

People of Color Money Talks

Mapping Our Financial Well-being Needs



While we wait...

Check your Zoom set up

1. Include your pronouns in your Zoom name
2. Double check your audio is connected
3. Video encouraged, not required

Participate in the Community Poll

PollEv.com/ritazhang622 or
text ritazhang622 to 22333

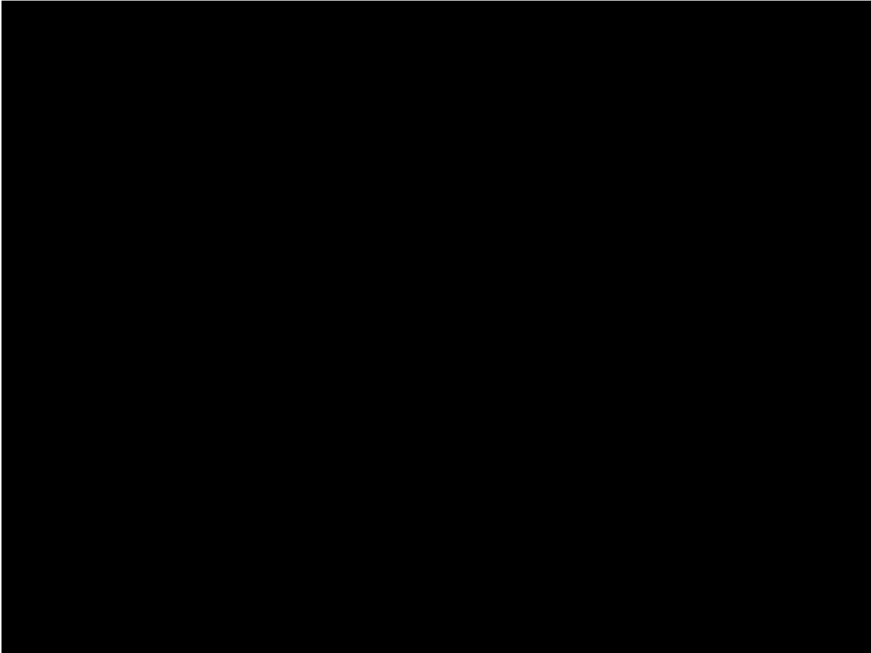
“What does People of Color financial freedom for mean to you?”

Prepare scratch paper & writing utensil nearby



what to expect
today

Equanimity



“Equanimity is a sustained state of balance, seeing what’s here with evenness of mind — a mind that is touched by life but unbroken by its ever-changing nature.”

-Ruth King in *How to Be Equanimous in a Racialized World*

Creating our brave space



PollEv.com/ritazhang622 or
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What could uncomfortable or difficult in
talking about money with people?



Creating our brave space

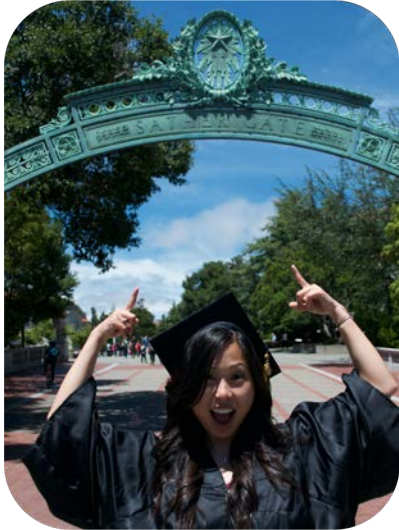


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What's important about talking about
money with each other as POC?



My story



2010

graduated from Cal
as a 1st generation
college student



2015

pursued a career in HiEd and
came back to Cal to work
professionally



2019


noticed a gap in financial
resources for first gen, low-
income and pivoted
my work to

Community Roots Financials

CRF creates and holds space for individuals and communities of color to be whole, joyful, and free. CRF is political in nature and utilizes social justice values, especially loving kindness, collective power, and liberatory theory.



Disclaimers, reminders & contradictions

- 
- All POC are not the same
 - Talking about money does not mean we only care about money
 - There is an inevitable tension of social justice and money and capitalism
 - This space is meant to be educational. Any information offered is not meant to be taken as financial advice.

Creating our brave space



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What do you need to be fully present?



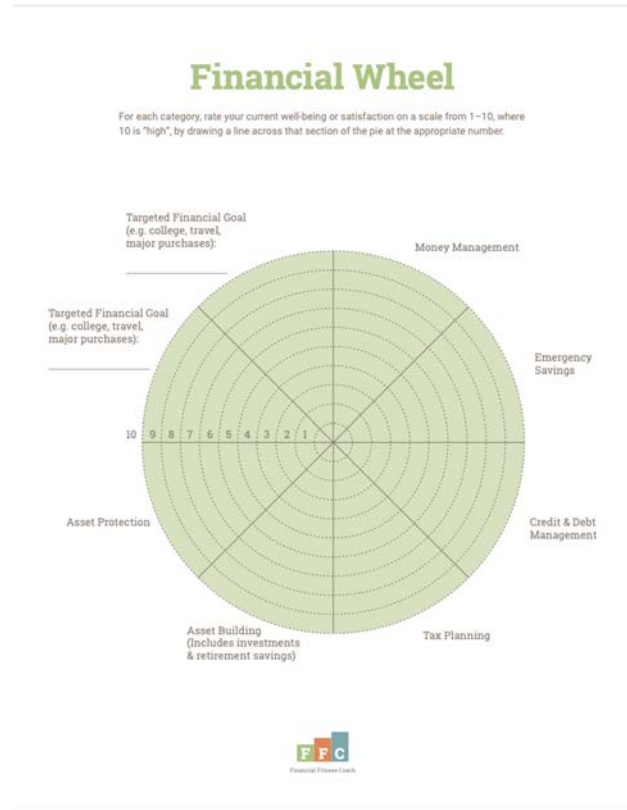
A starting place

- 30 seconds: free flow list out your core values

A starting place

1. 30 seconds: free flow list out your core values
2. go back and circle the top 3 values that are activated for you in MONEY contexts

