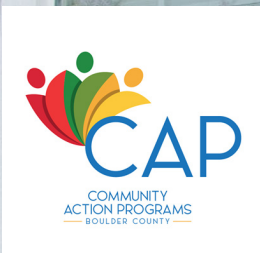




Mile High United Way

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IMPACT REPORT  
2019-2020



# PIE

Personal Investment Enterprise

## MAKING HOME OWNERSHIP, HIGHER EDUCATION, AND SMALL BUSINESS OWNERSHIP MORE ACCESSIBLE IN BOULDER AND BROOMFIELD COUNTIES

Celebrating its 19th anniversary, the Personal Investment Enterprise (PIE) program is a partnership between Mile High United Way and Boulder County's Community Action Programs that has helped over 370 participants achieve their dream of home ownership, higher education, or business ownership. Designed to help working, low-income families and individuals save and plan for their chosen asset, PIE has helped so many dreams move from the realm of seemingly impossible to reality.

As the only Individual Development Accounts (IDA) program in Boulder and Broomfield counties and one of only three in all of Colorado, PIE was designed for low-income families to enroll in financial education classes and save through a matched savings account at a rate of 4-to-1.



172 participants have purchased a home



115 have pursued post-secondary education



87 have developed a new business

# HOW IT WORKS

1. **Focus on a specific goal** Participants receive asset-specific financial education classes focused on each individual's end goal.
2. **Matching funds** Participants earn a four-to-one match to savings.
3. **Learning to save consistently** For many PIE participants, this is the first time they are actively saving on a monthly basis.
4. **Plan for the future** PIE participants gain positive financial habits and a financial asset that is an investment for a stronger financial future.

## CHANGING LIVES

One PIE family includes Cat, Eddie, and their two boys (pictured here). After being introduced to the program through Habitat for Humanity, they enrolled and now have been in their home for just over a year.

"Where we came from was like an 800-square-foot, one-bedroom apartment with the four of us," Eddie said of how owning this home has changed things. "It's really cool to have [the kids] have their own space, to see them grow and see their room grow and change with what they like. It's a little emotional."



**"PIE in collaboration with Mile High United Way has been instrumental in building a pathway out of poverty for those that participate in the program. Asset building makes prosperity achievable through home ownership, education, or business ownership. It is a way that stabilizes families, increases agency, and helps each generation thrive, not just survive."**

*MACIEL LEON, DIVISION MANAGER FOR COMMUNITY ACTION PROGRAMS AT BOULDER COUNTY*

## 2010–2019 PIE PARTICIPANT LONG-TERM OUTCOMES

72%

continue saving on a regular basis

66%

saw a continued increase in income

73%

achieved future saving goals

91%

small business owners are still in operation

87%

of higher education students have completed or are pursuing their degree

95%

of participants have a better understanding of how credit works

Mile High United Way has always been committed to creating sustainable, generational change. As we continue measuring the effectiveness of our programming, we find a solid foundation that is building greater equity and opportunity for all.

**Learn more about the [Personal Investment Enterprise program](#) and how it is changing lives in our Boulder and Broomfield communities.**