



# HOPE Impact Report

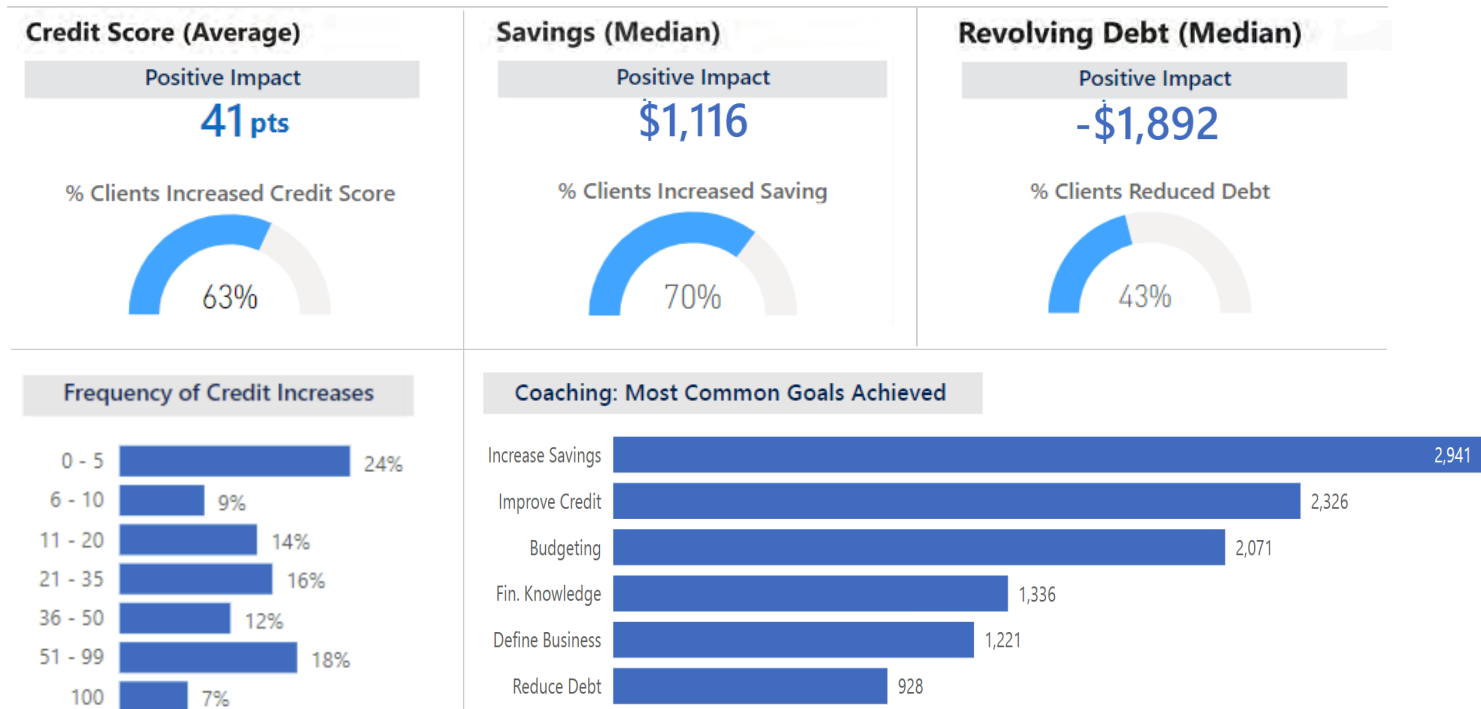
Year to Date 2023



# 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 +41 points with 35% of clients reaching above prime FICO Scores of 660 or higher.** Among a large sample of 35,112 clients, of whom both at entry and secondary financial data were obtained, the average FICO Score change was +18 points. These improvements are 2x the rate of other financial empowerment firms (see Journal of Financial Economics, Kaiser et al, 2022)<sup>1</sup>.



## Improved Financial Health and Behavior

1 - strongly disagree, 5 - strongly agree

I am confident in my abilities to manage my finances.

3.08  3.54  
More Confidence

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

2.93  2.37  
Less Financial Stress

I have a budget and plan ahead financially.

2.87  3.62  
More Budgeting

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

11.8%  21.0%  
More Saving

Percent of clients who are unbanked.

3.2%  1.3%  
Fewer Unbanked

Percent of clients who are underbanked.

19.7%  11.1%  
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.**

<sup>1</sup>Kaiser, 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

## YTD, 2023 Summary

With 260 adult HOPE Inside locations (servicing individuals from 47 states & Puerto Rico) currently open across the country, HOPE served over 56,000 individuals in 2023, with over 17,000 being served in Q4. These clients engaged in over 278,000 financial empowerment services including group education and one-on-one financial coaching during 2023, and over 58,000 in Q4. 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 quarter was a Black, non-Hispanic female, with an average household income of \$44,438.

At entry, the client had an average FICO score of 599, median revolving debt of \$1,335 and an average savings of \$350.



