



 **GreenPath**™  
financial wellness  
2025 Annual Report





**GreenPath Financial Wellness**, founded in 1961, is a trusted national non-profit whose mission is to empower people to lead financially healthy lives. GreenPath counselors have assisted millions of people with debt management, foreclosure prevention, and homebuyer support. Headquartered in Michigan, GreenPath and its affiliates work directly with individuals, banks, credit unions, and employer partners across the United States.

# TABLE OF CONTENTS

04 President's Message

05 Board of Directors & Officers

06 A Purpose-Driven Employee Experience

08 A Legacy of Leadership

10 A Year of Growth and Impact

12 Investing in Financial Wellbeing

13 Broadening Access to Financial Education

14 Advancing Financial Wellness Through Partnerships

16 Protecting Sustainable Homeownership

17 Scaling Financial Health Through Collaboration

18 Empowering Communities Through CONSUMER Credit Counseling

19 In Their Own Words: GreenPath Clients and Partners



GREENPATH TEAM MEMBERS (PRIMARILY IT) GATHER AT HEADQUARTERS IN FARMINGTON HILLS, MICHIGAN



# Hello GreenPath, Partners and Clients,

**Financial wellness often begins with a single conversation.**

In 2025, our counselors held over 120,000 of them.

For 65 years, GreenPath has been guided by a simple truth: access to trusted financial support can change the trajectory of a person's life. That truth felt especially urgent in 2025, as rising costs and economic uncertainty left nearly half of U.S. residents struggling to afford rent or mortgage payments and almost one in four households living paycheck to paycheck.

Through one-on-one counseling, financial education, and digital tools, GreenPath provided practical support at critical moments—helping households repay over \$280 million in debt and supporting more than 20,000 prospective homeowners to regain footing and plan with confidence.

Our impact grows through partnerships and people. Working alongside more than 600 banks, credit unions, and employers, GreenPath helped families repay debt, prepare for homeownership, and gain the confidence to navigate financial challenges. Behind that work is a team that puts our mission into practice. Employees across GreenPath found meaning in their work and felt supported by managers who guide and champion their success. Their diverse perspectives strengthen collaboration and shape solutions that meet people where they are.

Equally important are the people and systems supporting our partners. Recent enhancements have made it easier for our team to provide seamless support, strengthen relationships, and help partners deliver turnkey financial wellness solutions.

This commitment spans every team member and our leadership, whose decades of dedication shaped our resilience—highlighted last year when we honored retiring colleagues and celebrated the legacy that sets the stage for a confident new chapter.

With that foundation, we look ahead with optimism and resolve. Financial wellness is personal, and the challenges ahead will continue to evolve. But so will we.

A stronger financial future is possible, and we are committed to building it.

With gratitude,

**KRISTEN HOLT**  
PRESIDENT, GREENPATH FINANCIAL WELLNESS

# 2025 BOARD OF DIRECTORS & OFFICERS

**CAREY PACHLA, Chair**  
FastTek Global

**MICHELLE GREENE, Vice Chair**  
Cardinal Health

**ANTHONY ZAMBELLI, Treasurer**  
Seneca Partners

**WILLIAM J. RICHARDS, Director**  
46th District Court – RETIRED

**JOSHUA SLEDGE, Secretary**  
Kalamazoo Community Foundation

**JOHN FRITH**  
Urban Science – RETIRED

**BRUCE GOTTSCHALL**  
NHS Chicago – RETIRED

**JOE LAFEIR**  
S&P Global Mobility

**JANE SYDLOWSKI**  
AMI Strategies

## OFFICERS (NON-VOTING)

**KRISTEN HOLT**  
President, GreenPath Financial Wellness

**MICK SHINKONIS**  
Asst. Treasurer, GreenPath Financial Wellness

**REBECCA MORELLI**  
Asst. Secretary, GreenPath Financial Wellness

# A Purpose-Driven Employee Experience

Guided by strong values and a shared sense of purpose, GreenPath strives to create an environment where employees feel heard, supported, and connected to meaningful outcomes. This culture enables employees to thrive—and fuels GreenPath's collective impact.

