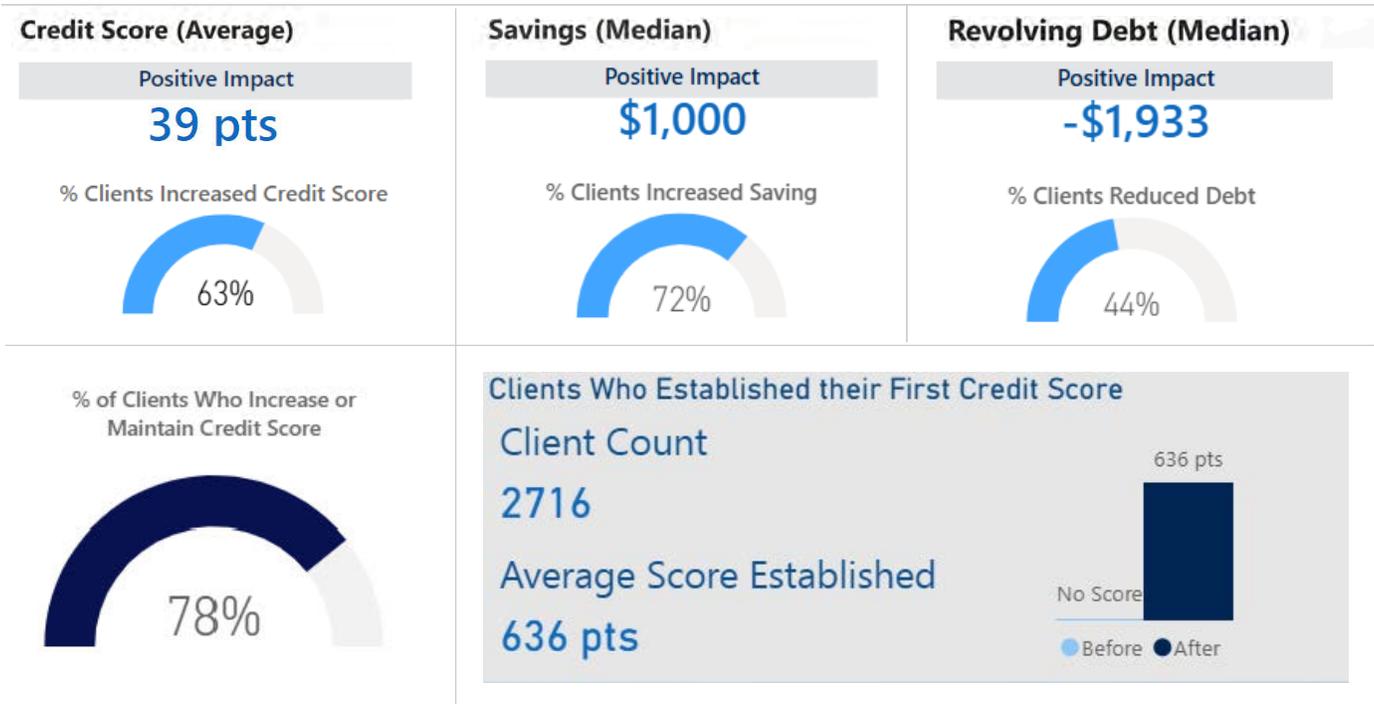


HOPE Impact Report

2025

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 +39 points. Additionally, 40% of clients improving their credit score reached above prime FICO Scores of 660 or higher.** Among a large sample, 51,250 clients, of whom both at entry and secondary financial data were obtained, the average FICO Score change was +15 points, with **78% of client either improving or maintaining the credit score.** 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.



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



I have a budget and plan ahead financially.



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



Percent of clients who are unbanked.



Percent of clients who are 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>



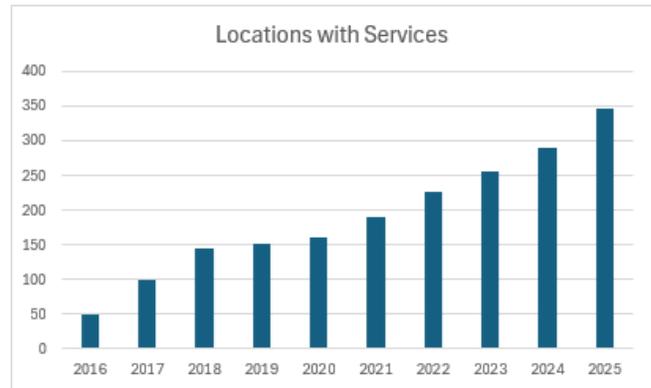
HOPE Activities

2025 Summary

In 2025 HOPE served over 74,000 individuals at 345 locations, in all 50 states and Puerto Rico. These clients engaged in 355,000 financial empowerment activities including group education and one-on-one financial coaching, an average of 4.7 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.

The typical HOPE client served this year was a Black, non-Hispanic female, with an average household income of \$46,043.