Avg. Income  
**\$44,438**



% Low-to-Mod. Income  
**68%**

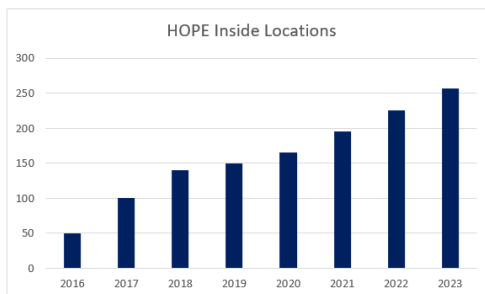


Female / Male  
**67% / 33%**



Black / White / Other  
**64% / 22% / 14%**

### HOPE Inside Locations



### HOPE Production

	Q4, 2023	YTD, 2023	PTD
Clients Served	17,518	56,793	1,755,417
Financial Empowerment Services	58,130	278,369	5,451,862
HOPE Inside Adult	50,019	237,427	2,857,400
HOPE Inside Disaster	7,703	38,431	1,512,790
HOPE Inside Youth	408	2,511	1,081,672

## HOPE Program Highlights



### Homeownership

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

In partnership with Fulton Bank, HOPE assisted 125 clients in getting approved for closing cost assistance grant totaling \$208,000, and helped clients secure more than \$28M in mortgage lending during Q4, 2023. Year-to-Date this partnership has helped clients get approved for \$947,000 in closing cost assistance grants, securing more than \$130M in mortgage lending. To date, this partnership has assisted in allocating more than \$10M in down-payment grants to help clients obtain more than 6,900 funded mortgage loans totaling more than \$1.13B.

**\$28.44M**

Mortgage Loans  
Funded in Q4, 2023  
through the HOPE-  
Fulton Bank CCAP  
Partnership

**\$130.7M**

Mortgage Loans  
Funded in 2023  
through the HOPE-  
Fulton Bank CCAP  
Partnership

**\$1.13B**

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 - 9.30.23), HOPE's 1 Million Black Businesses Initiative (1MBB) engaged 388,703 individuals with over 437,000 small business development services through HOPE-1MBB Small Business programs and in conjunction with HOPE's outstanding 1MBB partner, Shopify. Additionally, HOPE has secured 48 Coalition of the Willing partners to further support 1MBB small businesses.

**388,703**

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

**437,604**

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

**56,820**

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

\*As a result of data reconciliation with our 1MBB partner Shopify the provided data is updated through 9.30.2023. These totals will be updated as we receive additional data from our partners. We thank you for your patience.



## 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 the end of 2023, Operation HOPE clients have provided over 9,900 individual responses.

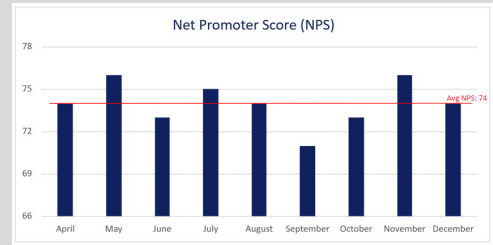


### Overall Satisfaction Scores

<i>Strongly Agree (5)</i>	75.9%
<i>Agree (4)</i>	18.0%
<i>Neither Agree/Disagree (3)</i>	4.2%
<i>Disagree (2)</i>	0.4%
<i>Strongly Disagree (1)</i>	1.5%



### 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 NP of 74, an outstanding testament to the experience provided to our clients.

## Reporting Updates

### Partner Dashboards

As of November 15th, 2023, Operation HOPE provides online, interactive, partner dashboards consisting of Demographic, Activity, Outcome, and Impact data that position HOPE at the forefront of business intelligence. HOPE has officially transitioned from quarterly partner reporting to a monthly cadence, releasing data 15 days after the close of the month.

- Reports are dynamic, allowing partners to interact with the data visualizations and further dig into their reports.
- All partner dashboards now include all data from Jan 2023 through current, allowing partners to access all previous reports in one central location anytime they wish.

### Client Experience Survey

In an effort to continue to understand the client experience here at HOPE we have launched the Client Experience Survey to all HOPE workshop attendees. This survey has been adapted to the Group Education experience and went live at the end of 2023.

- This will allow HOPE to better understand what is effective in delivering Group Education to clients.
- Allow for more data points to be reported on our client satisfaction.
- Increase the sample size used to measure our overall Net Promoter Score as an organization.

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

*"Elva F. came to Operation HOPE in September 2023 enrolling in the Homeownership Program. She heard about the program from her co-worker at a local elementary school where she works and decided to give me a call. Elva's goal is to purchase a single-family home around the Los Angeles or Riverside County area. After her initial session, I stayed in contact with Elva every month to see how the progress was coming with the goals and homework that were assigned to her and also to answer any questions she may have. She has been eager since the start and has always been able to give me all the feedback I need in order to continue to point her in the right direction so that she can get some traction toward her goal. She's been proving to herself that she is ready and determined. Since she joined the program, she has been able to raise her credit score by over 30 points and is also steadily increasing her savings. Elva has also gained enough confidence to start interviewing lenders and has reported back to me that she was pre-approved for a mortgage of \$530,000. Keep in mind that this happened within the first 3 months of enrolling in the program! Her story is one that I hope to continue to tell in the upcoming year because it looks like we will be hearing more about her success in 2024 and I can't wait to share more."*

**Humberto Saenz, Financial Wellbeing Coach, Homeownership Program, HOPE Inside South Gate,  
CA - U.S. Bank**