**43.9%**

Employees Who Identify As Racially or Ethnically Diverse

**94%**

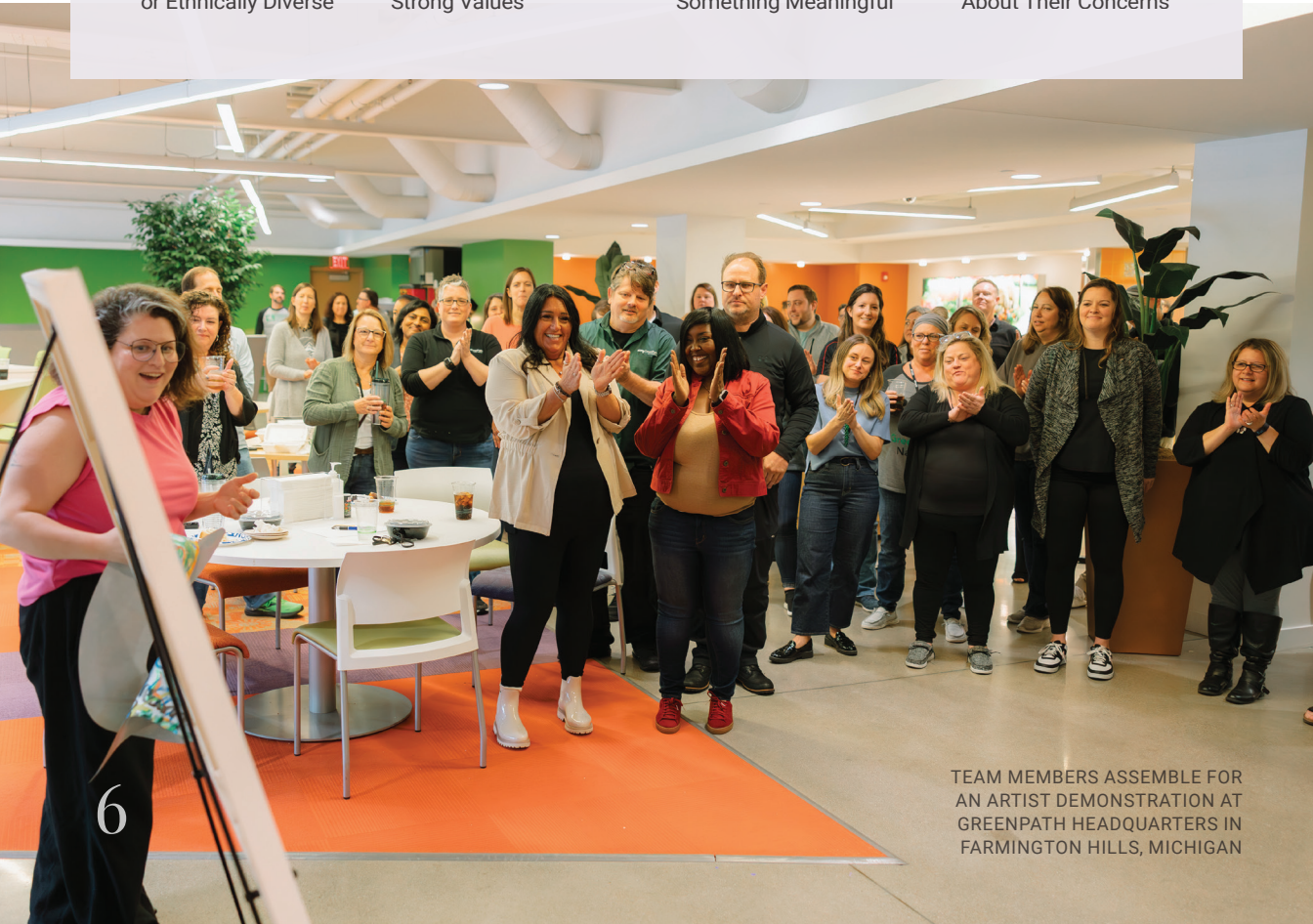
Employees Who Believe GreenPath Operates by Strong Values