HOPE Client Profile - 2025				
	Q1	Q2	Q3	Q4
Gender (%)				
Female	63	63	61	61
Male	37	37	39	39
Average Income (\$)	43,939	45,633	46,937	46,865
Low to Moderate Income (%)	62	56	56	63
Race (%)				
Black	59	59	59	60
White	25	26	26	23
Other	16	15	15	17
Average Entering FICO Score	605	606	606	636
Median Revolving Debt (\$)	1359	1359	1359	1359
Average Savings (\$)	400	363	350	350



HOPE Production						
	Q1	Q2	Q3	Q4	YTD	PTD
HOPE Inside Locations	288	291	325	345		
Clients Served	29,826	29,097	24,594	20,787	74,107	1,959,459
Financial Empowerment Activities	99,006	100,242	87,105	68,799	355,152	6,139,479
HOPE Inside Adult	96,137	94,738	83,159	67,067	341,101	3,499,389
HOPE Inside Disaster	1,929	3,336	3,528	1,579	10,372	1,543,803
HOPE Inside Youth	940	2,168	418	153	3,679	109,368
Activites Per Client	3.3	3.4	3.5	3.3	4.7	3.1

HOPE Program Highlights



Homeownership

Operation HOPE's Homeownership program guides clients through the home buying experience. To date, HOPE has helped clients secure over \$1.24 billion worth of mortgages.

\$68.5M

Mortgage Loans
Funded in 2025

\$1.24B

Mortgage Loans
Funded to-date

Program Spotlight: Closing Cost Assistance Program (CCAP)

Through the Closing Cost Assistance Program in partnership with Fulton Bank, we have assisted in allocating more than \$10.7 million in down-payment grants to help clients obtain close to 7,000 funded mortgage loans.

Closing Cost Assistance Program (CCAP)				
	Q1	Q2	Q3	Q4
No. of Clients	30	54	39	39
Closing Cost Assistance Grant (\$)	42,000	76,000	72,000	51,000
Mortgage Lending Secured (\$)	8.5 M	15 M	7 M	10 M



Small Business Development

Program Spotlight: 1 Million Black Businesses (1MBB)

Since program inception (10.20.20 - 12.31.25), HOPE's 1 Million Black Businesses Initiative (1MBB) engaged over 469,000 individuals with over 531,000 small business development services through HOPE-1MBB Small Business programs and in conjunction with HOPE's outstanding 1MBB partner, Shopify. Additionally, HOPE has secured 101 Coalition of the Willing partners to further support 1MBB small businesses.

469,896

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

40,840

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

130,000+

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



HOPE Volunteerism

Volunteers are the driving force behind Operation HOPE's mission to expand economic opportunity and financial dignity. By generously giving their time and expertise, they empower individuals and communities through financial literacy, small business coaching, credit and money management education, and disaster preparedness. Their support not only amplifies the organization's reach but also fosters long-term, transformative change in the lives of those served—turning knowledge into action and hope into measurable impact.

2,261

Active Volunteers

7

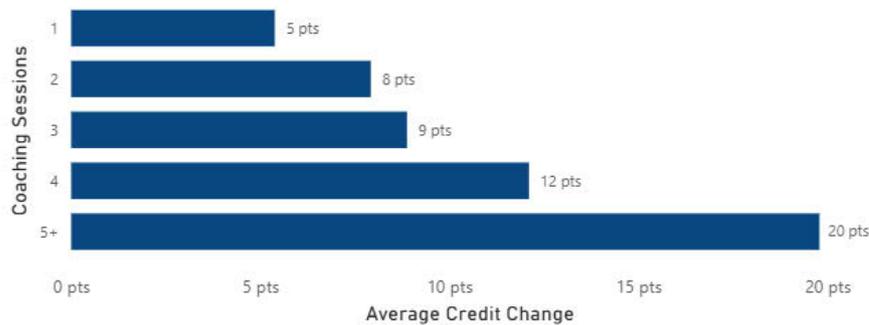
Unique Programs Supported

Operation HOPE continued critical disaster, small business, and youth volunteering efforts across several major markets with the help of volunteers from **52** organizations. These collaborative efforts focused on communities impacted by a series of extreme weather events, including the devastating floods in the Midwest, wildfires across Southern California, and multiple hurricanes that struck the Gulf Coast and Southeastern U.S. Through these coordinated responses, Operation HOPE delivered financial recovery services, emergency budgeting support, and credit counseling to thousands of affected families and small businesses.



