



HOPE Impact Report

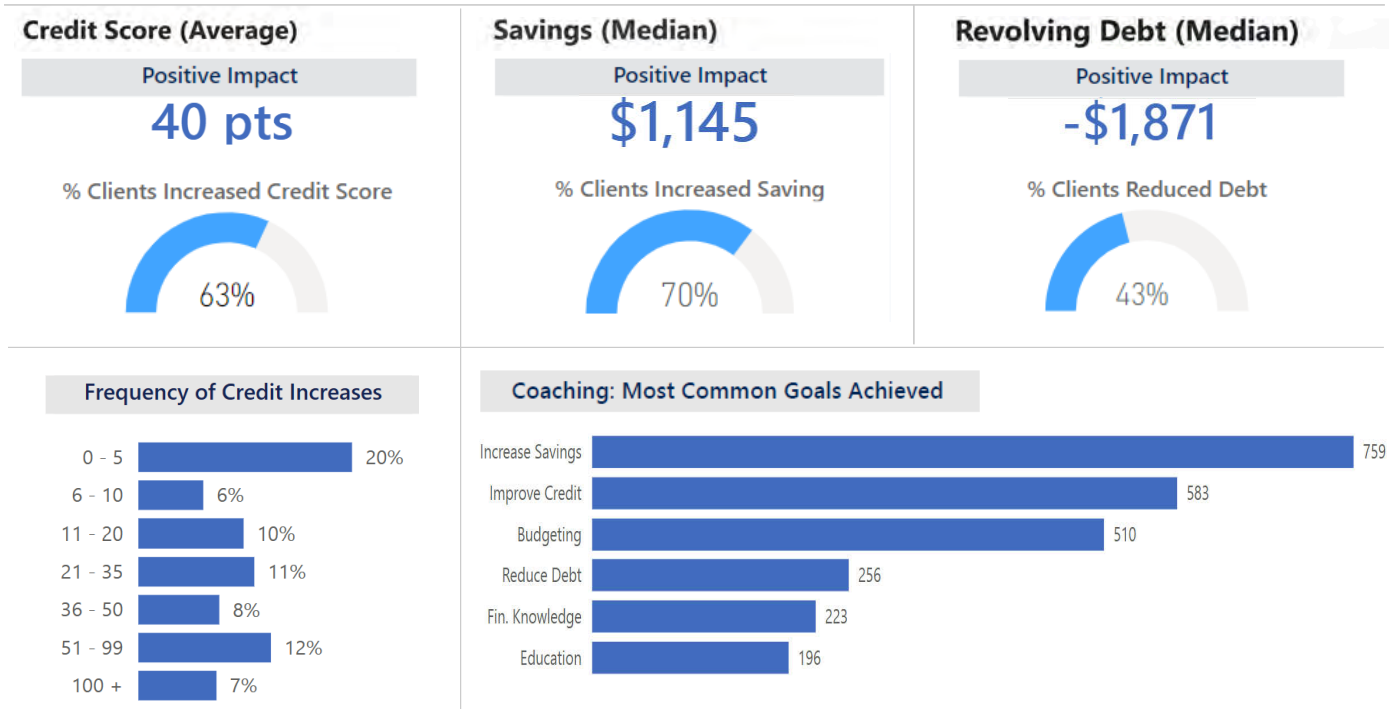
Quarter 2 - 2024



Economic Empowerment

Improved Financial Outcomes

Among HOPE clients, 63% see an improvement to their FICO Score after participating in HOPE's financial coaching program. Among this sample that saw an improvement, **the average increase was +40 points with 35% of clients reaching above prime FICO Scores of 660 or higher.** Among a large sample of 40,477 clients, of whom both at entry and secondary financial data were obtained, the average FICO Score change was +17 points. These improvements are 2x the rate of other financial empowerment firms (see Journal of Financial Economics, Kaiser et al, 2022)¹.



Improved Financial Health and Behavior

1 - strongly disagree, 5 - strongly agree

I am confident in my abilities to manage my finances.

Avg. Entry Score Avg. Secondary Score

3.07 ▲ 3.65
More Confidence

In the past month, I have had serious financial worries.

2.94 ▼ 2.23
Less Financial Stress

I have a budget and plan ahead financially.

2.88 ▲ 3.78
More Budgeting

Percent of clients who have 3 months of savings for a financial emergency.

Entry % Secondary %
11.7% ▲ 23.2%
More Saving

Percent of clients who are unbanked.

3.4% ▼ 1.7%
Fewer Unbanked

Percent of clients who are underbanked.

20.0% ▼ 10.2%
Fewer Underbanked

HOPE Assessments: Adult Financial Health

In addition to positive financial impacts, HOPE measures program success through the HOPE financial wellness assessment for adults. Driven by our Theory of Change and refined Financial Wellness Coaching Model (updated in 2022), HOPE clients continue to report improved financial health, including: **increased financial confidence, decreased financial worry, increased financial budgeting and planning, and increased emergency savings.**

¹Kaiser, T., Lusardi, A., Menkhoff, L., & Urban, C. (2022). Financial Education affects financial knowledge and downstream behaviors. Journal of Financial Economics, 145(2), 255–272. <https://doi.org/10.1016/j.jfineco.2021.09.022>



HOPE Activities

Q2, 2024 Summary

With 282 active HOPE Inside locations (servicing individuals from 47 states & Puerto Rico) currently open across the country, HOPE served over 31,000 individuals in Quarter 2. These clients engaged in over 92,000 financial empowerment activities including group education and one-on-one financial coaching, an average of 3 activities per client. Client participation in HOPE activities led to numerous outcomes such as improved financial health (e.g. improved credit scores, reduced debt and increased savings), homeownership, and small business creation.