**93%**

Employees Who Feel Like They Are Part of Something Meaningful

**92%**

Employees Who Feel Their Manager Cares About Their Concerns



TEAM MEMBERS ASSEMBLE FOR AN ARTIST DEMONSTRATION AT GREENPATH HEADQUARTERS IN FARMINGTON HILLS, MICHIGAN



## “What three words best describe our culture?”



# A Legacy of Leadership



## Donna McNeill

### CHIEF OPERATING OFFICER

Donna's career with GreenPath spanned 35 years, a period of significant change and growth for the organization. In entering retirement, Donna focused on thoughtful transitioning and continuity for GreenPath's team, partners, and clients.

Throughout her tenure, Donna helped guide GreenPath through pivotal moments. She supported the development of a strong bankruptcy counseling and education experience following the

2005 bankruptcy law changes, helped the organization stand alongside families during the housing crisis, and ensured GreenPath remained accessible and responsive during the COVID-19 pandemic by swiftly transitioning teams to remote work.

Innovation and care were central to Donna's leadership, strengthening solutions for individuals seeking financial stability. Over the past year, her responsibilities have been successfully transitioned to capable leaders, positioning GreenPath for continued momentum and impact. Donna has full confidence in the team's ability to carry the mission forward with resilience, compassion, and excellence.

Donna looks forward to spending more time with family, preparing for her oldest daughter's wedding, traveling with her husband, and becoming active in new communities in Florida and mid-Michigan. She plans to stay connected and cheer on GreenPath's continued evolution.



## Rick Bialobrzewski

### CHIEF BUSINESS DEVELOPMENT OFFICER

Rick found his way to GreenPath nearly 30 years ago. The much smaller nonprofit had no Creditor Relations department. No Business Development, Sales, or Partnership teams. No Marketing department. He was hired to handle all those functions. Over the years, he successfully established strategies, partnership models, and teams that connected GreenPath with over 120,000 people in 2025.

Rick's leadership helped GreenPath grow into the country's largest, most influential financial counseling and debt management organization. Today, GreenPath works with more than 600 partners that trust the organization to serve their customers and employees with passion and care.

Rick also led the company's name change. Since 1968, the organization had operated as Credit Counseling Centers, Inc. By 2000, it faced growing challenges differentiating itself in a sea of competitors with similar names. He led the internal effort to create a new name and image—transitioning Credit Counseling Centers to GreenPath.

Although he loves his job and co-workers, Rick is ready to retire. Time has become more valuable to him than money. Looking back, he is satisfied that he made a difference. His leadership helped GreenPath reach millions of people struggling with debt—individuals and families in need of trusted financial support.

## Rod McGinniss

**SENIOR VICE PRESIDENT OF BUSINESS DEVELOPMENT  
HOMEOWNERSHIP PRESERVATION FOUNDATION (HPF) &  
GREENPATH FINANCIAL WELLNESS**

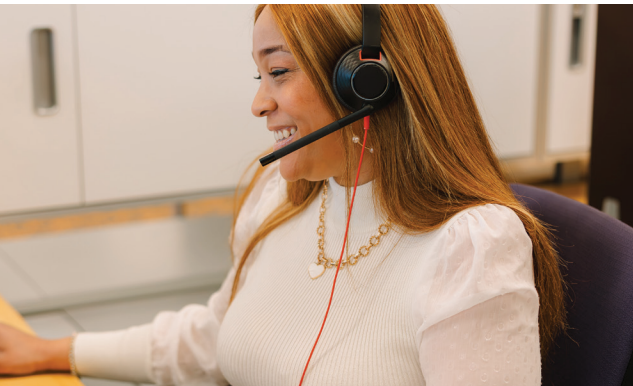
Rod's four-decade career left a lasting mark on the housing industry, leading housing-related business development strategies that brought financial wellness services to mortgage lending and servicing institutions nationwide.

