



FAIR Distribution Partners

The Financial Access in Reach (FAIR) Initiative is designed to bridge the financial inclusion gap, helping people move from high-cost financial products and services to bank accounts that protect and build wealth. FAIR is a first-of-its-kind, cross-sector collaboration designed to increase the financial health of Minnesotans. It's led by nonprofit, Prepare + Prosper, in partnership with Sunrise Banks N.A., Member FDIC. Based on community input and need, the FAIR model consists of customer-focused products (checking, savings, credit builder), trusted distribution, digital access, and coaching.

Organizational partners are essential to connecting the community to FAIR.

“I loved the sense of community. Even just being connected to the FAIR program has opened a whole other realm of resources and networking and opportunities for those that I serve here at TC Rise!” – **Tynaia Pittman (customer and distribution partner)**

+Become a distribution partner

FAIR's unique delivery model works to address barriers to banking and build trust by integrating promotion and enrollment services into various community access points, namely nonprofit organizations, and public systems. Customers meet with staff who are cross-trained enrollers at various community agencies who have integrated and embedded FAIR programming into their existing services.

Requirements + Expectations

- Sign a legal agreement that covers roles and responsibilities, confidentiality, marketing, and other considerations.
- Staff participate in approximately three to four hours of training and onboarding to learn the FAIR account triaging and enrollment process.
- Integrate FAIR account promotion and account(s) enrollment process into existing programs and services and enroll interested participants in FAIR accounts; please note, enrollments take 45-60 min on average.
- Keep in touch with the FAIR team at P+P with any questions, concerns, feedback, and account(s) enrollments.

Benefits + Resources

- Reduce barriers for people in accessing financial services and FAIR.
- Customized support and training for program staff.
- Potential small stipend to cover staff training and resources.
- User-friendly online FAIR account onboarding and enrollment platform.
- Digital and physical marketing and outreach messaging and materials.
- Shout-outs + spotlights in P+P's Customer, Partner, and FAIR Connect reaching 300+ organizations and over 11K customers statewide.

Reach out to Kim Hover, financial inclusion manager, at kim@prepareandprosper.org or 651-262-2178 with any questions about becoming a partner and the process.