



# HOPE Impact Report

Q3 - 2022



# Economic Empowerment

## Improved Financial Outcomes

Among HOPE clients, 64% of HOPE clients 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 +42 points with 29% of clients reaching above prime FICO Scores of 660 or higher.** Among a large sample of 27,263, of whom both at entry and secondary financial data were obtained, the average FICO Score change was +18 points. These improvements are 2-3x the rate of other financial empowerment firms (see Urban Institute, 2015; PERC University of Arizona Report, 2005; Experian 2016).

### Credit Score (Average)

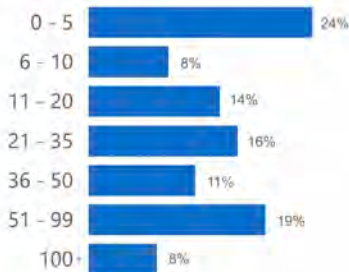
Positive Impact

**42 pts**

% Clients Increased Credit Score



### Frequency of Credit Increases



### Savings (Median)

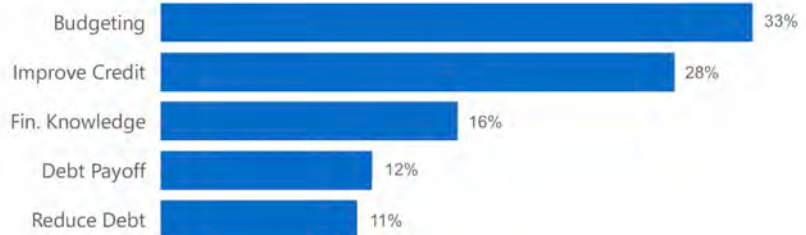
Positive Impact

**\$1,200**

% Clients Increased Saving



### Most Common Goals Achieved



### Revolving Debt (Median)

Positive Impact

**(\$1,959)**

% Clients Reduced Debt



## Improved Financial Health and Behavior

### Financial Health Assessment

Client financial-health assessment results before and after engagement in HOPE's financial coaching.

	Avg. Score At Entry	Avg. Score Secondary
I am confident in my abilities to manage my finances.	<b>3.10</b>	<b>3.52</b>
In the past month, I have had serious financial worries.	<b>3.00</b>	<b>2.50</b>
I have a budget and plan ahead financially.	<b>2.80</b>	<b>3.61</b>
Percent of clients who have 3+ months of savings for a financial emergency.	<b>25.3%</b>	<b>32.7%</b>

### Preliminary Results: Financial Health Assessment

In alignment with HOPE's new Theory of Change and Financial Wellness Coaching Model (2022), HOPE deployed a refined financial health assessment to clients in Q2, 2022. Preliminary secondary assessment results are in, illustrating positive behavioral change for HOPE clients including, **increased financial confidence, decreased financial worry, increased financial budgeting and planning, and increased emergency savings.**



# HOPE Activities

## Q3, 2022 Summary

With 200 adult HOPE Inside locations (servicing individuals from 46 states and Puerto Rico) currently open across the country, HOPE served over 12,500 individuals in Q3, 2022. These clients engaged in over 48,000 financial empowerment services including group education and one-on-one financial coaching. 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 average HOPE client served this period was a Black, non-Hispanic female, with an average household income of \$42,073.

At entry, the client had an average FICO score of 596, median revolving debt of \$1,309 and an average savings of \$300.



Avg. Income  
**\$42,073**



% Low-to-Mod. Income  
**78%**

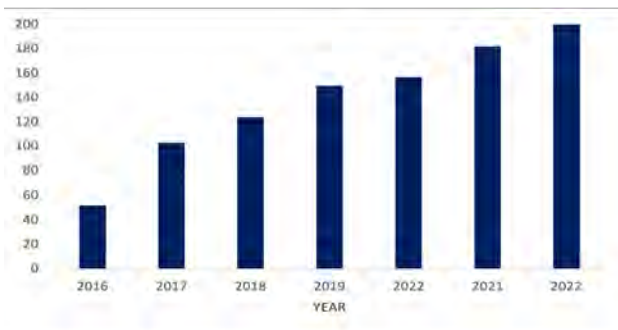


Female / Male  
**56% / 22%**



Black / White / Other  
**41% / 14% / 45%**

### HOPE Inside Locations



### HOPE Production

	Q3, 2022	PTD
Clients Served	12,578	1,664,347
Financial Empowerment Services	48,007	5,122,098
HOPE Inside Adult	47,837	2,549,440
HOPE Inside Disaster *	*	1,494,972
HOPE Inside Youth	170	1,077,686

\*Disaster services included in HI adult services beginning Q2, 2022.