Rod was a strong advocate for connecting borrower financial health with mortgage performance. He consistently made the business case that integrating financial wellness into lending and servicing practices strengthens homeowners, institutions, and the broader housing finance system. Through his leadership, GreenPath and Homeownership Preservation Foundation expanded partnerships across the housing sector, helping improve financial stability for individuals while supporting a more resilient housing industry.

His legacy continues to shape the future of housing finance.



# A Year of Growth and Impact



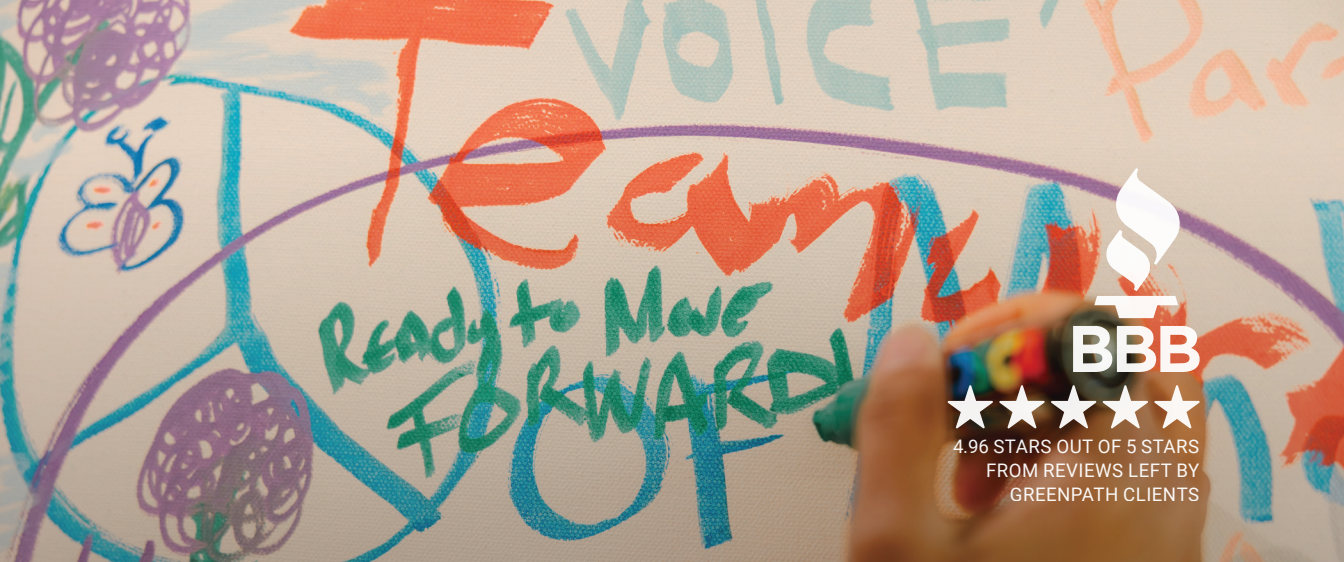
At the heart of GreenPath’s impact are its certified counselors, who guide individuals and families through financial challenges with clarity, dignity, and confidence. Through compassionate, one-on-one support, counselors deliver practical solutions that strengthen financial stability, reduce debt, and support sustainable homeownership—turning services into lasting change.

 **121,739**  
Total Services in 2025

 **65%**  
Debt Counseling

 **35%**  
Housing Counseling

IN 2025, GREENPATH’S NFCC- AND HUD-CERTIFIED COUNSELORS ASSISTED MORE THAN 120,000 INDIVIDUALS WITH DEBT AND HOUSING COUNSELING.



