

# HELPING OUR CLIENTS BUILD RESILIENCE FOR CONSUMERS

## SpringFour Q4 2024 Impact Report





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The need for trusted financial health resources continues to grow – and SpringFour has risen to the challenge. **In 2024, we delivered over 8.5 million financial health referrals, more than ever before – connecting individuals and families with the essential support they need, through the institutions that serve them.**

While the world faces economic fluctuations, rising costs, and environmental crises, SpringFour continues to make a real difference. Our Resource Integrity Team ensures that every referral we provide is vetted, reputable, and up to date – because when people seek help, they need solutions that they can depend on.

**The best part about our work? It's a win-win – financial health is good for customers and businesses alike.** Providing access to trusted resources leads to increased repayment rates, stronger customer engagement, and brand loyalty, all while delivering a measurable return on investment. We're proud to be part of the solution, working with our partners to drive impact for their customers.

## Read this report to learn more about:

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Here's to another year of delivering support when and where it's needed most.

Thank you, as always, for your partnership,



*Rochelle Nawrocki Gorey*

**Rochelle Nawrocki Gorey**  
CEO & Founder, SpringFour



# Q4 2024 Impact At A Glance

## RESOURCES AND REFERRALS

2,173,920

financial health referrals delivered to consumers

4,400+

resources added and updated

## MOST REQUESTED CATEGORIES



FOOD SAVINGS



HEAT & UTILITY COSTS



RENTAL RESOURCES



EMPLOYMENT SERVICES



HOME REPAIR

## Responding to Today's Pressing Needs



### NATURAL DISASTERS

After Hurricanes Helene and Milton and the California fires, the potential for future disasters to occur and the need for disaster relief resources will remain high. [Banks and organizations have an obligation to provide timely support for consumers](#) affected by previous or upcoming natural disasters.



### HOLIDAY SPENDING

[Consumers spent](#) a record \$241.4 billion online during the 2024 holidays, up 8.7% from 2023. [The national average card debt](#) among cardholders with unpaid balances in Q3 2024 was \$7,236. Consumers need financial health support to recover from the expensive months around the holidays.

“ [SpringFour] empowers our coaches to put in a ZIP Code and immediately, out of over 23,000 different resources, to get a curated list of resources within these 30+ categories is an amazing value. **It empowers us...as a coach, I feel like we have an amazing toolbox.**

- Greg Ward, Director of Financial Wellness Think Tank, Financial Finesse, as featured on a [panel with Financial Finesse and SpringFour at EBRI's Financial Wellbeing Symposium](#)



# How SpringFour Helps Organizations Provide Much-Needed Support to Those Affected by **Hurricanes, Fires, and Other Natural Disasters**

Whether you're new to working with SpringFour, creating a dedicated disaster relief page, strengthening customer communications, or updating current categories, [we're here to help.](#)



## Disaster Relief

With the highest increase of any category this quarter, demand for SpringFour's **Disaster Relief resources increased by 48.5% in Q4 over Q3.** Our team continued to vet and update disaster resources and released SpringFour-authored Financial Health Resource Guides for Hurricanes Helene and Milton and the California fires.



## Home Repair

**Demand for SpringFour's Home Repair resources increased 8% Q4 over Q3.** Consumers have been dropped by insurance policies, causing challenges during fire recovery. **Home Repair is one of our many categories that support consumers after disasters:**

“I was looking for resources to repair my home from hurricane damage. I'm not covered because my insurance company dropped my policy.”  
- Consumer using S4connect



FOOD SAVINGS



MENTAL HEALTH



TRANSPORTATION



HEALTHCARE SAVINGS



FINANCIAL COUNSELING



EMPLOYMENT SERVICES



SMALL BUSINESS

AMERICAN BANKER



Banks have an obligation to plan ahead for natural disaster relief

“Banks are in the perfect position to support communities – and they should do so by providing easy access to vetted resources that exist both within their communities and nationwide. Doing so is not only better for their customers – it's also better for business.”

