



SPARKPOINT™

At SparkPoint, clients access a wide range of services from partner agencies to support their basic needs and achieve financial prosperity. Our financial coaches work one-on-one with clients to identify goals, develop a step-by-step action plan, and keep them on track.

When people have enough food to eat and a stable living situation, they are better able to work towards their financial goals. To ensure clients have access to these basic needs, our staff coordinate food pantries, refer clients to housing support, and screen and guide clients to apply for public benefits.

Our services focus on 3 key elements of financial prosperity:

1

Financial Empowerment

Budgeting and saving, financial coaching, credit repair, and debt consolidation

2

Education and Workforce

Going back to school, career advancement, and job search assistance

3

Income Support

Access to public benefits, basic needs, and free-tax preparation

Data Points
July 2024 to
June 2025:

- 15,616 total individuals served
- 2,515 total clients enrolled in long-term financial coaching

- 1,157 total clients maintain or enroll in benefits programs
- 80% of total clients achieved 5% improvement in income, credit, savings, or debt reduction

Coaches encourage clients to set long-term goals, including:

- Self-sufficient income
- Credit score above 700
- No revolving debt
- Savings to cover at least three months' worth of living expenses



Supporting the Whole Family:

SparkPoint Centers operate a variety of models to support the diverse families and households throughout the Bay Area. We are housed at community resource centers, community schools, and community colleges. Our goal is to take a whole-family approach that addresses the needs of the entire family.

Two-Generation Approach: At our Community School sites, services are offered to parents, while children benefit from the services offered at the community school. Recent evaluations suggest an association between the parents' participation in SparkPoint and their children's academic outcomes.

Persistence at Community Colleges: Students face multiple barriers such as food insecurity and homelessness as they work toward completing their education. In addition, data shows that 40% of SparkPoint community college clients are parents who struggle with balancing their education and family demands. SparkPoint Services are integrated on campus at community colleges to support students as they work towards their goals. External research shows that students who participate in SparkPoint financial coaching are 86% more likely to persist, graduate or transfer than students not participating in SparkPoint.

