

FOR IMMEDIATE RELEASE:

Tuesday, Dec. 1, 2020

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New financial coaching certification creates economic opportunity for lowans impacted by COVID-19

DES MOINES, IA – With more than 211,000 lowans experiencing income loss due to COVID-19, there is a growing need for individuals across the state certified to help people navigate this uncertain financial landscape. While many programs and aids offer short-term economic relief for residents, the newly launched Foundations Financial Coaching Certification is an online earn and learn training program that not only compensates trainees, but prepares them to help bolster and steer the future of our economy. Trainees participate in this program at no cost to them with the support of the State of Iowa’s Coronavirus Relief efforts.

The program equips trainees with credentials, training, tools, and resources needed to take ownership of their personal finances and serve as professional financial coaches for individuals, families, and nonprofits nationwide. In addition to 40 hours of training – slated to take place February 1-5, 2021 – trainees will receive access to Joyce Moy, esteemed financial coaching expert and program executive trainer, and Deidre DeJear, small business owner and program lead. Trainees will also receive essential technology needed to successfully complete the course and start their coaching journey.

“The last nine months have been filled with economic trials and tribulations for thousands across our state, and it’s integral that we not only prepare, but equip lowans with the tools needed to successfully navigate the future of our economy,” said DeJear. “We wanted to create a unique opportunity that helps lowans get back on their feet while equipping them with the technical expertise and certification needed to pave a new path for their careers and their prospective clients.”

Applications for the first cohort of certified financial coaches open Monday, Nov. 30, 2020 and close Sunday, Dec. 27, 2020. Interested participants must be Iowa residents who have experienced job loss, a reduction in hours, or profit loss since March 15, 2020.

Certification General Requirements:

- Attend 40-hour week-long training February 1-5, 2021
- Complete the certification exam
- Receive at least a 70 percent on the certification exam

Space is limited. To learn more about Foundations Financial Coaching Certification, visit FoundationsFinancial.org and like us on [Facebook](#) and [Twitter](#). For questions, email hello@foundationsfinancial.org.

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Foundations Financial Coaching Certification

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financial coaches for individuals, families, and nonprofits nationwide. For more information, visit FoundationsFinancial.org.

Deidre DeJear, Foundations Financial Coaching Certification Program Lead

Deidre DeJear started her business, Caleo Enterprises, in 2008 during her senior year at Drake University to help other businesses grow and thrive. Throughout the recession, DeJear worked alongside small business owners to teach them how to market themselves and navigate the filing process through the Secretary of State's Office. Fast forward 10 years and Caleo Enterprises has helped over 400 small businesses and nonprofits in Iowa. Via an earn and learn model, DeJear now pays small businesses to participate in their education programs because she believes small business owners deserve on-the-job training just like other trades.

Over the last several years, DeJear has developed and implemented Iowa's first Financial Empowerment Center, a collaborative that targets low-income individuals and families, giving them access to mainstream financial systems and products and increasing their financial management skills. She has developed programmatic functions, such as financial boot camps, which provide access to quality financial education.

Joyce Moy, Foundations Financial Coaching Certification Executive Trainer

Joyce Moy, who holds a BA from SUNY Stony Brook and a JD from Hofstra University School of Law, is currently an Executive Director of a research institute at the City University of New York (CUNY) where she focuses on economic development, entrepreneurship, and financial empowerment in Asian American and diverse communities. Moy has also served as the Director of Economic Development at the City University of New York, where she had oversight of a Procurement Technical Assistance Center (PTAC), a Small Business Development Center (SBDC), and a corporate training center at LaGuardia Community College.

After Moy developed her first financial education training program, which received nearly \$600,000 in grants, she expanded her course to a 45-hour financial education and empowerment training, which has become a national model for financial counselors embedded in community-based organizations and government agencies. Her training and approach have been adopted nationally by Cities for Financial Empowerment and have been replicated by almost two dozen cities, with another 30 adopting the training over the next three years. Moy developed the standards and evaluation criteria for organizations, which include among others the International Rescue Committee, AFCPE, NACCC and CBA, to provide training for a national certification to be issued by Cities for Financial Empowerment.