– Rochelle Nawrocki Gorey  
CEO & Founder, SpringFour



Our CEO and Founder, Rochelle Nawrocki Gorey, published a recent oped in American Banker titled, **“Banks have an obligation to plan ahead for natural disaster relief.”** In this piece, Gorey emphasizes the important role banks and organizations play in delivering support to their customers and communities after a natural disaster.



# SpringFour Adds New **Rental Resources** and Delivers **Mortgage Assistance** as HAF Shuttles Its Doors

As the American Rescue Plan's Homeowner Assistance Fund (HAF) programs have been coming to an end, **we're connecting homeowners with revamped and expanded mortgage relief resources** aimed at preventing foreclosure and helping homeowners stay afloat.



## Mortgage Relief

**Demand for SpringFour's Mortgage Relief resources increased by 20% Q4 over Q3.** SpringFour expanded its mortgage relief resources adding 300+ resources outside of the HAF programs.



## American Home Buyer and Seller Report shows:

**75%**

of recent homebuyers **paid more than the national average** on their home

**62%**

of homeowners have **struggled to make mortgage payments** on time

**56%**

**had to take on additional debt** to maintain their lifestyle since purchasing a home

**29%**

report that their **debt burden increased** after purchasing a home

**27%**

say their **overall financial situation has deteriorated** since owning a home



## Rental Resources

**Over 300 new resources were added to SpringFour's rental resources category** including rental assistance, affordable housing, and eviction protection programs.

“*Customer service and keeping customers in their homes are our top priorities, including providing our customers with free resources—such as SpringFour's easy-to-use online platform—for those who may need financial assistance in addition to the mortgage assistance we provide. **It has helped families who are struggling to pay bills and put food on the table.** We're proud to continue this partnership.*

- David Sheeler, Senior Executive Vice President and President of Residential Servicing



Read the press release, ["As HAF Shuttles Its Doors, SpringFour Delivers Homeowners Much-Needed Assistance"](#)

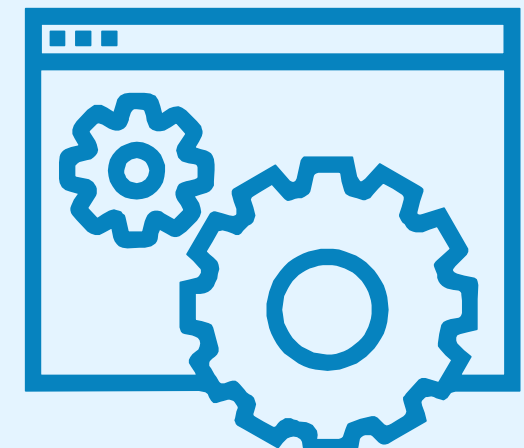


# Showcase Your ESG Impact: How SpringFour's Annual Social Impact Reporting Drives Your Goals

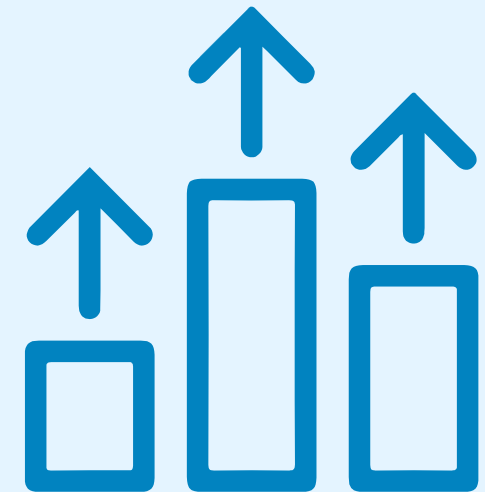
By delivering customized Annual Social Impact Reports to our clients, SpringFour makes it easy to highlight your dedication to social impact, demonstrate measurable impact, build loyalty and trust, showcase accountability, improve your bottom line, and exceed stakeholder expectations. **SpringFour's Social Impact Reporting provides key metrics such as:**



