



EMPOWERING FINANCIAL WELLNESS FOR ALL:

Growing Toward Our Future



from our CEO

GreenPath Financial Wellness is designing financial products and services that meet the needs of people during every stage of their financial lives, while reframing the narrative by destigmatizing the conversation around money and debt. 2018 represented a year of growth and expansion toward these goals.

Our guiding principle is to put people — our employees, our clients and our partners — at the center of everything we do.

Our employees — In 2018, we embarked on a journey to discover employee needs that allow them to show up as their best selves. As part of this initiative, we overhauled our training and onboarding programs and adjusted work schedules to ensure our employees experience a better work-life balance. We also kicked off Motivational Mondays, allowing for a more relaxed dress code on our busiest day of the week.

Our clients — As the need for financial wellness solutions continues to rise, GreenPath is positioned to meet this demand. In 2018, we invested in technology improvements for our call center and revamped the client experience by determining how to get to our clients' needs faster. These updates allow us to honor our client's most precious resource — time. We also developed a first call resolution plan that enables us to remove any delays in servicing our active debt management plan clients.

Our partners — Financial support, collaborative relationships and technical expertise from visionary partners are essential to our progress. We work to understand our partners' needs and how best to integrate our programs seamlessly into their processes. We often hear that we care about our partners' business and success as much as our own.

2018 was a powerful year of empowering financial wellness for all and growing toward our future!

KRISTEN HOLT
PRESIDENT & CEO



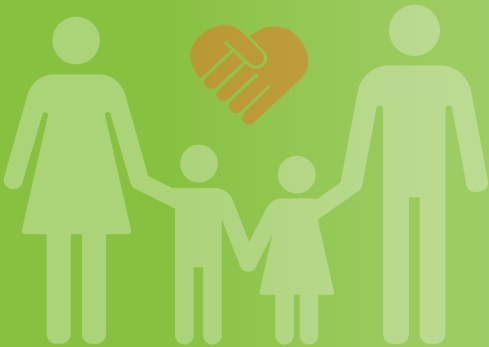
2018 results

205,022

households served



31,846
families avoided foreclosure



7,586


people paid their debts in full through our debt management program

75% of all households served were low or moderate income

households supported through our debt management plans

57,035

\$216M
in consumer debt paid through a GreenPath Debt Management Plan



about us

THE GREENPATH DIFFERENCE

Every year, hundreds of partners and hundreds of thousands of people choose GreenPath because of the GreenPath Difference. We are a national nonprofit, focused on financial wellness. We are building a new financial culture and system to work for everyone. Our empathetic people-centered approach, ambitious goals, and creative strategies set us apart. We're far more than a credit counseling agency. We use behavioral economics — an application of psychological insights, techniques and concepts — to address economic problems.

OUR BIG, HAIRY, AUDACIOUS GOAL

GreenPath believes that everyone deserves the opportunity to pursue their dreams — whatever they may be. Financial wellness is fundamental to that opportunity.

We're on a 10-year plan to create a culture that makes financial wellness accessible to everyone. We call it "Remixing the American Dream."

When people are financially well, they have more freedom to live the lives they want to live. They have more power to make choices about things like how they spend their time, where they work, where they live, or where their kids go to school.



PEOPLE ARE AT
THE CENTER OF
EVERYTHING
WE DO



our clients' success

In 2018, GreenPath Financial Wellness served 205,022 households on their journey towards financial health. We delivered personalized services to each client by understanding their unique situation and providing relevant education.

After a counseling session, clients are asked to participate in a survey to evaluate their experience. These results help us gain insights and help us fine tune the client experience.

Of those surveyed¹:

93% were provided with clear next steps to improve their situation.

90% feel better prepared to handle their finances.

Of those surveyed after successfully completing a DMP²:

88% reported improved spending habits.

76% reported an ability to increase their savings.

On average, the **stress** caused by personal finances **fell by**

13%

in six months after clients engaged in a **GreenPath counseling** session.

¹ SOURCE: GREENPATH 2018 POST COUNSELING SURVEY

² SOURCE: GREENPATH 2018 SUCCESSFUL DMP SURVEY

When I started four years ago, I was drowning in debt. I didn't know how to get out of it even though I made a good living. Your debt management plan saved me! I felt a weight being lifted. \$30,000 in credit card debt is gone. Thank you, thank you, thank you.

BRETT — FRUITPORT, MI
GREENPATH CLIENT

A profound THANK YOU for your help. I couldn't have found a way to eliminate this debt without you. I am grateful there was a trustworthy and competent organization like yours that I could turn to at a time of great stress. High praise for GreenPath. You should be proud of the work you do.

