive fees.
- Between 1999 and 2006, payday lending outlets grew by 121% in Kentucky. That's one opening every four days!
- More payday lending outlets than there are Starbucks.



Employers love this program!

Employers receive many benefits from a financial health program, including:

- Reduced expenses.
- Improved productivity.
- Reduced employee stress.
- Increased ability to attract and retain satisfied employees.

Common Cents Financial Initiative

Program Elements

- Affordable loan
- Savings component
- Financial education
- One-on-one coaching

Partners



Providing tools for economic empowerment

Save It! Loan

www.saveitloan.com

- Web-based
- Interest rate – 18%
- Savings component (50% of the loan amount – no interest)
- Amortization
- Underwriting
- Stored value card for the unbanked

Lessons Learned & Next Steps

- Take-up rates
- Stories
- Expectations and next steps

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