**★★★★★**  
4.96 STARS OUT OF 5 STARS  
FROM REVIEWS LEFT BY  
GREENPATH CLIENTS

## Who GreenPath Served

**66.3%**

Low to Moderate Income

**47.3%**

Racially / Ethnically Diverse

**6,244**

Active or Retired Military Members

**55%**

Age 45 & Under

**33%**

Age 35 & Under

## Debt Management Success

**69,593**

Active DMPs

**27,433**

New DMPs Enrolled // 8.5% Growth

**\$282M**

Debt Repaid on Behalf of Clients

## Housing Counseling Impact

**12,366**

Foreclosure Prevention Programs

**22,452**

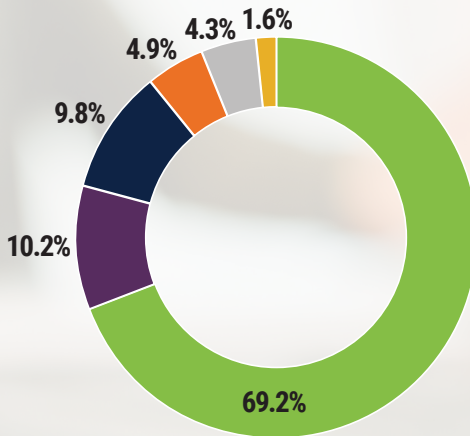
Pre-Purchase Programs

**1,374**

Reverse Mortgage Programs

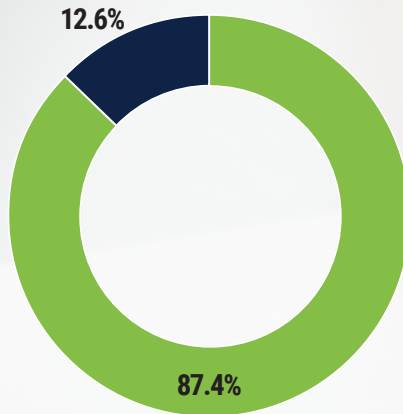
# Investing in Financial Wellbeing

GreenPath's financial strength enables the organization to deliver trusted financial counseling and education nationwide. These financials highlight how GreenPath stewards resources responsibly to advance its mission and ensure long-term impact.



## EXPENSE BREAKDOWN

- Personnel
- Operating
- Marketing, IT, Travel
- Depreciation
- Dues, Insurance, Professional Fees, Other
- Occupancy



## REVENUE BREAKDOWN

Total Revenue:

\$65,100,000

- Program Revenue
- Grants, Contributions, & Non-Operating



# Broadening Access to Financial Education

In 2025, GreenPath strengthened its commitment to financial education by expanding inclusive, multilingual learning, and deepening engagement through innovative digital tools.

## LEARNINGLAB EXPANSION

In response to strong partner demand, GreenPath launched Identity Theft, Fraud, and Scams, a new eLearning course available in English and Spanish. The course provides practical guidance to identify, prevent, and recover from identity theft. LearningLab engagement grew significantly, reaching nearly 7,500 total course completions across LearningLab and LearningLab+.



**26,738**  
Educational  
Experiences  
Delivered

## VIRTUAL FINANCIAL COACH AUTO LOAN ADVICE

GreenPath developed a Navigating Auto Loans conversation flow for its Virtual Financial Coach, helping users better understand vehicle purchasing options and affordability. Delivered through technology partner eGain, this chatbot experience is now the most interacted-with flow to date.

## SPANISH-ONLY LEARNING CONTENT PORTAL

GreenPath launched *Espacio Educativo Consumer*, a Spanish-language learning management portal offering digital financial education exclusively in Spanish. The portal supports CONSUMER Puerto Rico and expands access for Spanish-only clients across the island.

## REAL \$TORIES PODCAST MILESTONE

GreenPath's flagship podcast, Real \$tories, reached its 70th episode in 2025 and continued its monthly release schedule, sharing real-life stories of financial challenges, growth, and resilience.