MARGARET — WHEATON, IL
GREENPATH CLIENT



HAROLD PATTON
Client Success Specialist
13 Years of Service



A strategic partner that affiliated with GreenPath in 2019, Clarifi creates hope by helping people identify and secure the most important assets in their lives. Helping provide affordable access to resources required to improve their financial futures, Clarifi serves the greater Philadelphia metropolitan area with 12 locations in northeast Pennsylvania, South Jersey and Delaware.

“Throughout my tenure at Clarifi, I’ve been amazed at and energized by the success of our partnerships. Early on we made a strategic and tactical decision to marshal the most effective resources to support our mission of financial clarity for people who need it most. To that end, our ability to affect workforce readiness, maximize credit scores, stabilize a family’s economic well-being, build intergenerational assets by securing homes and strengthen neighborhoods has always been stronger than it would be if we acted alone.

We believe one plus one can equal more power to the people we serve. And our new affiliation with GreenPath falls perfectly in line with that conviction. Through GreenPath, and its affiliates, we’ll discover new ways to marshal even more resources to create even more powerful solutions. I have no doubt that I will continue to be amazed and energized as we align more and more of our organizational goals with GreenPath. We’ll have the power to bring even more people from financial crisis to clarity, and secure the futures of even more families in our region. Here’s to the road ahead. It should lead to great things.”



PATTY HASSON
PRESIDENT AND EXECUTIVE DIRECTOR, CLARIFI

“I never thought I could change, but I’ve come so far. And I never walked alone.”

Cristal and her two sons—she calls them her two “heartbeats”—lived in a shelter when she started working with Clarifi’s program CareerLink. As part of her job training she met Rena, from Clarifi, and began a life of new opportunities. **“Rena is amazing,”** says Cristal. Rena is Cristal’s muse, pushing her to build her credit score from 508 to 615*, and putting her new job-seeking skills to work. Via Clarifi, Cristal jumped into a student-loan forgiveness program, erased \$30,000 in debt and opened her first bank account.

“There’s more to life than I dreamed,” says Cristal. **“Now my eyes are open to it.”**

FOR MORE ABOUT CLARIFI, VISIT:

clarifi.org

**Cristal’s results may not be typical.*



78%
of American households are living paycheck to paycheck.*

*FEDERAL RESERVE

41%
of Americans carry credit card debt.*

*VALUEPENGUIN.COM



40%
of Americans need help to cover a \$400 emergency.*

*FEDERAL RESERVE





A strategic affiliate of GreenPath, HPF continues to guide people on the path to sustainable homeownership. As a nationally recognized resource for foreclosure prevention counseling and now pre-purchase support, engaging a network of financial coaching agencies, HPF connects millions of Americans to resources that help them improve overall financial well-being and achieve their own version of the American Dream.

“The Homeownership Preservation Foundation (HPF), through its Homeowner’s HOPE Hotline, responded to over 131,000 calls from home-owners seeking assistance with avoiding foreclosure, potential homebuyers seeking to acquire an affordable home or other housing concerns in 2018. We have proudly served as a national resource since 2007 assisting the US Department of Treasury to operate the premier people resource in response to the housing crisis. Since its inception, HPF has responded to 9.5 million calls and provided housing counseling to nearly 2.5 million American families. HPF’s affiliation with GreenPath Financial

Wellness empowers us to strengthen the array of financial wellness services that we provide in the housing sector, being mindful that homeownership can be an important contributor to overall financial well-being.”



GENE SPENCER
CEO, HOMEOWNERSHIP PRESERVATION FOUNDATION

After being impacted by Hurricane Harvey and then facing health issues, Tara became delinquent on her mortgage. She fortunately received a loan modification, and participated in a counseling program with HPF to help her build resiliency and create a sustainable path forward to manage mortgage payments. She was feeling overwhelmed and hadn’t reached out to her servicer, but reached out to us. She was very emotional about supporting herself with credit cards when she’d had a reduction in income but during that conversation her counselor helped create a spending plan that worked for her. They set an appointment to work through additional debt management opportunities and her counselor gave her supportive education tools to help stay on track.

When we reached out to Tara to check in on her satisfaction during her time with us, she said: **“Fantastic program — life-changing assistance!”**

FOR MORE ABOUT HPF, VISIT:
homeownershippreservationfoundation.org

Being with GreenPath changed our lives, our family structure, our future. We both look at money and income in a completely different way and budgeting has become a full-time lifestyle so that we never, ever get in that position again. I feel confident that we will be able to provide a stress-free household for our marriage and for our children.

TAMMY & MIKE — Windsor, CO
GREENPATH CLIENT

I am forever grateful to GreenPath. I was drowning and such a weight has been lifted!

