

Northern Indiana Bank On Alliance Program Logic Model



Program Activity	Outputs	Short-Term Outcome	Indicator	Intermediate Outcome	Indicator
Program informs unbanked residents of the importance of establishing a bank account through multimedia awareness campaign.	Brochures Facebook Ads Website Press Releases Print/Digital Ads PSRA's Google Ads	Unbanked residents are more likely to understand the benefits of establishing a relationship with a financial institution.	40% (13,908 out of 34,771) of unbanked residents engage with awareness campaign.	Unbanked residents establish a relationship with a financial institution.	3% (1,043 out of 34,771) of unbanked residents open a bank account.
Program provides unbanked and underbanked households with tax preparation assistance (VITA).	~5,040 participants >\$1.95 million returned to local economy.	Unbanked and underbanked receive free tax preparation assistance and are knowledgeable of the Bank On program and how to access financial education.	4.2% (5,035 out of 119,874) of unbanked and underbanked residents file a return. All participants receive the Financial Fitness toolkit during the tax preparation visit.	VITA program participants are more likely to take action to improve their financial health.	3% (151 out of 5,035) of VITA participants open an account. 5% (252 out of 5,035) of VITA participants attend a Financial Fitness class.
Program provides financial fitness classes to unbanked and underbanked residents.	750 participants (150 per county)	Participants are skilled in managing monthly budgets, understand how to manage their credit, and are knowledgeable of the importance of building savings and assets.	40% (300 out of 750) of participants show increase in knowledge in pre- and post- testing.		