

FINANCIAL HEALTH IS HERE TO STAY: HOW WE'VE CHANGED FINANCIAL SERVICES FOR GOOD

2024 Annual Impact Report



A Note From Our CEO & Founder

2024 was a defining year for financial health – and for SpringFour. Our acquisition by C&R Software, the world’s leading Cloud-native end-to-end software and solutions provider for the complete credit risk lifecycle and a subsidiary of Constellation Software, the 23rd largest software company in the world with an \$80B market cap, marked a major milestone, enabling us to scale our mission and bring financial health solutions to more organizations and the people they serve than ever before.

The impact speaks for itself: 8.5 million+ referrals delivered (a 54% increase from 2023), 2,000+ new resources added, and recognition from Inc. and American Banker for our leadership, innovation, and impact in financial health.

Organizations across the country understand what we’ve known since 2005 – **supporting financial health isn’t just good for people, it’s good for business. Stronger customer relationships, better repayment outcomes, and long-term stability are the positive results when organizations adopt financial health technology solutions into their bottom lines.**

Read this report to learn more about:

- »» SpringFour’s acquisition by C&R Software
- »» 2024 impact at a glance
- »» A look at our impactful data
- »» ROI with BMO
- »» Our partnership with Fifth Third
- »» Clients share their work with SpringFour at industry events
- »» Awards from Inc. and American Banker
- »» Our new product, S4connect
- »» Social Impact Reporting for clients
- »» What our users think about SpringFour

With 2025 underway, our focus remains clear: making financial health accessible, actionable, and an integral part of financial services – creating win-wins for all.

Thank you, as always, for your partnership,



Rochelle Nawrocki Gorey

Rochelle Nawrocki Gorey
CEO & Founder, SpringFour

C&R Software Acquires SpringFour, Delivering Award-Winning Financial Health Solutions at Scale

In September, SpringFour was acquired by C&R Software, the world's leading Cloud-native end-to-end software and solutions provider for the complete credit risk lifecycle and a subsidiary of Constellation Software, the 23rd largest software company in the world with an \$80B market cap. With C&R, we have access to an extensive network and the opportunity to bring SpringFour to many more organizations through C&R's robust portfolio of clients. **What this news signifies most of all is this: financial health is here to stay.**

“I set out to change the industry, and I think this acquisition loudly demonstrates that, and I'm very excited.”  **BANKING DIVE**
Rochelle Gorey, CEO & Founder, SpringFour

“SpringFour aligns well with our mission to humanize collections efforts in periods of financial difficulty. **SpringFour helps customers regain financial footing, meet their obligations, help banks avoid write-offs, and eventually [help banks] offer new credit products.**”

Ed Wallen, CEO, C&R Software

**AMERICAN
BANKER**

“SpringFour's acquisition is part of a bigger trend in fintech. More companies are realizing that helping customers manage their finances goes beyond apps and payments—it's about building trust by providing real, practical help. **SpringFour's work shows how fintech can directly impact people's lives while also building stronger relationships with customers.**”

Nicole Casperson, Founder and CEO

**fintech's
femme**
by Nicole Casperson, A Workweek Friend

“SpringFour gives C&R Software's clients more tools to engage their customers earlier in the debt management lifecycle.”

Alex Johnson, Founder

Fintech Takes
by Alex Johnson, a Workweek Friend

Read More: “BREAKING NEWS: C&R Software Acquires SpringFour, Expanding Reach of Financial Health Solutions”

2024 Impact At A Glance

RESOURCES AND REFERRALS

8.5 million+

financial health referrals delivered to consumers

54% increase

in referrals delivered to consumers in 2024 over 2023

Over 98%

of users agree using SpringFour helps them provide better customer service

5.5X

ROI from one-year investment

MOST REQUESTED CATEGORIES



FOOD SAVINGS



HEATING AND UTILITY COSTS



RENTAL RESOURCES



EMPLOYMENT SERVICES



HOME REPAIR

“**SpringFour joining forces with an \$80 billion software company highlights how important financial health has become in the fintech world.** With major clients like Capital One and M&T Bank, SpringFour is already making an impact, providing over 2 million financial health referrals in just one quarter. Now, with C&R’s support, they’ll be able to reach even more people and help even more families get the resources they need.

