

# HOW A CREDIT BUILDER AND A FINTECH SUPPORT FINANCIAL HEALTH

Self Financial and SpringFour: Partnership Overview



In August 2019, Self Financial and SpringFour began working together to enhance Self's ability to help customers build financial health. Self, a credit-building platform that increases economic inclusion and financial resilience, works with SpringFour, the leading financial health fintech that helps companies connect consumers to vetted, local financial health resources. Self uses SpringFour's S4direct product to empower customers with self-serve access to SpringFour's financial health resources via Self's website and mobile app.

## GOALS



**Support Self's customers with financial health resources** in their own communities to help reduce expenses and pay bills on time; essential steps to building credit and savings

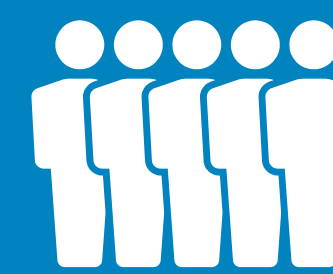


**Increase repayment rates and reduce delinquencies** by providing customers with access to SpringFour's resources to increase savings and build financial health

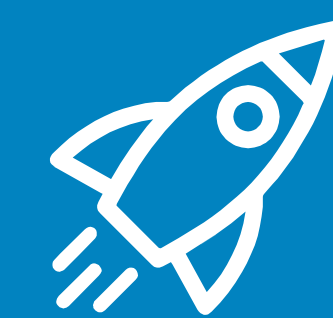
## RESULTS AT A GLANCE\*



**3,417,600**  
financial health referrals delivered



**250,000+**  
customers served



**Nearly 5 years**  
of partnership

\*all figures based on partnership lifetime: August 2019 - June 2024

“At the core of what we do is really helping that customer and improving their financial future. SpringFour has a great capacity to do that beyond the kinds of things that we can do here at Self.

- Julie Szudarek, CEO, Self

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As featured in Fintech Nexus' podcast: "[Julie Szudarek, CEO of Self Financial on building credit](#)"



# SOLUTION

Self offers its customers S4direct, a SpringFour digital self-service tool, via Self's website and app. By providing S4direct, Self delivers nonprofit and government financial health resources to customers in their own communities to help them build credit, savings, and financial health.



During a panel at Financial Health Network's EMERGE called "The Power of Partnerships," Self CEO Julie Szudarek and SpringFour Founder & CEO Rochelle Nawrocki Gorey discussed the companies' successful partnership, including **the milestone of surpassing more than 3 million financial health referrals to customers since the beginning of the partnership in August 2019.**

Self and SpringFour recognize that no organization can, or should, do it alone when it comes to financial health. One company or product is not enough to address the complex financial health challenges today's consumers face. **Working together through strategic, mission-aligned partnerships enables all of us to achieve more for our organizations and consumers.** Building and publicly sharing the successes of financial health-focused partnerships is essential.

“ Fintech CEOs Rochelle Gorey of SpringFour and Julie Szudarek of Self Financial have teamed up in the fintech arena to make waves in the financial wellness sector. Since 2019, their collaboration has delivered over 3 million financial health referrals to Self customers, revealing a strategic fusion of SpringFour's resource-connecting prowess and Self Financial's credit-building expertise.

- Nicole Casperson, Founder and CEO, Fintech is Femme

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As featured in Fintech is Femme's article: [“Fintech CEOs Team Up to Improve Financial Well-Being”](#)



# RESULTS



Since the launch of the partnership, over 258,000 Self customers have received SpringFour resources. December 2023 marked over 3 million referrals delivered to Self's customers. By the the end of June 2024, that number jumped to over 3,417,600 financial health referrals that helped families reduce expenses, improve cash flow, and free up money for loan payments.

The top 5 most requested categories by Self's customers in Q2 2024 include:



FOOD  
SAVINGS



RENTAL  
RESOURCES



HEATING AND  
UTILITY COSTS



HEALTHCARE  
SAVINGS



FINANCIAL  
COUNSELING

It is clear that SpringFour's resources help Self support its customers with financial challenges beyond building credit and savings; in turn improving customer trust, loyalty, and commitment to Self. **Self and SpringFour demonstrate how working together to offer financial health products builds a successful, strategic partnership that drives win-wins for Self and its customers.**

“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 through our marketplace. And it's things that our customers need: food insecurity, information on utilities, information on apartments and how to get affordable rentals. It's been a great way to round out Self's products in other ways to get them what they need.

- Julie Szudarek, CEO, Self

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As featured in SpringFour's blog: [“Partnerships, Empathy, and Financial Health Intersections at Financial Health Network's 20th Annual EMERGE”](#)