

2017 ANNUAL REPORT

building paths
to a happier,
healthier world

 **GreenPath**[™]
financial wellness



In 2016, we set a goal to remix the American Dream so it works for everyone. We made a plan to achieve this goal in the next 10 years.

Our first steps were to infuse human-centered design and behavioral economics throughout our organizational culture. These factors are at the heart of the GreenPath difference.

Human-centered design, a creative method for problem solving, is a cornerstone of our culture and innovation capability. Behavioral economics help us achieve real-world effectiveness. Judgment-free communication training enables us to provide a caring and dignified client experience.

We put people at the center of everything we do. It's a win-win-win: more people have quality options to meet their financial goals. Partners can leverage our creative capacity for new ideas. Together, we can move more quickly to make financial wellness attainable at scale.

The people and partners behind GreenPath are on a mission to make it easier for everyone to be financially well.

Together, we are the GreenPath difference.

from our CEO



In 2017, we took steps to meet our 10-year goal to remix the American Dream so it works for everyone. Our focus on people is transforming us from a debt-solutions agency to a leader in financial wellness.

Internally, we built a culture of creativity and innovation, with investments in design thinking, behavioral economics and judgement-free communication training. The focus on workplace culture reinforces these practices and earned us three awards as a great place to work in 2017.

Additionally, last year marked the beginning of an exciting growth curve. Key partners chose to work with GreenPath. EarnUp collaborated with us on the Simple Payment Plan, a tool to accelerate debt reduction. The Homeownership Preservation Foundation affiliated with us to strengthen support for sustainable homeownership. And we acquired the Consumer Credit Counseling Service of Orange County, expanding our footprint into California.

Finally, more than any other accomplishment, I am most proud of the caring, respectful relationships that exist between our clients and staff. It is extraordinary to witness the human connections that arise as people invite us to be their financial friend and guide. Our clients remain at the heart of our work.

We have so much opportunity in front of us to continue growing this movement for financial health. We hope you'll join us.

KRISTEN HOLT
PRESIDENT & CEO



WE BRING TOGETHER

creativity,
innovation AND A
people-centered
service TO
empower
people TO LEAD
financially
healthy lives.

“To go from being in serious debt to having no debt is an amazing thing.

LISA — SAINT PETERSBURG, FL
GREENPATH CLIENT

services

SUPPORTING
PEOPLE ON
THE JOURNEY
TO FINANCIAL
HEALTH

- financial health coaching ●
- debt counseling ●
- debt management plan ●
- housing counseling ●
- bankruptcy support ●
- student loan counseling ●
- simple payment plan ●

- design sprints ●
- prototypes ●
- client insights ●
- data analytics ●



“Calling GreenPath is one of the best decisions I ever made.

DAVID — SAINT ALBANS, VT
GREENPATH CLIENT

learning & innovation

CREATING
NEW PATHS TO
FINANCIAL
WELLNESS

earnup

Financial
Health
Leader

EVERFI



1,200
community
nonprofits



50
banks

500
credit
unions

“GreenPath has been such a life-saver. Thanks to you, I'm facing retirement with a light heart and NO credit card debt!

JANET — MOJAVE, CA
GREENPATH CLIENT

partners
EMPOWERING
FINANCIAL
WELLNESS AT
SCALE



- win-win-win
- collaborative & flexible
- partner relations team
- meeting needs of employees, clients, and communities

- human-centered design facilitation
- thought leadership
- network influence
- open-source sharing & honest dialogue