“SpringFour Acquired by C&R Software: A Big Shift For Financial Health,” [Fintech is Femme](#)

Delivering Resources to Those in Need

1.7 million

referrals to Food Savings resources

1.3 million

referrals to Heat and Utility resources

1.1 million

referrals to Rental resources

SpringFour has **over 25,000** financial health resources available in **all 50** states to ensure people can find help no matter where they live. In 2024, our team updated **over 13,000** resources that changed and added **over 2,000** new resources. Our clients look to SpringFour as the source of truth to deliver valuable referrals that have the power to change consumer and business outcomes.

REFERRAL SPIKES IN KEY CATEGORIES 2024 OVER 2023

DISASTER RELIEF

 **112%**

HEALTH INSURANCE

 **153%**

SENIOR CITIZEN SERVICES

 **170%**

NEW FINANCIAL HEALTH RESOURCE GUIDES

Authored by SpringFour's expert Resource Integrity Team, [Financial Health Resource Guides](#) provide information and money-saving tips on financial health topics. New Guides released in 2024 include:



Applying for Disability Insurance



Senior Care & Caregiver Resources



Health Insurance



**NEW CATEGORY:
MORTGAGE RELIEF**

Local non-profit and government resources replace HAF resources as funds end


[Read More Here](#)

An Empathy-First Collections Strategy:



BMO and SpringFour Drive Better Portfolio Performance

RESULTS AT A GLANCE*

 **1.9 million**

projected annualized credit loss benefit

 **5.49X**

projected ROI of one-year investment

 **91,000**

financial health referrals delivered to customers

*based on a 2023 study of a portion of BMO's US portfolio

“When you actually go above and beyond to provide such services to clients, they become your clients for life... **No marketing, no dollars can actually buy that kind of loyalty.** And to me, this is why this partnership and the tool and the solutions are so powerful.

– Anuj Vohra, Head of North America Collections
[As featured on Banking Transformed Podcast](#)



“Clients who accept help [from SpringFour resources] have fewer future delinquencies, defaults and losses... **We've quantified multi-million-dollar savings from avoiding losses for both consumers and BMO.**

– Anuj Vohra, Head of North America Collections
[As featured in The Financial Brand](#)



[Read the BMO and SpringFour Case Study Here](#)



Fifth Third Brings SpringFour Resources In-Person to Underbanked Communities and Those Hit by Disaster



FIFTH THIRD

Fifth Third provides banking on wheels with its eBus to meet underserved communities where they're at. **By reducing distance between bank and customer, Fifth Third can serve communities without access to a bank branch nearby** by providing consumers with money-saving financial health resources like SpringFour on the bus.



Fifth Third Bank's eBus offers consumers disaster relief and other financial health resources by [providing SpringFour's S4connect on Fifth Third's eBus](#). After Hurricane Milton, Fifth Third's eBus headed to Florida to provide much-needed financial resources to those who lost so much.

“It makes our communities thrive. We know if we can touch two to three people *with resources* we're going to give through SpringFour, we can make a life-changing impact.

- Aleta Young, Vice President, Corporate Responsibility Strategies Director
[As featured in Banking Dive](#)



Clients BMO, Capital One, KeyBank, OppFi, Patelco, and Self Promote Financial Health Win-Wins with SpringFour

SpringFour was honored to moderate a panel at the Consumer Bankers' Association's annual conference alongside three of our clients, BMO, Capital One, and KeyBank.

The panel's consensus? Supporting consumers' financial health as a part of ongoing customer

management is here to stay. Providing customers the help they need before they fall behind on payments is a real opportunity to build customer trust and loyalty and ensure they have the support they need to stay current on their payments.

Ultimately, customers appreciate knowing their bank is in their corner and willing to help them, and employees feel empowered and proud to deliver vetted resources to customers in need.