FROM LEFT: **JJ LOPEZ RODRIGUEZ** (PROFESSIONAL DEVELOPMENT); **CHRIS DLUGOZIMA** (EDUCATION); **BRE MCPHILAMY** (EMPLOYEE EXPERIENCE); AND **JULIA ZACK** (ACCOUNTING), AT GREENPATH HEADQUARTERS



# Advancing Financial Wellness Through Partnerships

Strong partnerships are key to GreenPath's impact. This year, the organization invested in deepening partner collaboration and strengthening partner capabilities.

## PARTNER EXCELLENCE AWARDS

GreenPath launched the 2<sup>nd</sup> Annual Partner Excellence Awards to recognize outstanding credit union and bank partner achievements across nine categories, including financial education, referral impact, onboarding success, inclusion, and community connection. The program reinforced the vital role partners play in advancing financial wellness nationwide.



## HUMAN-CENTERED FINANCIAL COACHING TRAINING

To strengthen partner financial coaching capability, GreenPath delivered its Human-Centered Financial Coaching Training Program to 57 participants from 35 credit unions. The program earned a favorable rating, with participants citing its relevance, interactivity, and immediate value.

## PARTNER DATA & REPORTING MODERNIZATION

GreenPath advanced data transparency and accessibility by developing a new generation of partner reports and dashboards. These tools provide clearer, more actionable insights and will launch in February 2026, supporting more informed, strategic decision-making.

**ANDREA IRVIN** (PARTNER EXPERIENCE),  
CONNECTS WITH FINANCIAL  
CONFERENCE ATTENDEES



FROM LEFT: **NICOLE MELLOR** (PARTNER EXPERIENCE), **JOINS MANDY MEINECKE** AND **ANDY MANTHEI**, (BUSINESS DEVELOPMENT), AT GREENPATH HEADQUARTERS

## Volume & Network Growth

**10,289**

Pre-Purchase Programs Delivered Through Partners

**57**

New Partners Added, Extending Reach by 1.12M+ People

**680+**

Total Partners

## Digital Engagement

**5,679**

LearningLab+ Course Completions

**4,767**

Virtual Financial Coach Engagements

## Partner Experience & Satisfaction

**100%**

Of Partner Survey Respondents Agree That GreenPath Cares About Member Wellbeing and Provides Exceptional Support

**96%**

Of Partner Survey Respondents Agree That GreenPath Has a Positive Impact on Those They Serve

**680+**

Total Partners

# Protecting Sustainable Homeownership

Through GreenPath, the Homeownership Preservation Foundation (HPF) leverages expertise in housing, consumer debt, and financial health to help millions secure sustainable homeownership. HUD-certified counselors provide client-centered guidance for immediate and long-term needs, and free financial and foreclosure prevention education is available through the Homeowner's HOPE™ Hotline (888-995-HOPE).

## PREPARING HOMEBUYERS FOR SUCCESS

As an administrator of affordable housing initiatives, HPF equips prospective buyers with the tools and confidence to succeed. Pre-purchase counseling focuses on:

- Understanding the true costs of homeownership
- Strengthening credit and financial stability
- Accessing down payment and closing cost assistance
- Navigating the homebuying process

## SUPPORTING HOMEOWNERS BEFORE CHALLENGES ESCALATE

Counselors help homeowners manage and overcome difficulties by:

- Navigating hardships and housing distress
- Exploring loss mitigation options
- Developing personalized stabilization plans

“  
*It is a great assistance and educational resource for first-time home buyers. I was skeptical before calling, but then I was extremely glad afterwards because I did learn and get some added confidence that I CAN DO THIS!!! Thank you!”*

**PRE-PURCHASE  
COUNSELING CLIENT**

**Impact**

**52,000+**

Hotline Calls From Financially Stressed Homeowners

**7,600+**

Counseling Sessions for Housing Stability

**20,000+**

Prospective Homebuyers Supported

**66**

Net Promoter Score

# Scaling Financial Health Through Collaboration

Strategic partnerships expand GreenPath's ability to deliver trusted financial guidance where it is needed most. Through long-standing collaborations with corporate partners, GreenPath combines community reach, employee engagement, and expert counseling to strengthen financial confidence, reduce debt, and promote lasting financial wellbeing.



