

In June 2014, DCA launched the "You Can..." public awareness campaign, featuring real New Yorkers who took control of their finances with help from the City's free Financial Empowerment Centers.

You can, too! We can help.

Call 311 to schedule an appointment for FREE one-on-one financial counseling at an NYC Financial Empowerment Center.

Since 2009, counselors at the City's Financial Empowerment Centers have helped more than 28,400 New Yorkers pay down more than \$17.7 million in debt and build more than \$2.8 million in savings.

YOU CAN...

(CampaignAd-YouCan-Sheila.jpg) (Image link to: CampaignAd-YouCan-Sheila.pdf)

TACKLE YOUR DEBT.

Sheila went to an NYC Financial Empowerment Center with the goal of purchasing the apartment where she and her young granddaughter were living, but she had a few obstacles to overcome. With her financial counselor, she developed a plan to get her finances in order and improve her spending habits. In a year, she decreased her debt by half, increased her credit score by more than 100 points, and, as she hoped, became a proud homeowner. She tells everyone she knows to visit the City's Financial Empowerment Centers so they can experience the same success.

(CampaignAd-YouCan-Courtanie.jpg) (Image link to: CampaignAd-YouCan-Courtanie.pdf)

SAVE FOR YOUR FUTURE.

Courtanie started going to an NYC Financial Empowerment Center about three years ago. She felt that her finances were "a mess" so her boyfriend encouraged her to visit one of the Centers after finding them online. Since then, she has been able to pay off her debt and save for her first apartment on her own. Courtanie credits her counselor with changing her life by coaching her through many financial challenges. Courtanie now feels confident that she will continue to reach her long-term financial goals.

(CampaignAd-YouCan-KristinaAndJared.jpg) (Image link to: CampaignAd-YouCan-KristinaAndJared.pdf)

IMPROVE YOUR CREDIT.

Kristina and Jared run a small business together and want to start a family, so it is important to them to reduce their debt and keep their personal and business finances strong. Jared saw an advertisement for the City's Financial Empowerment Centers and convinced Kristina to join him for an appointment. Working with their financial counselor, they cut monthly expenses by hundreds of dollars, are paying down their credit card debt, and saving for the future.

(CampaignAd-YouCan-Gaitri.jpg) (Image link to: CampaignAd-YouCan- Gaitri.pdf)

OPEN A BANK ACCOUNT.

Gaitri wanted to tighten her family budget so they could stay in their home and not have to move. After being referred to an NYC Financial Empowerment Center, she worked with a financial counselor to make a plan to reduce her family's expenses by \$300 per month. She is glad to be working toward her goals and to have money saved in her account for any unexpected emergencies.