SpringFour attended Financial Health Network's EMERGE conference in Chicago. **Our CEO and Founder, Rochelle Nawrocki Gorey, joined a panel called "The Power of Partnerships" alongside SpringFour partners OppFi, Patelco Credit Union, and Self Financial.**

“ While Self can help customers with some aspects of their credit building journey, we can't help with everything. To date, we've passed 3 million referrals to SpringFour's resources. **And it's things that our customers need: food insecurity, information on utilities, apartments, and affordable rentals.** It's been a great way to round out Self's products.

- Julie Szudarek, CEO

Self.

SpringFour Receives Prestigious Awards

Inc.

Female Founders 250

Honoree

2024



SpringFour's Founder and CEO Rochelle Nawrocki Gorey made Inc.'s Female Founders 250 – a list of the most creative and impactful female leaders in America! Nawrocki Gorey was chosen in the financial services and changemaker categories.

[Read Inc.'s Company Profile on SpringFour](#)

[Read more about Inc.'s Female Founders 250](#)

Rochelle Nawrocki Gorey is one of American Banker's Most Influential Women in Fintech 2024! This recognition solidifies SpringFour's position as an industry leader making financial health a mainstay.



[See SpringFour and Rochelle's feature in American Banker](#)

[Read more about American Banker's Most Influential Women in Fintech in our blog](#)

S4connect: SpringFour's Latest All-In-One, Hosted Consumer Self-Serve Site Drives Results for Clients

SpringFour launched its new product, **S4connect**, an all-in-one, hosted consumer self-serve solution.

Already in market, clients are seeing strong results with **S4connect**:

- ✓ **30-50% engagement rates**
- ✓ **20-30% return visitor rates**
- ✓ **Improved portfolio performance**
- ✓ **Increased analytical capabilities**



Watch the video to learn more about S4connect

Consumers using S4connect are saying...

“ I’m just so thankful that [name of organization] reached out to me. I’m so surprised and truly grateful.

“ I was really looking for other information and I found much more than I expected. Everything is excellent and specified. Thank you very much.

“ At this time, I don’t need any resources, but it is so nice to see that a credit card company really does care. Having these resources at your fingertips makes life that much easier.

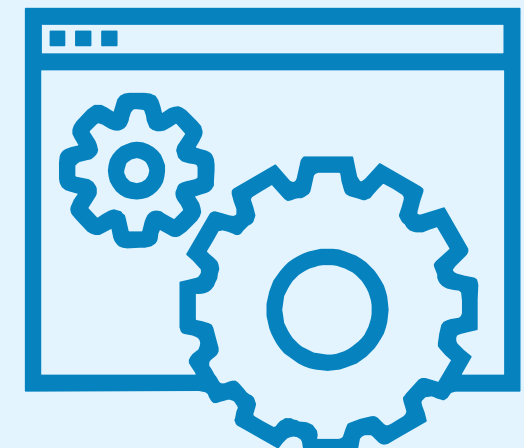
“ Groceries are super expensive and I don’t qualify for SNAP benefits. I found this website easy to navigate and the results were organized well, clearly written, and understandable.

SpringFour Delivered **Annual Social Impact Reports** Helping Clients Understand Their Impact and Measure Goals

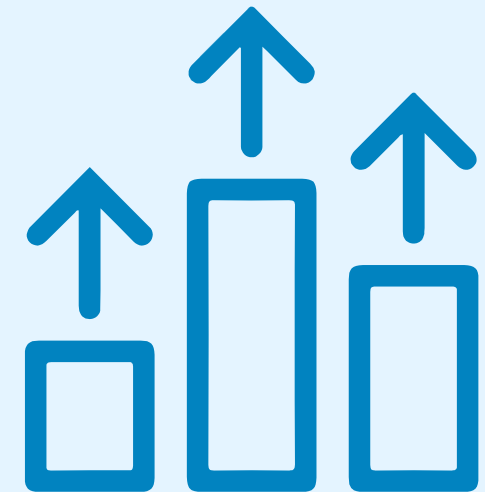
We delivered customized Annual Social Impact Reports to our clients, making it easy for them to highlight their dedication to social impact, demonstrate measurable impact, build loyalty and trust, showcase accountability, improve bottom lines, and exceed stakeholder expectations. **Our Social Impact Reporting provides key metrics such as:**