A starting place

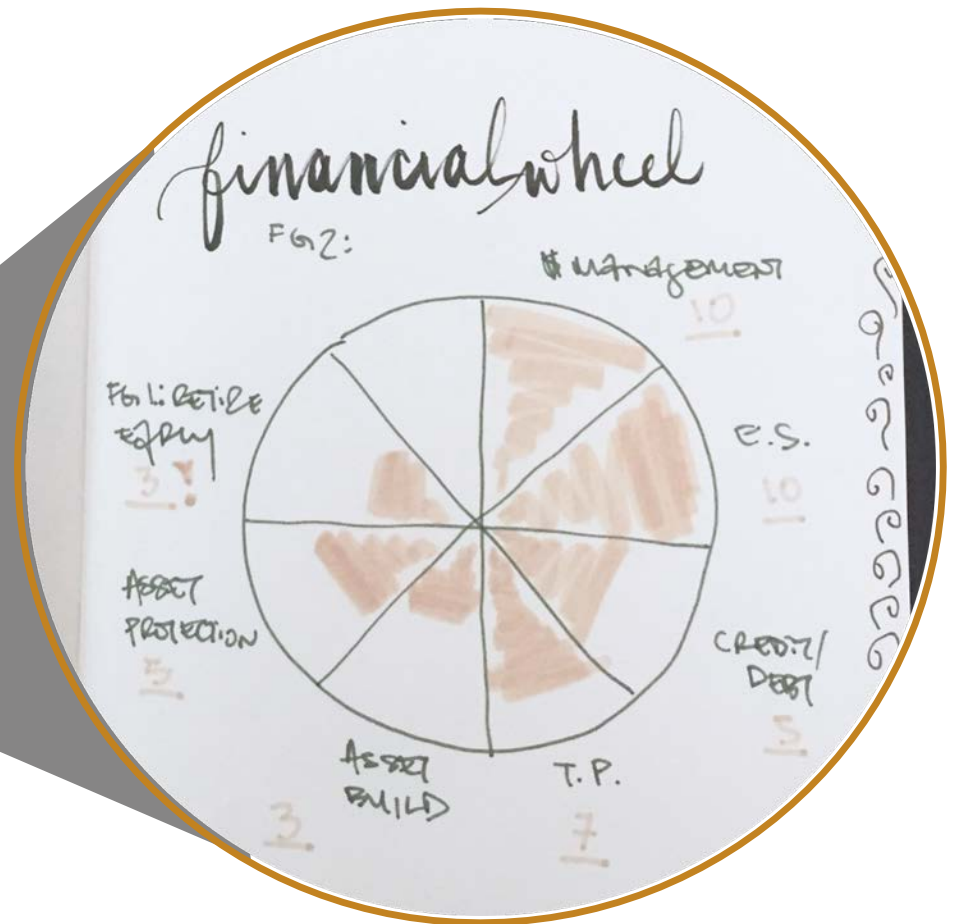


1) draw your own financial wheel on your scratch paper

2) draw a line on a scale of 1-10 to represent your satisfaction levels

3) draw an "!" next to an area you want to focus on in the 1-3 months

rita's wheel



Small group chats

- What did you notice about your wheel?
- What was expected? Unexpected? What questions came up?
- To the extent your comfortable, share about your priority area or financial goal. What do you need to do to get started?





share outs

Values + financial wheel, where do you see:

Congruence

- example

Conflict/Tension

- example

Social justice/POC adapted

A Baker's Dozen of Good Financial Behaviors

(Garman & Forgue)



1. Develop a plan for your financial future that aligns with your values and considers community impact
2. Save regularly and increase savings as income grows and examine the root of where needing to save comes from
3. Follow a budget or spending plan to control or, if necessary, reduce living expenses and release any feelings that don't serve you - like shame - if you haven't been taught to do so before!
4. Pay credit card bills in full each month and if you're not there yet, that's ok
5. Keep all personal debts and installment loans to a minimum and take a systems analysis on why historically communities of color have been preyed on and carry more debt
6. If debt becomes unmanageable, get help from a nonprofit credit/budget counselor because it's ok to ask for help
7. Set aside an emergency fund sufficient to live on for three to six months and know that gentrification and economic inequality - especially in the Bay Area - may make this especially hard
8. Determine how much money is needed for retirement and then begin early to save for it through your employer's plan and/or an individual retirement account and acknowledge that this isn't escaping the system which contributes back to a capitalist economy. This is an individual choice and we can practice non-judgment of each other's choices because the system is complex and we're all figuring it out.
9. Contribute to a flexible spending account if available at your workplace see #8
10. Understand investments and maximize returns through wise asset allocation and fee minimization and if this is your route you can also explore socially responsible funds, and oh, see #8
11. Comparison shop for major purchases and think about if that purchase is aligned with your values
12. Contemplate how economic events might affect your personal financial decision making and act wisely and leverage it as opportunities to revolutionize and rebuild a new economic way of being that benefits everyone
13. Consult a fee-only financial planner when faced with challenging financial issues and maybe a POC financial coach too ;)



**“Tomorrow’s world is
yours to build.”**

-Yuri Kochiyama



Thank You!

Reach out to me for financial coaching,
facilitated workshops for your staff/students,
and consultation!

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Citations:

- Ruth King, [How to Be Equanimous in a Racialized World](#)
- [Personal Finance](#) by Garman & Forgue