



WORKINGBRIDGES

Simple solutions, major impact.

at Green Mountain United Way

Financial Wellness @ Work:
Delivering Value to Employers

Julia Davis - Community Impact Director



PROGRAM OVERVIEW & TIMELINE

The Concept is Simple

Working Bridges is a program partnership between Green Mountain United Way and an Employer designed to improve **job retention, productivity, and advancement** by connecting employees with **available community resources** and by using the workplace as a platform for **education, social services, and innovative collaborations**.



*Tawnya Kristen joins
Green Mountain United
Way as Executive
Director*

2015



2016

*GMUW takes over
administration of Working
Bridges at Weidmann
Manufacturing from
UWNWVT*



2017

FINra®

*With grants and support
from FINRA and the
Northern Borders Regional
Commission, we officially
take on the Working
Bridges Program, with the
goal of 3 sites in the first
3 years.*



2018



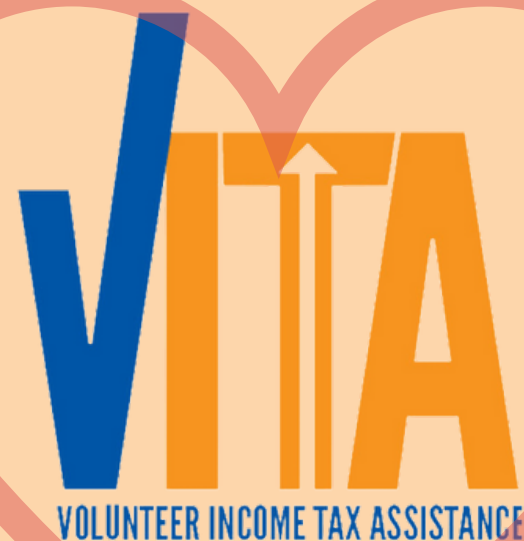
"Look for the Helpers"

We evolve our relationships with non-profit community partners and expand Working Bridges into 4 new sites, Healthcare/Human Services sites and a childcare site.



We develop our *K.E.E.P.*

Financial Coaching Program with Capstone Community Action. "Knowledge, Equity, Empowerment, Partnership"



VOLUNTEER INCOME TAX ASSISTANCE



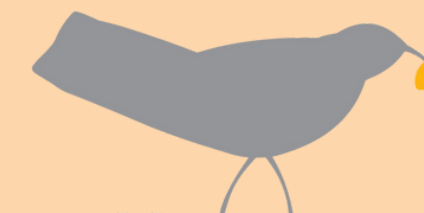
2019

GMUW's Working Bridges expands to two more Healthcare sites and we hire our second Resource Coordinator and new program manager, (me)!



We build diversified funding streams to support and expand program through grants, employer fees for service, and private donor support.

2020



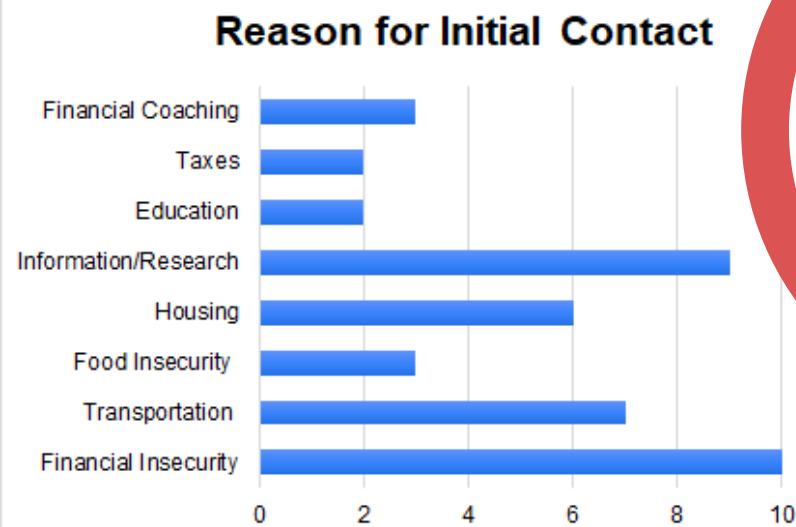
Vermont Foodbank

The Vermont Foodbank becomes our 7th Working Bridges site. The pandemic hits and we go fully remote across all sites and the landscape of the program pivots as we navigate new ways of working.



