



HOPE Impact Report

Quarter 3 - 2024



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 +40 points with 37% of clients reaching above prime FICO Scores of 660 or higher.** Among a large sample of 42,427 clients, of whom both at entry and secondary financial data were obtained, the average FICO Score change was +16 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.



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

Q3, 2024 Summary

With 284 active HOPE Inside locations (servicing individuals from 50 states & Puerto Rico) currently open across the country, HOPE served over 28,000 individuals in Quarter 3. These clients engaged in over 77,000 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 \$46,427.

At entry, the client had an average FICO score of 603, median revolving debt of \$1,368 and an average savings of \$400.



Avg. Income
\$46,427



% Low-to-Mod. Income
66%

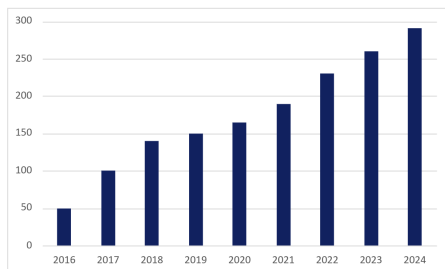


Female / Male
63% / 37%



Black / White / Other
68% / 20% / 12%

HOPE Inside Locations



HOPE Production

	Q3, 2024	PTD
Clients Served	28,624	1,843,928
Financial Empowerment Activities	77,433	5,725,058
HOPE Inside Adult	69,410	3,103,932
HOPE Inside Disaster	3,854	1,531,199
HOPE Inside Youth	4,169	1,089,927

HOPE Program Highlights



Homeownership

Program Spotlight: Closing Cost Assistance Program (CCAP)

In partnership with Fulton Bank, HOPE assisted 42 clients in getting approved for closing cost assistance grant totaling \$46,500, and helped clients secure more than \$9.8M in mortgage lending during Q3, 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.

\$9.89M

Mortgage Loans
Funded in Q3, 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 - 9.30.24), HOPE's 1 Million Black Businesses Initiative (1MBB) engaged over 459,000 individuals with over 517,000 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.

459,666

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

517,920

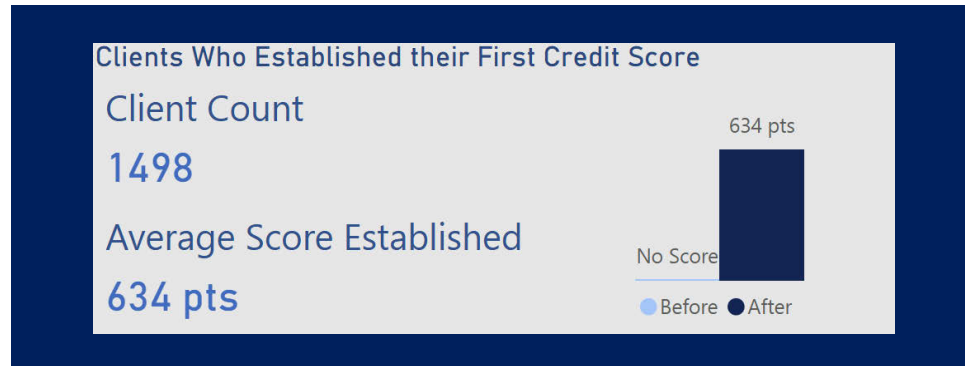
HOPE 1MBB
Services to
Black Businesses to-date,
in partnership with
Shopify

126,825

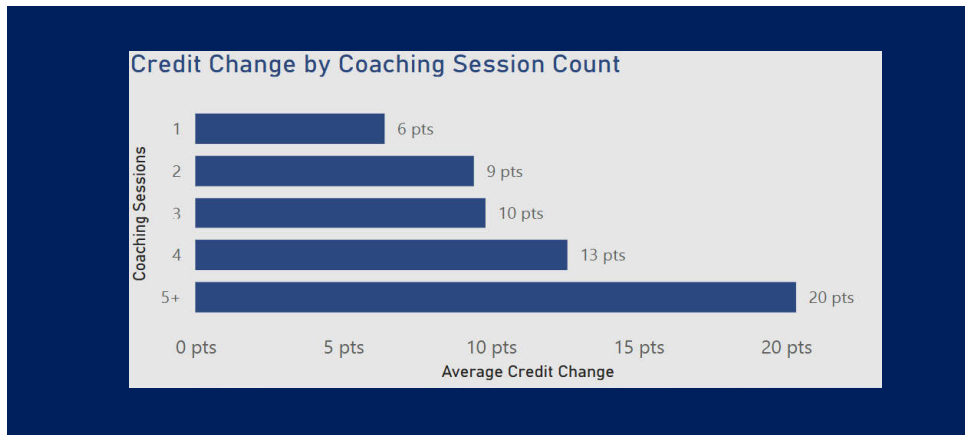
HOPE Coalition of
the Willing partner
organization businesses
pledged to 1MBB to date



Operation HOPE's mission to meet clients where they are in their financial journey leads us to increasing the credit visibility of many of the clients we are fortunate enough to work with. Through Q3, HOPE has assisted over 1,498 clients in establishing their first credit score, at an average of 634 points. Establishing a credit score is the first step in clients being able to access economic opportunity.



Operation HOPE's financial coaching leads to significant economic opportunity for our clients. The more engagement clients have with our financial education coaches, the greater the impact to their personal financial wellbeing. As clients engage in additional coaching sessions with HOPE their credit score increases by an average of over 11 points per session attended. This is a testament to the HOPE financial wellbeing curriculum, program delivery by coaches, and the success of dedication to the HOPE education model.



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.

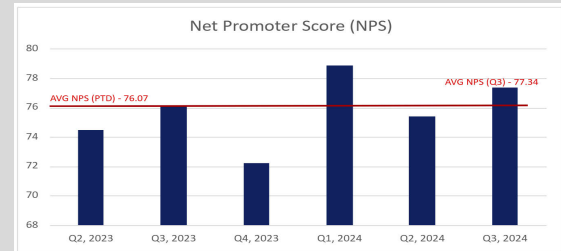


Overall Satisfaction Scores

<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 average⁵NPS of over 76 (PTD), an outstanding testament to the experience provided to our clients.

A Story of HOPE

"My client Douglas came in the Operation HOPE program to re-write his financial journey. Douglas came in with no credit score and no savings and aspirations of purchasing a reliable car and his own home. We set a plan in place to start saving and then add credit options. I guided Douglas through establishing secured installment and revolving accounts. After our work, Douglas was able to make his initial car purchase, his first ever, within 7 month. 13 months later he purchased a new vehicle. Now my client is approximately 2 - 3 away from signing closing documents on the purchase of his forveer home.

**Jeanetta Shamburger, Financial Wellbeing Coach, Credit and Money Management Program, HOPE
Inside Burlington, NC - First Horizon Bank**