Number of consumers supported



Number of referrals delivered



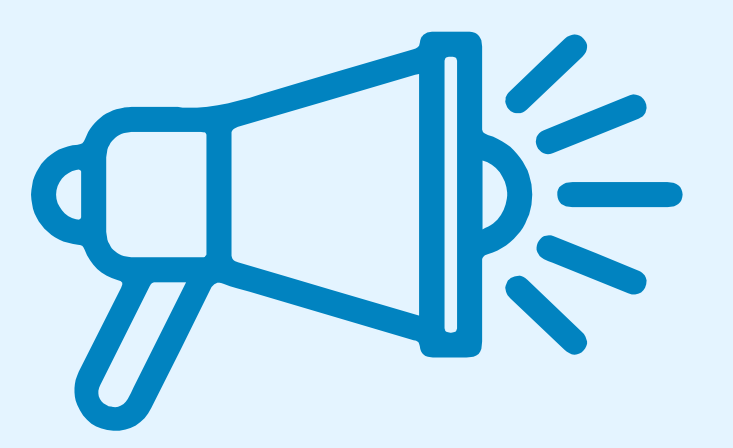
% increase in referrals year over year



Most requested categories



Geographic locations in highest demand



Partnership press and media features

## Client ESG Reporting

SpringFour has been 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"](#)





# BMO and SpringFour Drive Better Portfolio Performance

Since 2018, SpringFour has been an integral element of banking and financial services giant BMO's efforts to provide financial wellness solutions to its customers and help them make real financial progress. **This case study shows how this multinational bank BMO and award-winning social impact fintech SpringFour have teamed up to drive increased repayment rates and lower delinquencies and credit losses through BMO's use of SpringFour's S4pro, all while transforming their relationship with customers and achieving a significant ROI.**

**SpringFour and BMO's partnership demonstrates the power of focusing on financial health** with resources designed to drive more positive interactions and outcomes for customers and increased repayment rates, credit loss benefits, and ROI for the bank.

**Adopting empathy-first strategies doesn't merely support customers and enhance relationship management – it also makes business sense.** Not only does this illustrate the importance of the bank/fintech partnership, which enables each partner to deliver impact that they could not deliver alone, but it also proves the power of placing financial wellness and empathy at the center of the solution.

## 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

“*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



[Read the BMO and SpringFour Drive Better Portfolio Performance: An empathy-first collections strategy case study"](#)



