

Annual Impact Report 2022

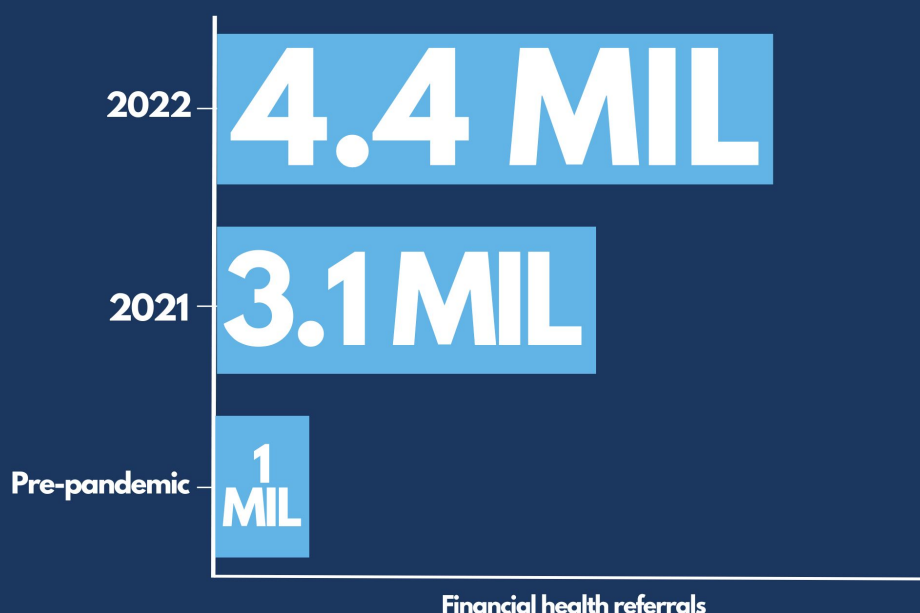
Empowering organizations to improve consumers' financial health



Delivered **4.4 million** financial health referrals to improve individuals' financial health

At SpringFour, we believe **people deserve connection to financial health resources** they may want or need. We understand that addressing the root causes of financial hardship by empowering people with resources creates a **win-win-win**: improving consumer financial health; customer, borrower, and employee retention rates; and business impacts and ROI.

In 2022, we delivered **more financial health referrals in a year than ever before**.



Behind every referral is a consumer experiencing financial hardship. We are committed to changing the way our industry responds to people experiencing financial hardship with the goal of eliminating stigma, providing valuable support, and treating people with empathy, dignity, and respect.

Identified consumer need and delivered resources to improve financial health

2022 REFERRALS BY CATEGORY

In 2022, **Food Savings** and **Heating/Utility Costs** were our top-referred resource categories consistently all year. Amidst escalating costs, consumers have been looking for support for basic needs. Demand for utility resources more than doubled in 2022 compared to 2021, indicating high consumer distress. In Q4, we saw increased need for **Disaster Relief** resources as natural disaster season intensified and a number of US regions were hit hard from Hurricane Ian and the Marshall Fires. As the US entered the next phase of the pandemic, demand for **healthcare**-related resources slightly decreased while **housing assistance** and **rental resources** continued to increase. Interest in **Financial Counseling** also increased by over 70% in 2022. Meeting basic needs and improving financial health continued to be vital for families in 2022 as inflation increased and [almost half of Americans felt their financial health was worse at the end of 2022 than it was before the pandemic.](#)



Empowering people with tools and resources to improve financial health

“An employee was involved in a domestic violence situation and had to move to provide a safe environment for her 3 children with the youngest being a newborn. We provided assistance to help her relocate and get out of her abusive situation. We also provided a list of local SpringFour resources to help her with childcare, food programs to help her and her 3 young children (ages 6, 8 and newborn), rental resources, and heating and utility resources. She was extremely grateful and told us the local SpringFour resources helped her obtain affordable childcare, food for her children, and a reasonably priced apartment rental.”

- Contact Center Agent

Strengthened institutions' financial health offerings with deployments at major banks, credit unions, employers, and more

SPRINGFOUR PARTNERS INCLUDE:

MAJOR BANKS

CREDIT UNIONS

AUTO AND FINTECH LENDERS

CONSUMER FINANCE LENDERS

EMPLOYEE RELIEF PROVIDERS

NONPROFIT ORGANIZATIONS

...AND MORE!

Read about our new and spotlighted partnerships in 2022 with **Mission Lane** [in IBS Intelligence](#) and [Tearsheet](#), and **Purchasing Power** [in BenefitsPro](#) and [PlanAdviser](#).