**JUSTIN BOTIMER**  
(PARTNER DEVELOPMENT),  
PRESENTS TO FINANCIAL  
CONFERENCE ATTENDEES



## YOUR MONEY COUNTS

Since 2017, GreenPath and HSBC have partnered to deliver Your Money Counts, a financial capability program designed to build knowledge and confidence in communities nationwide.

Through interactive workshops on budgeting, credit, identity theft protection, and preparing middle and high school students for financial decisions after graduation, HSBC employee volunteers provide timely, practical education. Participants also gain access to GreenPath's free, one-on-one financial counseling for personalized guidance.

This enduring partnership continues to strengthen financial habits, expand access to trusted support, and empower individuals to make informed financial decisions.



## NATIONAL FINANCIAL HEALTH EQUITY INITIATIVE

With support from USAA, GreenPath advances financial health and equity for military service members, veterans, and residents of underserved communities.

Launched in 2020 and expanded over time, the initiative provides free one-on-one financial coaching, debt management support, and targeted financial education across seven regions surrounding USAA campus locations.

In 2025, participants reduced debt and reported increased financial confidence—strengthening long-term resilience and helping bridge financial equity gaps in the communities served.

# Empowering Communities Through CONSUMER Credit Counseling

A proud affiliate of GreenPath, CONSUMER Credit Counseling of Puerto Rico provides high-quality financial education and counseling across the island. Through confidential, accessible support, CONSUMER helps individuals and families navigate financial challenges, build credit, prevent foreclosure, prepare for homeownership, and explore alternatives to bankruptcy—strengthening financial capability and long-term stability.



DAVID FLORES (EXECUTIVE DIRECTOR) AND ANA GARCIA (DEPUTY DIRECTOR) REPRESENT CONSUMER AT AN NFCC CONFERENCE



YESENIA OTERO (CLIENT SERVICES), CONNECTS WITH ATTENDEES AT A CONSUMER EVENT IN PUERTO RICO

## PROGRAM IMPACT

- **High Client Satisfaction:** 98.68% of surveyed clients report satisfaction with their financial counseling and education experience.
- **Strong Engagement:** 91% of applicants completed the program closeout survey, reflecting active participation and follow-through.
- **Personalized Counseling:** One-on-one guidance helped clients tackle immediate financial challenges and build long-term money management skills.
- **First-Time Homebuyer Assistance:** 2,704 first-time homebuyers benefited from the Homebuyer Assistance Program, supported by HUD-certified counseling and resources.

# In Their Own Words: GreenPath Clients and Partners

*I'm super grateful for GreenPath. It has allowed me to be more present with my wife and kids since I'm not wondering how I'm going to pay all the bills."*

**ALBERT, HAWAII**

*I had no idea how to get out of debt other than struggle month to month. I am so incredibly grateful for the help and guidance from GreenPath, and I wish more people knew about it."*

**ARLEEN, PENNSYLVANIA**

*Our account manager is like a member of the team. He cares about our associates' financial wellbeing and helps us develop plans and programs to support them."*

**MANDY BALLARD, CARHARTT**

*The conversation with my counselor helped me come up with a plan for how to budget for the increased expenses that will come with my new home."*

**DANIEL, OHIO**

*I have participated in a few similar programs, and GreenPath is by far the most effective. I was able to reach my goals and truly felt like I had a partner throughout the whole process."*

**VICTORIA, CALIFORNIA**

*This program saved me. I was in a hole I couldn't get out of, and the relief I felt when getting into a program that saved me from the interest I was drowning in was a huge weight off my shoulders."*

**MARIQUITA, COLORADO**


*Their training tools, which are well-produced and informative, help us train our staff in a thorough yet timely way."*

**A. BROWN, KENNEBUNK SAVINGS**



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