



Oregon DFR Statewide Outreach Sponsorship Program

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Sponsorship program goal

The goal of the sponsorship program is to collaborate with trusted community partners in delivering financial education to consumers in underserved communities.

The program will help empower consumers to make decisions about insurance and other financial services that are best for them and raise awareness of free services and resources offered by the division.

Our why

- Desire to become a trusted partner
- A need to meet people where they are at
- Engage with groups how they feel best works for them
- Support the financial empowerment work already being done in underserved and underrepresented communities
- Educate partners and their participant on the free services and resources available through the DFR consumer advocacy and education team

History timeline

- Two years to develop and launch program
- Currently winding down Year 1 – in progress of RFP for Year 2
- We began our Year 1 RFP solicitation in Aug. 2022 – with contracts running Jan. 1 through Dec. 31
- Five contract awards to:
 - **Bienestar** (Latinx/immigrants)
 - **Bradley Angle** (victims of domestic violence/BIPOC)
 - **Centro Cultural** (Latinx)
 - **Nixyáawii Community Financial Services** (confederated tribes)
 - **Warm Springs Community Action Team** (confederated tribes)
- For more information, visit: <https://dfr.oregon.gov/help/outreach-education>

Sponsorship program at-a-glance

- Up to five organizations for one-year contracts of \$25,000 each
- Program is expected to be in place for at least through 2025
- Organizations can submit for consideration each year
- Future funding will be based on availability of funds and program effectiveness

Sponsorship program criteria

1. Located in Oregon
2. Currently be conducting financial empowerment work
3. Preferences given to organizations actively serving underserved and underrepresented communities, especially African Americans; Latino, Latina, and Latinx; Native Americans; Asians and Pacific Islanders; immigrants and refugees; youth who are underserved; LGBTQIA2S+; survivors of domestic violence; previously incarcerated people; people with disabilities; and seniors. Extra priority will be given to those serving women in underserved communities
4. Must have at least three (3) years of demonstrated experience in conducting financial empowerment work with underserved/underrepresented communities
5. Must have a current evaluation plan for measuring the effectiveness of financial empowerment work.

Outcomes

- To be equitable in our services and processes
- For our team to remain sensitive and respectful of each communities needs as we develop work plans and check-in with and support activities
- To increase both partner sponsor and consumer awareness of DFR as a trusted source of info on insurance and the financial services we regulate
- To partner together to promote DFR consumer protection services to consumers via classes, social media, tabling at events, serving on panels, or other events

Questions?