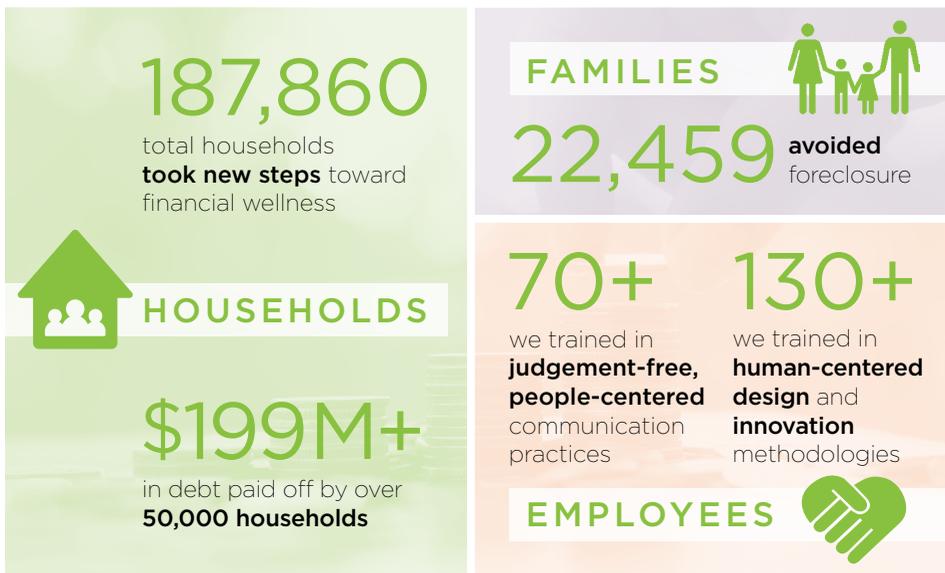


changing
the narrative
MAKING IT EASIER
FOR PEOPLE TO BE
FINANCIALLY
WELL



people ARE AT
THE center OF
everything
we do.

2017 highlights



**named a TOP
WORKPLACE**
by the *Detroit Free Press*



Companies That Care
named 1 of 11 on the **COMPANIES
THAT CARE HONOR ROLL**



**winner of the COUNCIL
ON ACCREDITATION
INNOVATION PRACTICE
AWARD** for the Simple Payment
Plan with EarnUp



**named 1 of 25
BEST PLACES TO WORK**
for Recent College Grads

“

I am so incredibly grateful for this program. It literally saved my life. I was able to pay off my debt early! I actually feel free! I appreciate your kindness and willingness to take a chance on helping me.