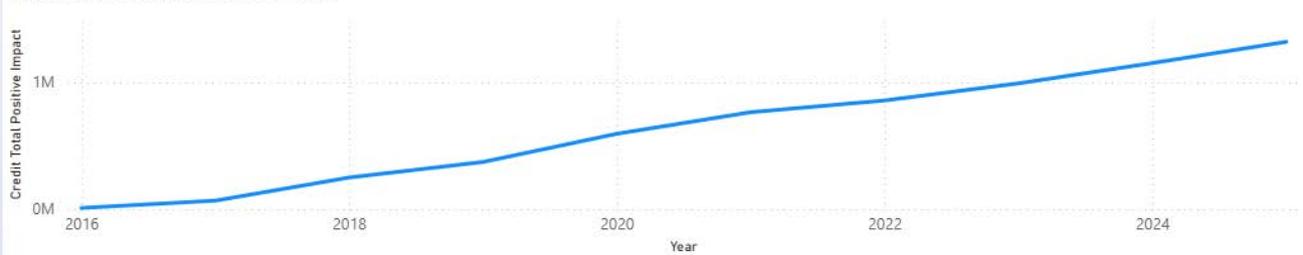
Data indicate a strong correlation between continued engagement with HOPE financial coaches and improved credit outcomes. For each additional coaching session attended, clients experience an average credit score increase of 4 points. These gains reflect the effectiveness of HOPE's financial education curriculum, the consistency of its coaching delivery model, and the sustained impact of personalized financial guidance.

Credit Change by Coaching Session Count

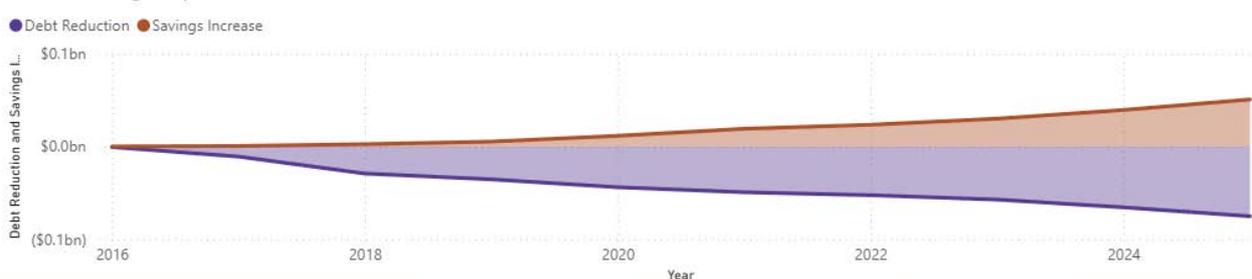


Over the last decade, Operation HOPE financial coaching has resulted in the increase of over 1.32 million points to our clients' credit scores. In addition, through assisting clients in reducing their debt, while simultaneously increasing their savings, we have facilitated a net increase of over \$125 million dollars to our clients finances

Credit Score Increases Over Time



Debt & Savings Impacts Over Time



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 Q4 2025, Operation HOPE clients have provided over **52,923** individual responses from coaching sessions and group education.

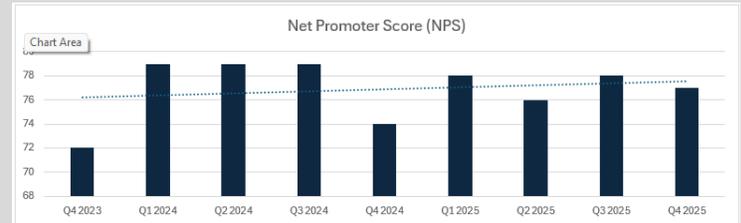


Overall Satisfaction Scores

<i>Positive (4-5)</i>	93.5%
<i>Neutral (3)</i>	4.5%
<i>Negative (1-2)</i>	2.0%



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 over 79 (2025), an outstanding testament to the experience provided to our clients.



A Story of HOPE

“I want to begin my testimony by expressing my deep gratitude for my coach, Tatiana Sordo. From the moment she visited my huddle department, she showed immense interest and dedication, guiding me through a challenging financial situation I faced a year ago.

When I reached out for help, Operation HOPE, with Tatiana’s support, opened the doors to a transformative world. She taught me how to manage my finances, create savings plans, establish a retirement account, build an emergency reserve, reduce my expenses, and navigate my way out of debilitating debt. She helped me achieve financial security and stability. To provide context, a year ago my credit score was 553, I had six unpaid credit card accounts, and one creditor had already taken legal action against me. My total debt exceeded \$18,000.

Thanks to Tatiana’s guidance, we negotiated with my creditors, reducing my debt by approximately 50% and setting up payment plans that enabled me to become debt-free within a year. My credit score has since risen to 664, an increase of over 100 points since starting the program, and I’m on my way to surpassing 700. Additionally, I now have \$5,000 in savings, an account I never had before.

All of this was made possible by my efforts, paired with the unwavering support and patience of my coach. My heartfelt thanks to the entire Operation HOPE team for their incredible work, and especially to my coach, Tatiana, who has inspired and equipped me with the knowledge to make better financial decisions and pursue the financial security we all strive for.

Sincerely, Javier”

**Tatiana Sordo — Financial Wellbeing Coach, Credit & Money Management
HOPE Inside The Venetian Hotel and Resort — Las Vegas, NV**