# 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 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

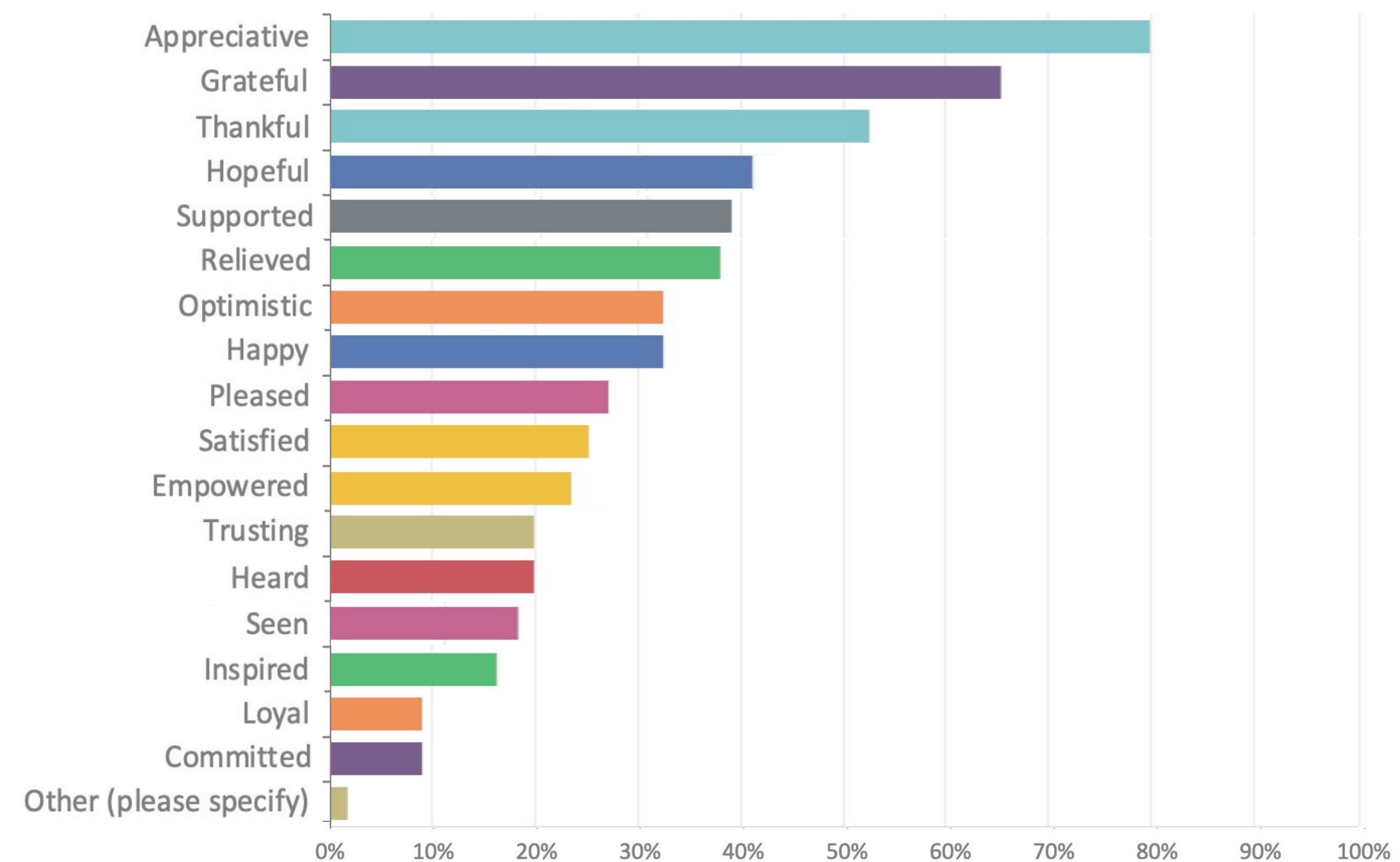


"Had a call from someone impacted by a hurricane. She was in distress and after I told her I would be able to provide her a comprehensive list of resources on a variety of assistance programs she was relieved and very thankful for my help. I felt confident as a Financial Coach that I was providing her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

- S4pro User



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



"I had a client that was behind on her rent and utilities payments. During the course of our normal session I added SpringFour resources into her action plan to assist her in those areas. I received a call back a few days later from the client and she was crying while telling me how much those resources helped her. **She said since she got help with her rent and utilities, she was able to afford groceries and gas money and actually found a job.** She said since she had a little more gas money than usual, she was able to go around to more places to put in applications and was hired by one of them. She just wanted to thank me for including those resources and said they changed her life."

- S4pro User

[Read more testimonials from S4pro users](#)





# Thank You for Exploring SpringFour's Q4 2024 Impact

SpringFour team members attended [CORA University](#), a conference that brings together the CORA Group network which we recently joined through our acquisition by C&R Software, a subsidiary of Constellation Software, Inc. (CSI). **It was exciting to connect with our new family at C&R Software.** We are proud to be part of this group and look forward to expanding access to financial health together.



## 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.

Leading organizations are working with SpringFour to improve bottom lines and drive resilience and impact for their customers. Learn how you can too in less than 30 days.

Contact [impact@springfour.com](mailto:impact@springfour.com) to learn more or set up an introductory call and product demo. Clients should review the trends in this report to ensure the categories that consumers need most right now are available in your SpringFour deployment – contact [resources@springfour.com](mailto:resources@springfour.com) to update your categories to address today’s consumer needs.