HEATHER — HOLT, MI
GREENPATH CLIENT

Rachael

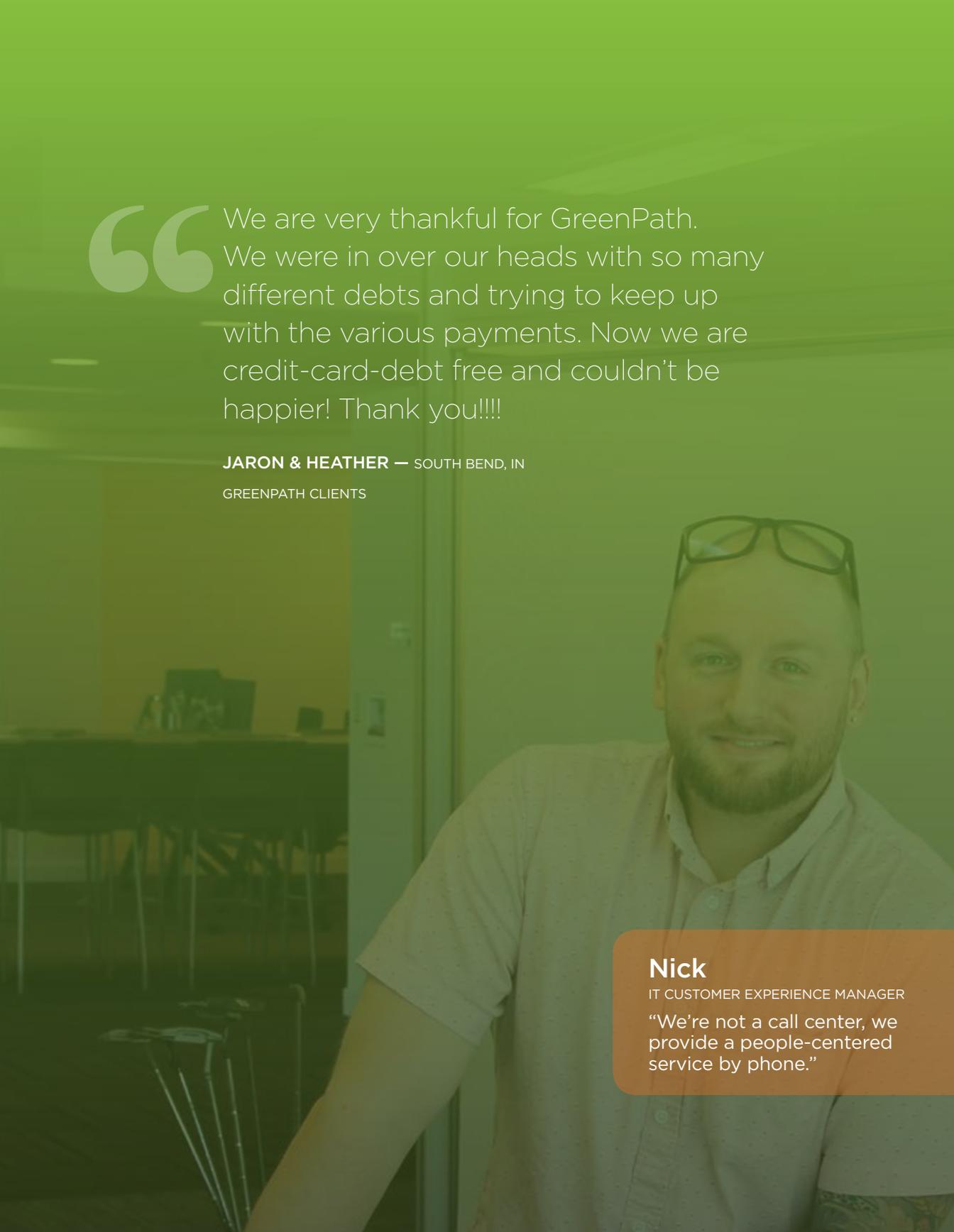
CLIENT ADVOCATE

Recently, a client told Rachel that she wished she could have a birthday dinner out, but couldn't afford it. When Rachel received a gift card for her excellent performance, she sent it to her client to say happy birthday.

“

We are very thankful for GreenPath. We were in over our heads with so many different debts and trying to keep up with the various payments. Now we are credit-card-debt free and couldn't be happier! Thank you!!!!

JARON & HEATHER — SOUTH BEND, IN
GREENPATH CLIENTS

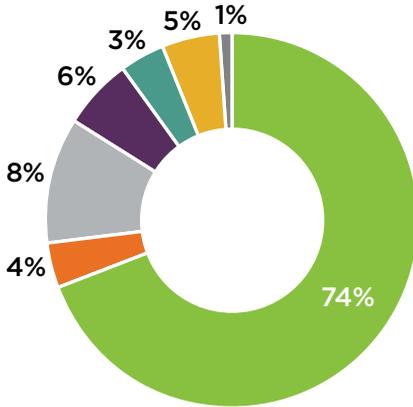


Nick

IT CUSTOMER EXPERIENCE MANAGER

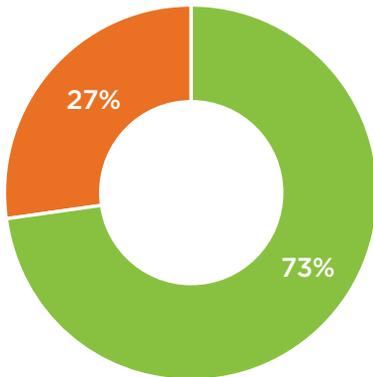
“We're not a call center, we provide a people-centered service by phone.”

2017 financials



EXPENSE BREAKDOWN

- Personnel Cost
- Occupancy
- Operating
- Marketing, IT, Travel
- Dues, Insurance, Professional Fees, Other
- Depreciation
- Interest & Finance Expense



REVENUE BREAKDOWN

total revenue:
\$41,095,480

- Program Service Revenue
- Grants and Contributions

We empower people along the journey to financial health, every step of the way.

- Counseling and education so people can meet their financial goals
- Financial wellness programs for partners to support their businesses and employees
- Innovative partnerships to imagine and test new paths to financial health and grow financial wellness to scale

GreenPath is a nonprofit financial wellness organization. We combine nearly 60 years of direct service experience with innovation capabilities to create financial systems that work for everyone.

People are at the center of everything we do.

Maja

EMPATHY COACH

“Empathy enables us to listen for people’s needs, and connect more deeply with someone’s experiences so we can become more creative in problem solving.”

Chinmay

BEHAVIORAL ECONOMIST

“Every day, I see that GreenPath people have true passion to do good — to be there for people in need. This honest energy is our biggest strength to achieve our goal.”



We use **human-centered design** with our clients to create an optimal customer experience.



“

Yipppeee!! Today marks year #3 and over halfway done! There is a light at the end of the tunnel and it's getting brighter! Thank you GreenPath for being there and thanks for what you have taught me...what a lesson I have learned! I couldn't be here in this moment without you! THANK YOU, THANK YOU!!!! I LOVE Y'ALL!

VICKIE — NORTH LITTLE ROCK, AR
GREENPATH CLIENT

Reeti

FINANCIAL WELLNESS EXPERT

“What I love about GreenPath is the environment and the people. I can be myself. I love the diversity, acceptance and opportunities for growth.”

“ We wanted to thank-you for your service and helping us to become debt-free and live a stress-free life. It feels great to start the new year off on the right foot!

ROBERT & KIM PORT HURON, MI
GREENPATH CLIENTS

Kaylee

CLIENT ADVOCATE

Her natural empathy and effortless patience exemplify the GreenPath difference — real people, caring for people.



Empowering people to lead financially healthy lives.