



HOPE Impact Report

YTD - 2022



Economic Empowerment

Improved Financial Outcomes

Among HOPE clients, 64% 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 28% of clients reaching above prime FICO Scores of 660 or higher.** Among a large sample of 27,868, 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)

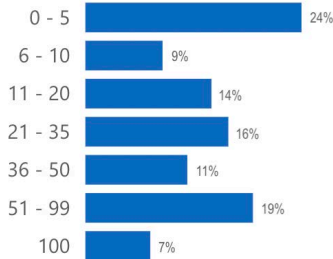
Positive Impact

42 pts

% Clients Increased Credit Score



Frequency of Credit Increases

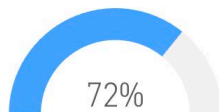


Savings (Median)

Positive Impact

\$1,100

% Clients Increased Saving

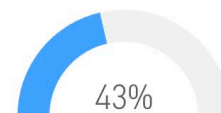


Revolving Debt (Median)

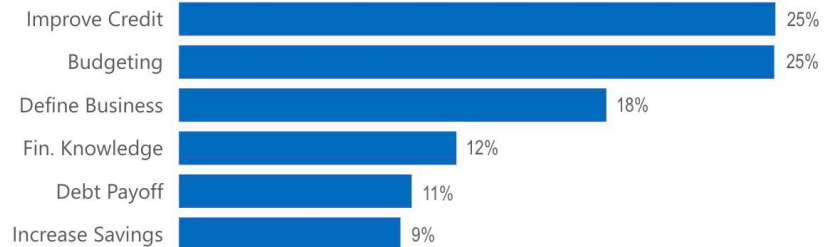
Positive Impact

(\$1,944)

% Clients Reduced Debt



Most Common Goals Achieved



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.	3.11	3.43
In the past month, I have had serious financial worries.	2.97	2.67
I have a budget and plan ahead financially.	2.81	3.40
Percent of clients who have 3+ months of savings for a financial emergency.	26.8%	31.6%

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.**



HOPE Activities

YTD, 2022 Summary

With 230 adult HOPE Inside locations (servicing individuals from 46 states and Puerto Rico) currently open across the country, HOPE served over 40,000 individuals in 2022. These clients engaged in over 182,000 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 year was a Black, non-Hispanic female, with an average household income of \$42,468.

At entry, the client had an average FICO score of 597, median revolving debt of \$1,254 and an average savings of \$300.



Avg. Income
\$42,468



% Low-to-Mod. Income
76%

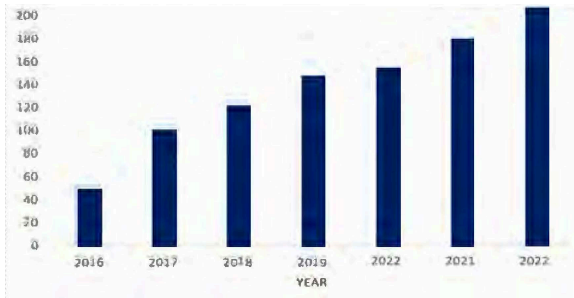


Female / Male
58% / 42%



Black / White / Other
42% / 14% / 44%

HOPE Inside Locations



HOPE Production

	YTD, 2022	PTD
Clients Served	40,633	1,677,071
Financial Empowerment Services	182,779	5,168,273
HOPE Inside Adult	176,880	2,594,140
HOPE Inside Disaster *	*	1,494,972
HOPE Inside Youth	5,899	1,079,161

*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 522 clients to get approved for closing cost assistance grants totaling \$788,224, and helped clients secure more than \$100M in mortgage lending during 2022. To date, this partnership has assisted in allocating more than \$8.5M in down-payment grants to help clients obtain more than 5,700 funded mortgage loans totaling more than \$968M.

\$102.6M

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

\$968.8M

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 - 12.31.22), HOPE's 1 Million Black Businesses Initiative (1MBB) engaged 130,248 individuals with over 167,884 small business development services through HOPE-1MBB Small Business programs and in conjunction with HOPE's outstanding 1MBB partner, Shopify.

130,248

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

167,884

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



Summary: 2022

Our programs, delivered by Financial Wellbeing Coaches, are here to EDUCATE clients on what they need to know, COACH clients to put what they learn into practice and CONNECT clients to the resources they need to keep moving toward financial empowerment and positive financial outcomes.

In 2022, HOPE embarked on an ambitious mission to improve our capacity, laying the groundwork to better serve clients based on their specific needs, engage more clients through diverse service pathways, and drive our financial coaching model to improve financial outcomes for all of our clients.

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

2022 Highlights

Improved Experience for HOPE Clients and Coaches

- HOPE redefined the user experience for coaches navigating our data management system workflow to streamline activity and provide clear paths to better manage to positive client outcomes.
- HOPE improved the visibility of available events and coaching services to new clients through event listing page(s).
- HOPE worked throughout 2022 to develop and refine the features and functionality to enhance the client experience in our Client portal.

Coach Capacity Building

- In Q4, 233 HOPE employees successfully completed a total of 559 professional development enrollments focused on digital products, client support, and coaching.
- Since the launch of our LMS in January 2022, HOPE employees have successfully completed over 4,000 professional learning experiences.
- 100% of HOPE Young Adult Coaches completed in-depth training based on the HOPE Young Adult Theory of Learning.

More Clients Served: HOPE Expands to Young Adults

To help Young Adults build financial knowledge and a financial wellbeing mindset in 2022, HOPE expanded Youth financial education to include the Young Adult population. The development of a new Young Adult coaching and education model increased the focus on real-life application and interactive discussion in workshops that foster the habit of healthy talk about money management. Following a successful 2021 pilot, HOPE launched the new Young Adult programming in 15 locations across the country.

A Story of HOPE

"Several years after escaping a 24-year-long abusive relationship, Sivan Walker was referred to Operation HOPE by the Branch Manager at Synovus Bank in LaGrange, Georgia. At the time, Ms. Walker had no prior credit history and little understanding of financial concepts because her former husband controlled the finances in the home during their marriage. Naturally, Sivan had little to no understanding of how credit worked. Sivan, determined to improve her situation not only for herself but for her 11 children, drove 45 miles to attend the initial HOPE workshop. Her coach, Mike, provided her with an action plan, which she diligently followed, helping her get her first credit card. Within 8 months Sivan had achieved a 700-credit score. Sivan, after suffering from years of abuse, being denied the ability to work, and having to raise her children in times of homelessness and insecure living conditions bought her first home in August 2022."

Sivan states, "Because of Operation HOPE, I am now able to pass down financial lessons to my children and grandchildren. I am so proud to be a part of the Operation HOPE family."

**Sivan Walker, Credit and Homeownership Client, HOPE Inside LaGrange, Georgia -
Synovus Bank**