HOPE Client Profile

The typical HOPE client served this quarter was a Black, non-Hispanic female, with an average household income of \$45,331.

At entry, the client had an average FICO score of 603, median revolving debt of \$1,353 and an average savings of \$350.



Avg. Income
\$45,331



% Low-to-Mod. Income
66%

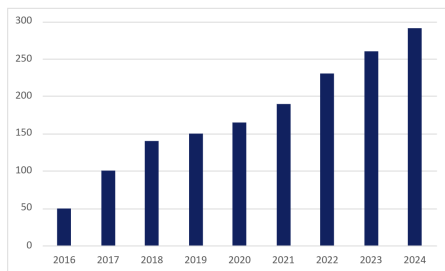


Female / Male
64% / 36%



Black / White / Other
67% / 20% / 13%

HOPE Inside Locations



HOPE Production

	Q2, 2024	PTD
Clients Served	31,292	1,815,304
Financial Empowerment Activities	92,672	5,647,625
HOPE Inside Adult	84,659	3,034,522
HOPE Inside Disaster	4,877	1,527,345
HOPE Inside Youth	3,136	1,085,758

HOPE Program Highlights



Homeownership

Program Spotlight: Closing Cost Assistance Program (CCAP)

In partnership with Fulton Bank, HOPE assisted 112 clients in getting approved for closing cost assistance grant totaling \$177,000, and helped clients secure more than \$24M in mortgage lending during Q2, 2024. To date, this partnership has assisted in allocating more than \$10.2 M in down-payment grants to help clients obtain more than 7,000 funded mortgage loans totaling more than \$1.16B.

\$24.14M

Mortgage Loans
Funded in Q2, 2024
through the HOPE-
Fulton Bank CCAP
Partnership

\$1.16B

Mortgage Loans
Funded to-date
through the HOPE-
Fulton Bank CCAP
Partnership



Small Business Development

Program Spotlight: 1 Million Black Businesses (1MBB)

Since program inception (10.20.20 - 6.30.24), HOPE's 1 Million Black Businesses Initiative (1MBB) engaged over 455,000 individuals with over 512,000 small business development services through HOPE-1MBB Small Business programs and in conjunction with HOPE's outstanding 1MBB partner, Shopify. Additionally, HOPE has secured 69 Coalition of the Willing partners to further support 1MBB small businesses.

458,385

Black Businesses
Engaged in 1MBB
services to-date,
in partnership with Shopify

512,655

HOPE 1MBB
Services to
Black Businesses to-date,
in partnership with
Shopify

126,825

HOPE Coalition of
the Willing partner
organization businesses
pledged to 1MBB to date

Client Satisfaction

Launching in April of 2023, the Operation HOPE Client Satisfaction Initiative and Survey serves as a medium to determine client satisfaction with Operation HOPE programming and coaches, uncover trends and issues for improvement, and provide additional success metrics for partner relationships. Clients are asked to complete a satisfaction survey, based on a Likert scale, after completing interactions with coaches. Through Q2 2024, Operation HOPE clients have provided over 23,218 individual responses from coaching sessions and group education.

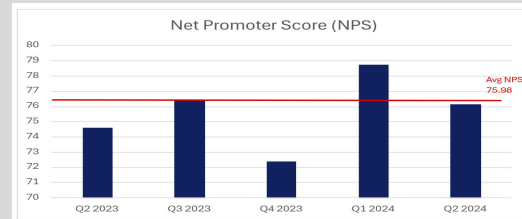


Overall Satisfaction Scores

<i>Strongly Agree (5)</i>	77.4%
<i>Agree (4)</i>	17.3%
<i>Neither Agree/Disagree (3)</i>	3.7%
<i>Disagree (2)</i>	0.4%
<i>Strongly Disagree (1)</i>	1.2%



Net Promoter Score



Net Promoter Score (NPS) is a metric used in customer experience programs to measure the loyalty of customers to an organization and their satisfaction with their service. Created by Bain and Company in 2003 and regarded as the professional standard metric for customer experience, NPS is measured on a scale of -100 to +100 with higher scores being more desirable. Since launch, Operation HOPE has maintained an average NPS of 75, an outstanding testament to the experience provided to our clients.

A Story of HOPE

"Jacqueline fled Venezuela about 2 years ago. Upon meeting her, she had numerous inquiries about credit, the financial system, and establishing a secure future in this country. After scheduling an appointment, we were able to thoroughly address all her questions about credit and advise her on how to maximize her savings. Taking our advice to heart, she promptly opened a savings account and secured a credit card. Within a few weeks, she successfully obtained a \$2,000 credit limit and opened a savings account while also applying for a business card. Not stopping there, she embarked on starting her own small business as a professional organizer. I am very proud of Jacqueline and all her accomplishments working with me for the past 6 months!"

**Glorines Santiago, Financial Wellbeing Coach, Credit and Money Management Program, HOPE
Inside West Hollywood, FL - Wells Fargo**