MELISSA — Jefferson, WI
GREENPATH CLIENT



KAYLA KNIGHT
Financial Wellness Expert
4 Years of Service



Welcomed into the GreenPath family in 2018, Rural Dynamics, Inc. (RDI) continues to help individuals and families achieve financial security and pursue economic opportunities in rural Montana.

“ RDI broke several records in 2018 by providing over 6,000 free tax returns, growing our representative payee program by 30%, and doubling the number of assistive technology loans while integrating our administrative responsibilities with GreenPath. The affiliation with GreenPath promises additional resources and support to both grow our programs in Montana, and to provide a testing ground to scale new and innovative programs nationwide. We feel confident our mission to help all people become financially secure will be strengthened by our new affiliation.”



TOM JACOBSEN
CEO, RURAL DYNAMICS, INC.

Tina is a single mother raising four children, three of which have a disability. Tina is also going back to college to earn her degree. Tina was in need of a more reliable vehicle to travel with her children to doctor appointments, some of which were in cities that span across rural Montana. On a trip to Missoula, MT for her child’s doctor appointment, her car broke down and had to be towed back to Great Falls, MT. After this unfortunate incident, Tina reached out to Rural Dynamics for a more reliable vehicle with affordable loan payments.

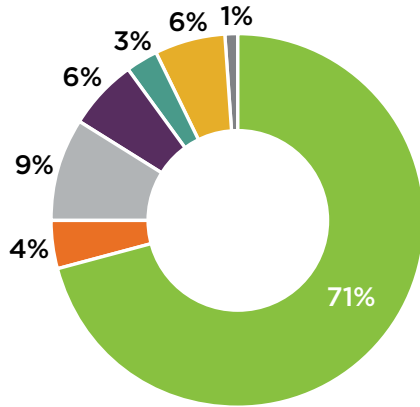
When speaking with Tina, our team discovered her older vehicle had a loan balance with an interest rate at 22%. The vehicle was also too small for her family and some of her children could not be belted in properly. Rural Dynamics negotiated a trade-in on Tina’s behalf that gave her family a newer, reliable vehicle that was large enough to accommodate all of her children safely.

Rural Dynamics approved Tina’s Assistive Technology vehicle loan interest rate at only 3.5%. Tina now has a secure vehicle to transport her children to doctor appointments, along with monthly payments she can afford.

FOR MORE ABOUT RDI, VISIT:

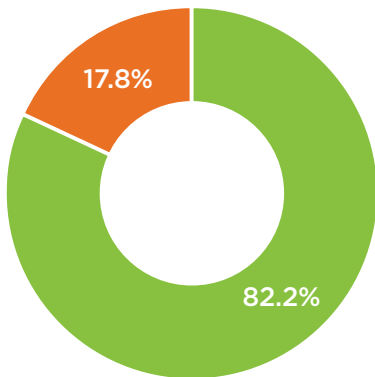
ruraldynamics.org

2018 financials



EXPENSE BREAKDOWN

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



REVENUE BREAKDOWN

total revenue:
\$39,780,629

- Program Service Revenue
- Grants and Contributions

Financial Wellness Partners

GreenPath partners with hundreds of organizations to offer a full spectrum of financial wellness services to their members, customers and employees.

CREDIT UNIONS: We offer credit union members financial wellness counseling, education and resources.

BANKS: We can help banks reinvest in their community and support their customers in achieving their goals.

EMPLOYERS: We can strengthen their employees' experience with our unique, well-being platform, HealthyCents. Employees can assess their financial health, set goals, create their own personalized wellness experience and access financial education and 1-on-1 coaching.

FUNDERS: We offer a unique opportunity to impact financially vulnerable families and communities in a scalable and sustainable way.

We can't do this alone. Partnerships are key to how we reach and help people. Financial support, collaborative relationships and technical expertise from visionary partners is essential to our work.

“ Our partnership with GreenPath has been a great benefit to us. They are someone that we trust. We know they will treat our members with the respect they deserve, and will help lead them to a better financial future. The service that our members and staff have received has been nothing short of fantastic!”

— VP AT CONNEXUS CREDIT UNION

The Debt Management Plan Journey

Having credit card debt can be overwhelming and stressful, but it doesn't have to be. A Debt Management Plan (DMP) can simplify and reduce the stress of managing credit card debt. **Our goal is to help you pay off debt faster and put money back in your pocket.**

LOWER MONTHLY PAYMENTS. PAY LESS INTEREST. PAY OFF DEBT SOONER.



Step 1

Connect with us. We're available by phone, online chat or by completing our online call request form.



Step 2

Review your financial situation with a financial wellness expert.



Step 3

GreenPath partners with you to communicate with your creditors.



Step 4

Deposits are made to GreenPath based on your pay schedule.



Step 5

GreenPath disburses the monthly payment to all the creditors included on the plan.



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