



YOUTH SERVICES

Larkin Street Youth Services  
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September 22, 2021

Amanda Fried, Chief of Policy and Communications  
San Francisco Office of Financial Empowerment  
Office of the Treasurer & Tax Collector  
City Hall, Room 140  
1 Dr. Carlton B. Goodlett Place  
San Francisco, California 94102

RE: Grant for Office of Financial Empowerment Smart Money Coaching

Dear Amanda:

It is my pleasure to inform you that Larkin Street Youth Services has approved a \$130,000 grant to City and County of San Francisco (“Grantee”) to support the charitable activities of the Office of Financial Empowerment’s (OFE) Smart Money Coaching program for the period from January 1, 2022 to December 31, 2022. This grant is to support OFE’s Smart Money Coaching program to partner with the Department of Homelessness and Supportive Housing and deliver financial coaching to at-risk Transitional Age Youth (TAY) through the Rising Up campaign. Smart Money Coaching will provide one-on-one financial coaching to TAY through all phases of the Rising Up program to support their financial capability and address their unique financial challenges.

**Rising Up Campaign**

The Rising Up campaign is a public-private partnership that includes six City departments, five non-profit organizations, a number of local companies, and a group of philanthropic supporters. Larkin Street Youth Services is the anchor institution and fiscal sponsor, and the Department of Homelessness and Supportive Housing is the lead government agency. The goal of Rising Up is to achieve a 50% reduction for homeless youth ages 18-24 by 2023 by:

- Providing Rapid Rehousing services to at least 400 Transition Aged Youth in the next 3 years.
- Helping 450 TAY with Problem Solving Services to help them get housed without long term financial support.

**Smart Money Coaching for Transitional Age Youth**

Smart Money Coaching OFE program that provides free and confidential one-on-one financial coaching to anyone living, working, or receiving services in San Francisco. In the context of the Rising Up campaign, Smart Money Coaching will empower TAY to navigate the financial system so that they can make informed decisions and improve their financial lives. Many of the financial challenges that TAY experience are due to

racist and structural flaws embedded in the financial system, which is not designed to serve low-income consumers. Given this reality, financial coaches will help to identify the barriers that prevent TAY from accessing the financial mainstream and then outline clear and actionable steps to achieve resolutions so that TAY can strengthen their own financial capability.

On behalf of Larkin Street Youth Services, we are pleased to partner with Smart Money Coaching to support our youth in the Rising Up campaign.

Sincerely,



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Sherilyn Adams  
Executive Director  
Larkin Street Youth Services

9/22/21

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Date