Number of consumers supported



Number of referrals delivered



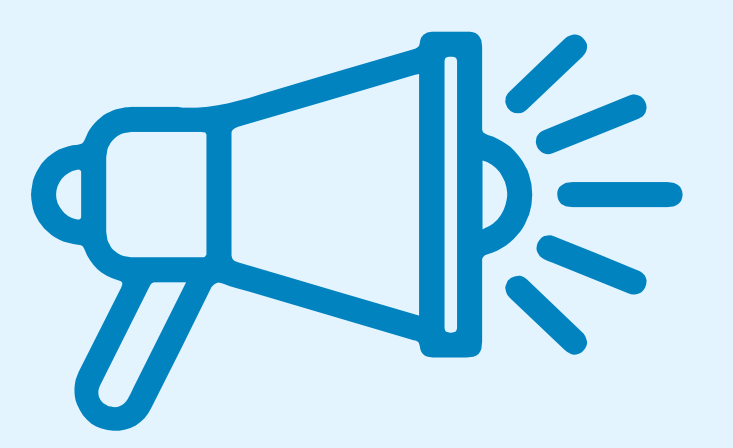
% increase in referrals year over year



Most requested categories



Geographic locations in highest demand



Partnership press and media features

Client ESG Reporting

SpringFour was cited as an integral ESG partner by:



FIFTH THIRD BANK



“ Together, **Capital One and SpringFour** are leading the charge to make financial health a part of financial institutions' offerings to customers and in doing so, create a more inclusive, accessible, and equitable financial ecosystem for all.

- Capital One 2023 Environmental Social Governance (ESG) Report



Read our Blog: "Showcase Your Annual Social Impact: How SpringFour ESG Reporting Drives Your Goals"



User Survey Provides Valuable Insights and Feedback From Agents, Coaches, and Counselors Using SpringFour

We survey S4pro users annually. In 2024, over 98% of users agree that SpringFour:

- ✓ is simple and easy to use
- ✓ seamlessly integrates into their workflow
- ✓ helps them provide better customer service
- ✓ builds trust with customers
- ✓ helps customers respond well to challenges
- ✓ empowers them to meet consumers' unique needs
- ✓ improves work satisfaction
- ✓ drives positive social impact for the organization



"We spoke with a customer that was unemployed and struggling financially and was unable to pay. We recommended they contact SpringFour to apply for any financial and employment assistance available. A few months later, they contacted us and stated SpringFour helped them find employment and they were back on their feet. It was great hearing how this program helped them and made me proud to continue to offer these services."