## HOPE Program Highlights



### Homeownership

#### Program Spotlight: Closing Cost Assistant Program (CCAP)

In partnership with Fulton Bank, HOPE assisted 173 clients to get approved for closing cost assistance grants totaling \$291,000, and helped clients secure more than \$30M in mortgage lending. To date, this partnership has assisted in allocating more than \$8.8M in down-payment grants to help clients obtain more than 5,600 funded mortgage loans totaling more than \$977M.

**\$30.7M**

Mortgage Loans  
Funded in Q3, 2022  
through the HOPE-Fulton  
Bank CCAP Partnership

**\$977.9M**

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 - 9.30.22), HOPE's 1 Million Black Businesses Initiative (1MBB) engaged over 7,500 individuals with over 38,000 small business development services through HOPE-1MBB Small Business programs. In conjunction, HOPE's outstanding partnership with Shopify has resulted in over 174,800 Black Businesses embarking on the launch of an e-commerce small business website, to date.

**7,563**

Black Businesses  
Engaged in  
HOPE-1MBB  
Services to-date

**38,298**

HOPE 1MBB  
Services to  
Black Businesses  
to-date

**174,800**

Black Businesses  
Built E-Commerce  
Sites via Shopify to-  
date



# Digital Transformation

## Summary: Q3, 2022

HOPE's work toward our digital transformation is as important as ever as we continue to expand our footprint and drive forward our mission to disrupt poverty for millions of low and moderate-income youth and adults across the nation. HOPE measures digital transformation success in five key areas:

- **Improve Client Outcomes**
- **Increase Clients Served**
- **Create a Smooth Client Experience**
- **Analyze More Data**
- **Improve Access to Data**

In Quarter 3, HOPE saw significant improvements to our clients' experience via the launch of our second iteration of the client portal, as well as our data collection and reporting capacity through the development of core functionality of our Case Management System, workflow improvements, training, and much more. Additional details regarding HOPE's progress toward digital transformation are included below.

## Digital Transformation Highlights

### Client Experience

#### 44% Increase

in self-registered clients following the deployment of HOPE's newest online portal developments.

In August of 2022, Operation HOPE launched significant updates to the online portal, resulting in a streamlined client enrollment and portal navigation experience and a 44% increase in the number of self-registered clients.

In Quarter 3, Operation HOPE product teams also kicked off work to develop HOPE's first single-sign-on (SSO) experience between the client portal and the learning management system (LMS) by implementing Azure AD B2C authentication. This exciting new development will set the stage to allow for seamless navigation between the client portal and HOPE's LMS, HOPE's newest client education resource for self-paced learning, set to launch in January 2023.

### Client Outcomes

#### 95% Trained

Coaches completed in-depth Dynamics product training, supporting a **67% increase** in services reported from Q2 to Q3.

HOPE's most recent iteration of the coach experience in Dynamics improves communication between the coach and client and shifts the focus of the coaching conversation from documentation to client engagement.

In Quarter 3, HOPE conducted quantitative research with a subset of coaches to understand how they navigate Dynamics and identify opportunities to make improvements to the interface that will streamline the tool for coaches. Key insights were consolidated and prioritized for development in Q4 and next year.

### Data and Access

#### Improved Impact Variable Reporting

HOPE upgraded our data and dashboard models to allow for independent matched samples for each impact variable (credit change, debt change, savings change), allowing HOPE partners greater visibility into impact measurements.

#### Data Dashboard Access for Partners

HOPE completed security role updates and testing for Dashboard access for partners. Partner's access to quarterly reports via dashboard links will roll out to partners in Q3 - Q4, 2022.

#### Data Model Upgrades

HOPE developed the Dynamics data model to include location centric reporting, resulting in improved efficiencies for HOPE's data quality assurance teams and supporting HOPE's goal to provide more frequent access to quality assured data reporting for partners.



## ***A Story of HOPE***

Letisha enrolled in Operation HOPE's Credit and Money Management program in January, 2022. When Letisha enrolled in the program she had no savings and carried \$8,455 in debt. Letisha recently provided her HOPE coach the following testimonial: *"In the few months that I have been working with my Operation HOPE coach, I have noticed a change in my credit score and in my financial confidence. I am now happy to say I am finally financially stable. When I began this journey, I had been struggling to keep my credit score above 580 and was living paycheck to paycheck. I can't believe that I not only got it up to a 675, but I have learned the most valuable lesson on preparing myself for times of reduced income so that it does not affect my score too negatively. In addition to increasing my credit score, I have been able to keep money in my savings account and pass on lessons received from my HOPE coach to my daughter and family members. I am so confident in my financial goals now, and I owe it all to my HOPE coach."* Letisha continues to make great progress, and has reduced her debt by \$1,217 and has increased her saving to \$500. Letisha's ultimate goal is to become a homeowner as she continues to improve her credit score, decrease debt and save for a down payment.

- Letisha S., Credit and Money Management Program. HOPE Inside the Workplace

