

Help your customers Start Small, Save Up

Start Small, Save Up brings organizations together to increase people's opportunities to save and empower them to achieve their savings goals.

Too many people are unprepared

42% of United States households don't save for emergencies.¹ 27% would borrow or sell something to cover a \$400 expense. And another 12% would not be able to cover the expense at all.²

Barriers to saving

Building emergency savings is not easy. Many don't make enough money; have irregular or volatile incomes; or don't have access to or know about the bank accounts, apps and other products that help people save more easily.

You can help

We know financial institutions are in the business of providing solutions. And we recognize how

Why emergency savings?

On average, adults with greater liquid savings have higher financial well-beings: They are more likely to experience greater financial security and freedom of choice, in the present and the future.

Helping people save a little can make a big difference in their lives.

important it is to you to serve all market segments and establish relationships with consumers based on where they are in their lives. Through Start Small, Save Up, the CFPB aims to work with organizations that want to do the following:

- Offer new emergency savings products.
- Make existing solutions easier for consumers.
- Market emergency savings solutions to the people who need the most help.
- Talk to consumers about emergency savings.

We offer our assistance

- Learn about what works.
- Collaborate with us on research.
- Use our educational materials.
- Promote emergency savings in your workplace.

Contact us at StartSmallSaveUp@cfpb.gov

¹ Prosperity Now. *Asset and Opportunity Scorecard*. 2018.

² Board of Governors, Federal Reserve System. *Report on the Economic Well-Being of U.S. Households in 2018*. 2019.

³ Consumer Financial Protection Bureau. *Financial well-being in America*. 2017