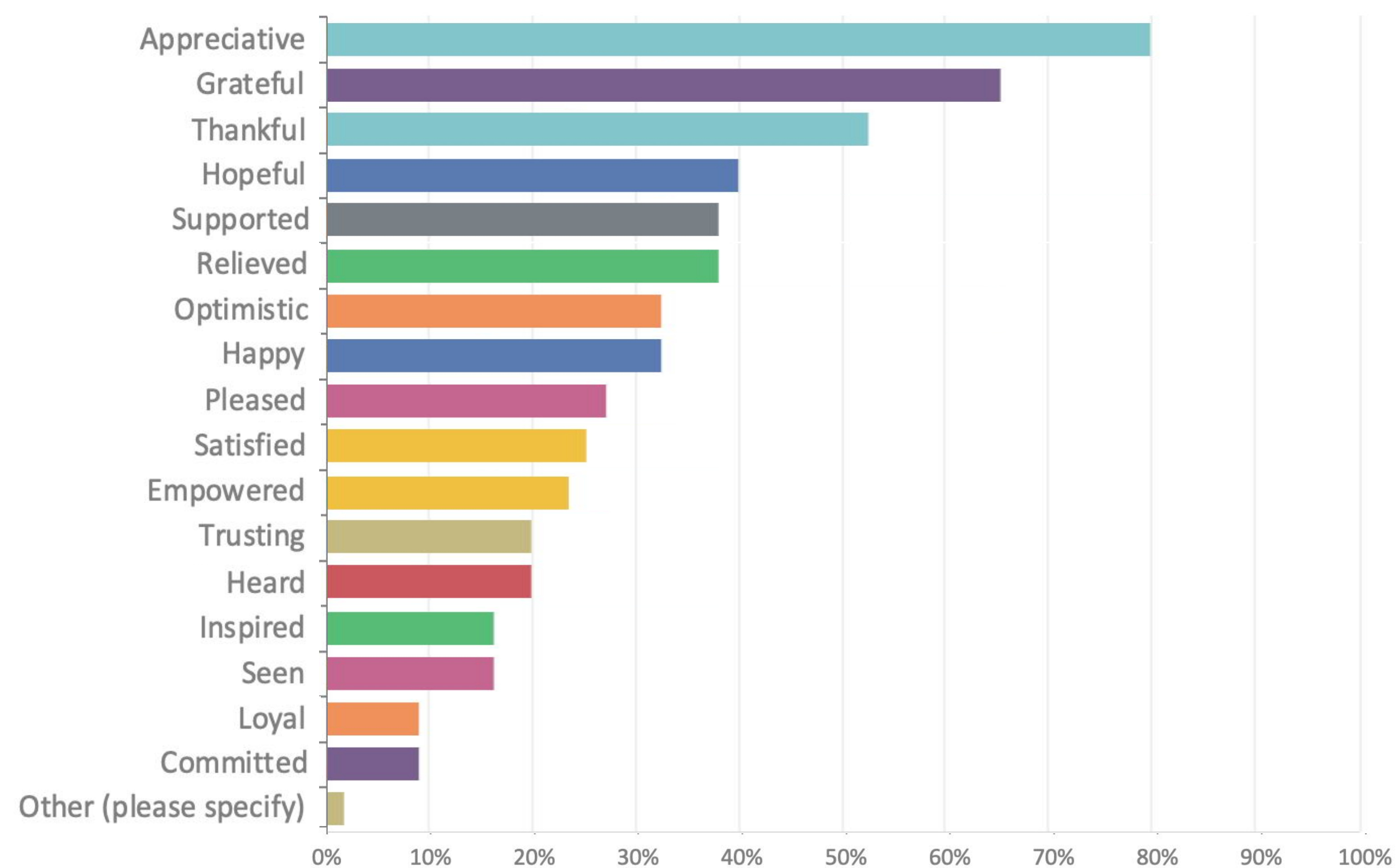
- S4pro User

"Had a call from someone impacted by a hurricane. She was in distress and after I told her I would be able to provide her a comprehensive list of resources on a variety of assistance programs she was relieved and very thankful for my help. I felt confident as a Financial Coach that I was providing her all the resources available to her in her unfortunate situation."

- S4pro User



We asked: "After customers receive SpringFour referrals, their feelings about my company are..."



"[SpringFour] allows me to share legitimate information. Clients feel uneasy about information retrieved from a search engine. I have peace of mind knowing that I can share information of vetted agencies, resources that are out there helping out the community."

- S4pro User

Explore the 2024 S4pro User Survey Results

Read more testimonials from S4pro users

Thank You for Exploring SpringFour's 2024 Impact

2025 is already off to a strong start for us at SpringFour, and it's shaping up to be another milestone year.

If you haven't already, now is the time for you to join us in the financial health movement and support your consumers' financial health to drive win-win results for your organization, consumers, employees, and bottom line alike.



For any questions or further information on how to work with SpringFour, please reach out to impact@springfour.com to get started.

“Today, her company acts as a link between people facing financial challenges and the nonprofit organizations ready to offer support. Clients such as Capital One, BMO, and M&T Bank leverage SpringFour's technology, which includes a vetted database of nonprofit resources that banks can use to connect customers to essential services such as food banks, utility assistance, and job training programs.

“How 3 Female Entrepreneurs Are Making Strides in Finance's Male-Dominated Landscape,” [Inc. Magazine](#)