2020

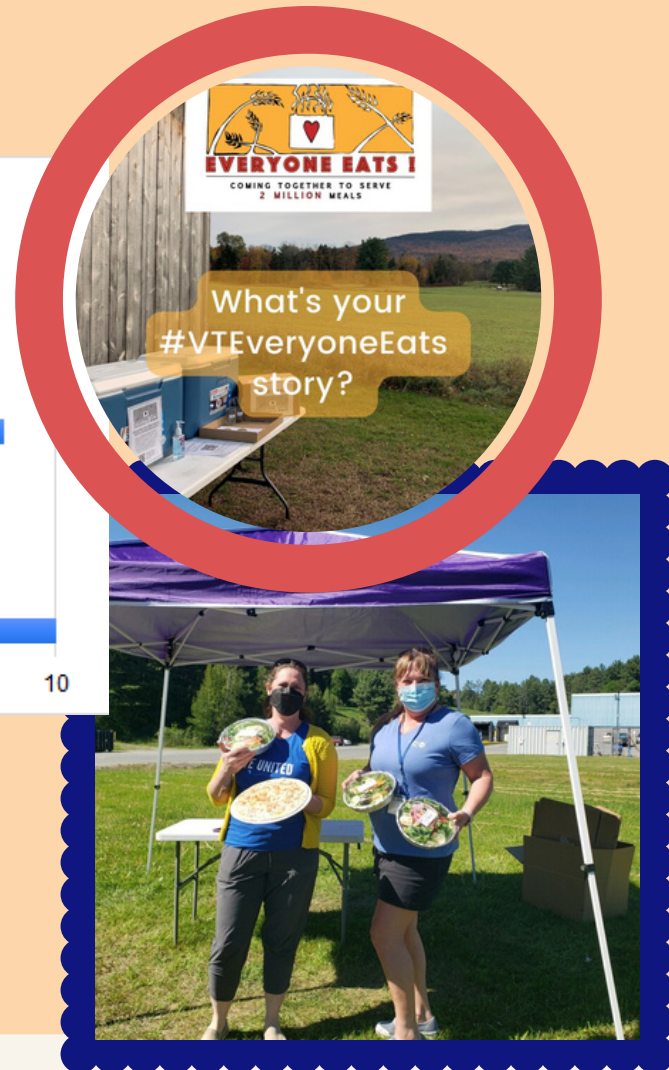
We see Financial Insecurity spike and Food Insecurity rise as rural working Vermonters are impacted by COVID-19. We look for innovative ways to reach clients and move a lot of food.



GMUW becomes a Working Bridges site to help support our own team.



We become more connected with many community partners via Zoom, expanding training opportunities and strengthening partnerships.



2021



*GMUW becomes the backbone organization for the Greater Barre Working Communities Challenge, under the Federal Reserve Bank of Boston, and we use the Working Bridges Model to support single female head of household employees experiencing the **Benefits Cliff**.*



Our first program-wide Working Bridges Team Retreat in June 2022

2022

*A big year! We begin the process of merging Working Bridges programs with **UWNWVT**. We hire our 3rd Resource Coordinator and bring on our 9th WB site, BlueCrosss BlueShield of Vermont; our first site with employees in other states.*

Through the Working Bridges Program, GMUW tuned into working families in rural Vermont and their unique needs, leading to flexibility in our service delivery and utilization of collective impact



Impact Metrics at a Glance:

GMUW Employer Partners: 9

(16 UWNWVT for 25 total!)

IA Loan Partner: NorthCountry Federal Credit Union

Employees served in 2022 YTD: 204

2021: 487

One year in our new shared database, E-logic

Primary tracking metrics:

Reason for visit, demographic info, services provided, new or returning client, referral source, loan information

What's next?

- Understanding and addressing the complexity of the **Benefits Cliff** in the populations we serve through Working Bridges alongside employer partners and finding real-life solutions
- Attending the AFCPE Symposium, thanks to support from FINRA once again!
- Continuing to connect with other FW@W programs through our Peer Network and opportunities like this
- Continuing pilot programs utilizing GMUW as a hub space to test and grow



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