Empowered institutions to provide financial health support, adding **2,000 more resources** and expanding market coverage into **40 new cities**

We are proud to begin 2023 with **over 22,000 resources** in our database of nonprofit and government financial health resources, with coverage in **more than 665 cities** across the United States.

OUR RESOURCE PRINCIPLES

PROFESSIONALLY VETTED

1

CURATED

2

UNBIASED

3

EXCEEDS INDUSTRY STANDARDS

4

Published new **Financial Health Resource Guides** to offer consumers money-savings tips on a variety of topics



SpringFour's **Financial Health Resources Guides** are expertly authored by our Resource Integrity Team. The content-rich guides offer **money-saving tips** on a variety of financial topics including **Finding Food Assistance, Help with Medical Costs, Small Business Support, and more.**



FINDING AFFORDABLE CHILD CARE



PAYING FOR HOME REPAIR



EXPANDING JOB OPPORTUNITIES



MAXIMIZING YOUR TAX REFUND



UTILITY COST ASSISTANCE



PAYING FOR STUDENT LOAN DEBT*

*updated after announcement of federal loan forgiveness program

Re-designed **S4pro contact center tool**, empowering agents to further improve customers' financial health

In 2022, **we redesigned our S4pro contact center tool** for agents and counselors, making it more user-friendly than ever.

MODERN INTERFACE provides access to reliable SpringFour resources

FASTER SEARCH with option to choose multiple categories at once

NEW ALGORITHM returns the best, most relevant content

"ADD ALL" OPTION instantly builds the best resource list for customers

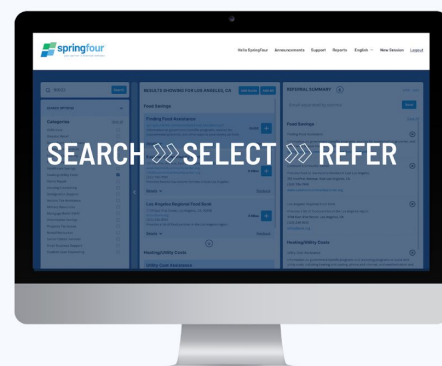
EASIER ACCESS to referral summary and options to share resources

[Read more about the redesign](#)

[Watch a video tutorial of S4pro](#)

Welcome to **S4pro**

Same great outcomes
Fresh new look



Recognized for social impact and fintech leadership with 3 major industry nominations and awards

Rochelle Nawrocki-Gorey was selected as a **finalist for LendIt Fintech's "Fintech Woman of the Year"** award. From 800 applicants, Rochelle was selected as one of six finalists.

[READ ABOUT IT HERE](#)



LendIt Fintech

FINTECH
WOMAN OF
THE YEAR

2022 FINALIST



15th Annual Momentum Awards Finalist

**Social
Impact**



SpringFour was named a **finalist for 1871's first-ever Social Impact Award** as part of 1871's 15th Annual Momentum Awards.

[READ ABOUT IT HERE](#)

Rochelle Nawrocki-Gorey was named a **2022 Inspiring Fintech Female by NYC Fintech Women** in the Founders category. Rochelle was recognized with an awards celebration held at **New York Stock Exchange**.

[READ ABOUT IT HERE](#)



Drove financial health and ESG impact by sharing industry expertise through media and press features, speaking engagements, and thought leadership



Banks helped us avoid a repeat of the 2008 crisis

3/2022 | Authored by SpringFour Co-Founders | [READ THE ARTICLE HERE](#)



The Power of Community: Support, Energy, and Rejuvenation

4/29/2022 | [READ ABOUT THE EVENT PANEL HERE](#)



Bootstrapping a Social Venture in Fintech

9/2022 | [LISTEN TO THE PODCAST HERE](#)



Promise and Pitfalls of Fintech

10/4/2022 | [READ ABOUT THE EVENT PANEL HERE](#)



SpringFour Connects Bank Customers with Financial Wellness Resources

11/7/2022 | [READ THE ARTICLE HERE](#)



Customer financial health should be a top priority

11/8/2022 | [LISTEN TO THE PODCAST HERE](#)

SEE MORE
SPRINGFOUR
PRESS

"Now is the time for banks to implement solutions that can help customers weather this financially challenging time.... Deploying solutions that help banks' customers build more resilience, manage their day-to-day expenses, and offer concrete suggestions and resources for when making payments becomes difficult should be prioritized. Innovative solutions do exist."

