




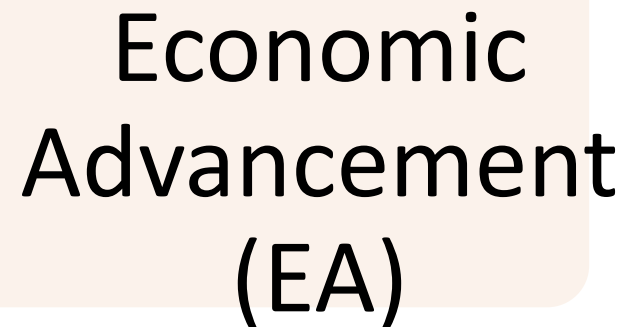
Ascend Dallas is a nonprofit organization dedicated to empowering women, combating poverty, and fostering generational change in the Dallas-Fort Worth area. Established in 1908 as the YWCA and formerly known as WiNGS Dallas, Ascend has evolved to meet the changing needs of women.



# Programs at Ascend Dallas



Nurse-Family  
Partnership  
(NFP)



Economic  
Advancement  
(EA)

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# How to connect with Ascend Dallas

1

Create a referral form for your organization and Ascend

2

Clients or Case Mangers can schedule a session via link

3

Phone or email

# Empowering Survivors Through Financial Coaching

# What is Coaching?

- Coaching is a one-on-one, goal-driven process where we support individuals in building their knowledge, confidence, and habits. Unlike counseling or case management, coaching is client-led—meaning the person sets their own goals, and we guide them in taking realistic steps toward those goals. Our role is to ask questions, provide tools, and help them build their own long-term capability.

# What is Financial Coaching?

- A client-driven process to build financial skills, confidence, and resilience.

## **Support clients in:**

- Setting and reaching financial goals
- Understanding and improving credit
- Managing debt
- Building savings
- financial habits
- Asset Building

# How is Financial Coaching Different?

## Financial Coaching vs. Financial Counseling:

- Coaching is long-term, client-led, and behavior-focused.
- Counseling is short-term, counselor-led, and issue-focused.

# The Connection to Survivors of Domestic Violence

Survivors often face:

- Financial abuse
- Coerced debt
- Loss of income or housing
- Coaching helps rebuild financial control and confidence.

# How Financial Coaching Helps

- Rebuild credit and dispute inaccurate items
- Create a budget aligned with life goals
- Address debt, including coerced debt
- Plan for the future (education, housing, career)
- Emotionally supportive and trauma-informed

# Trauma-Informed Financial Coaching

- Empathetic and non-judgmental
- Prioritizes client safety and control
- Understands emotional impact of money after trauma
- Clients set the pace and goals

# What Coaches Don't Do

- Provide financial assistance or housing
- Give legal advice
- Push specific financial products
- Act as case managers (but can partner with them!)

# Partnering with Financial Coaches

- Referrals complement case management
- Flexible formats: virtual, phone, in-person
- Coaches can attend community and shelter outreach

# Q&A / Discussion