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Program looks to help financially troubled

'Gradient Gives Back' promises a financial makeover for a U.S. family.

BY ERIK HOGSTROM TH STAFF WRITER

 LISTENNOW

Donald Trump's original "Apprentice" Bill Rancic is leading a national search to identify families in need of full financial makeovers.

Gradient Financial Group's "Gradient Gives Back" campaign kicked off in May 18 and runs through Dec. 31.

Locally, Gradient financial service professional Robb Beltran is working with Rancic to identify local families as part of the firm's Gradient Gives Back Community Outreach Program, helping families get back on their feet in the troubled economy.

Here are some answers to common questions about how the program works.

Question: What is a "full financial makeover?"

Answer: Services include financial assistance (including payment of up to six months of mortgage/lease payments), financial analysis and tax planning, financial planning and career counseling guidance.

Question: Who is eligible for a makeover?

Answer: "It's kind of like the 'Extreme Home Makeover,'" Beltran said. "We're looking for your general, blue-collar working family needing that little extra boost."

Beltran said families receiving the makeover will be chosen based on their individual story.

"It's about the struggle, it's about not giving up," he said. "This makeover will not be the happy ending to your story, but it may be the happy chapter of the story you are going through right now."

Question: How can families apply?

Answer: "The only way to apply is on-line," Beltran said.

Online application forms are available at www.gradientgivesback.com/robbbeltran.

"You can also nominate a family," Beltran said. "Let's say your brother is too proud. You can nominate the family with as much information as you can provide."

Question: What happens if no local families are selected?

Answer: Beltran plans to work with local social-service agencies to seek assistance for some local families who applied for but did not receive the full makeover.

"There are going to be local things at our level that we are going to try to do," he said.



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