Rochelle Nawrocki-Gorey, CEO & Founder, SpringFour

"A recession may be coming. Are banks ready to help their customers?"

GLOBAL BANKING &
Finance
review

Amplified partners' ESG efforts by empowering customers with vetted financial health resources

SpringFour is featured in the following impact reports released in 2022:



ESG Report



Annual Report



Social Impact Report



ESG Mention in Annual Shareholder Meeting



Corporate Responsibility & Sustainability Report

“Financial services’ increased focus on ESG is extremely positive, and we are proud that so many are turning to SpringFour to ramp up those efforts and achieve measurable impact. Through our suite of financial health technology solutions, organizations are prioritizing their customers’ financial health, helping households regain their footing and make their payments. This benefits customers, their institutions, and our communities at large.”

Rochelle Nawrocki-Gorey, CEO & Founder, SpringFour
[SpringFour is Integral to ESG: Financial Health is Social Impact](#)



Making ESG Part of Your Financial Health Strategy

[READ ABOUT THE PANEL HERE](#) | 9/2022

Expanded talent and industry expertise with 5 new team members



Yasmine Anavi 

EVP of Business Development and Strategic Partnerships



Vinnie Frederico 

Director of Client Engagement and Business Analytics



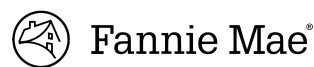
Colleen Maxwell 

Director of Business Development and Compliance



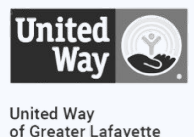
Kate McCarthy 

Director of Product Development
and Client Experience



Morgan Pierce 

Impact and Communications Manager



Built trusted relationships with leading financial industry professionals



"Our partnership with SpringFour has been extremely helpful to our customers and our business. Thanks to SpringFour, we are able to provide important resources to our customers based on their individual needs, which strongly aligns with our company's mission of improving the financial health of everyday Americans. The team at SpringFour is passionate and is constantly working hard to enhance our usage of their products."



Deepti Gupta
Director of Corporate Strategy

"We have seen a tremendous benefit to our customers. Since the beginning of our partnership, SpringFour has provided BMO customers with references to over 200,000 crucial financial health resources. This has been a valuable experience that we are proud to offer our customers, and which has also benefited the bank through improved portfolio performance."



Jeoff Begin
Vice President, Head of US Collections &
North American Small Business Special Accounts



"We are driven to support every facet of need in the markets we serve, delivering the capabilities of a larger bank with the care and empathy of a local institution. SpringFour is a like-minded partner. Their platform allows us to offer customers an easy way to locate local resources to address financial challenges and help them achieve financial wellness, so we can make a difference in their lives."



Richard Gold
COO

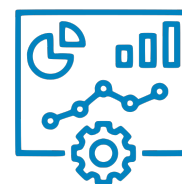
Set the stage: SpringFour's goals to prioritize financial health in 2023 and beyond

This year, the industry and SpringFour clients can expect to see even more from SpringFour. Some of our goals for 2023 and beyond are outlined below.



Launch new product to provide an even more comprehensive SpringFour experience

Enhance customer journey with improved tracking and reporting capabilities



Onboard new partnerships and enhance existing relationships to generate deep and broad consumer impact

Expand resource offerings in new financial categories and geographic areas to address consumer and market trends and meet the needs of those experiencing financial hardship



Make more financial health referrals in a year than ever before, with a goal of more than 4.5 million referrals

Change the conversation around financial health to eliminate stigma, provide support, and treat people with empathy



THANK YOU!

SpringFour would like to thank all our partners and supporters who have joined us in our mission of improving financial health and empowering institutions to connect their customers to financial resources they want and deserve.

"We discovered SpringFour and decided to add it to our toolkit. Our expectation is that now that we've got this broader set of tools, we'll be able to help a lot more people through their financial challenges."

Shane Holdaway
CEO



Mission Lane



"I really think that every single lender should be helping their borrowers any way they can in this environment we're in today. And this [SpringFour] provides resources, it provides information, and really, when it comes down to it, it's going to increase your bottom line by helping your collections. So, while I never really say this, I think every lender in the country should be using SpringFour or resources like it."

Peter Renton
Co-Founder and Chairman



"Every day we use SpringFour because it gives our counselors the ability to address our clients' overall financial health. We use S4 with every client interaction so we can be sure to create meaningful, lasting impact on their financial lives. SpringFour referrals are key to reducing household expenses; when we do people are able to get back on track and even begin to save again."

Jim Triggs
President and CEO

