

#BeInCharge

# 2015

## INCHARGE DEBT SOLUTIONS

COMPANY OVERVIEW & 2014 ANNUAL REPORT



# INCHARGE: A RESPECTED NAME



InCharge Debt Solutions is accredited by the Council On Accreditation (COA), an international, independent, nonprofit accrediting organization. COA accreditation signifies that InCharge maintains the highest standards as a nonprofit credit counseling agency.



As a HUD-approved housing counseling agency, InCharge Debt Solutions is part of the U.S. Government's efforts to create strong, sustainable, inclusive communities and quality affordable homes for all.



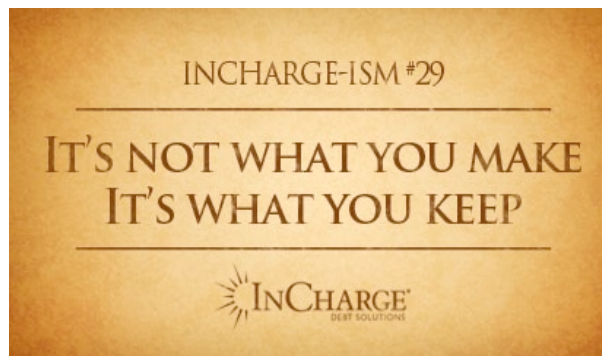
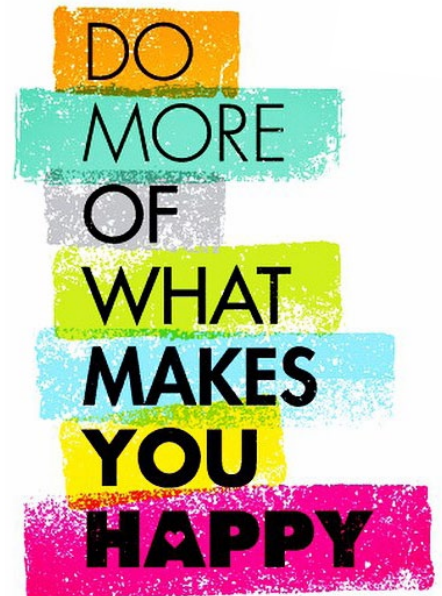
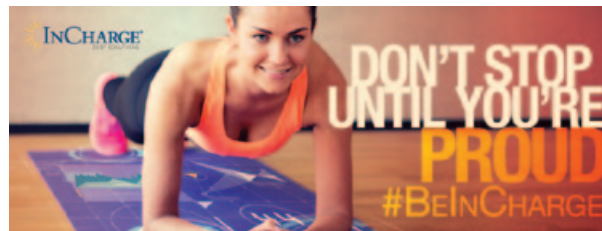
InCharge Debt Solutions has been a BBB-accredited business since 2002 and has earned a rating from the bureau as an A+ provider. This rating signifies that InCharge Debt Solutions meets BBB accreditation standards, which include a commitment to resolving consumer complaints.



The Executive Office for United States Trustees (EOUST) has approved InCharge Debt Solutions to issue certificates evidencing completion of the Pre-Filing Credit Counseling and the Pre-Discharge Debtor Education course.



As a member of the National Foundation for Credit Counseling (NFCC), InCharge Debt Solutions is part of a nationally-recognized organization of nonprofit agencies with high standards, ethical practices, certified counselors, and policies which help consumers achieve financial stability.



Proud Member of:

A Trusted Source for the Media:



# PRESIDENT'S ADDRESS

This year, we challenged our clients, employees and community to #BeInCharge. And boy did they take us up on it.

Our clients asked for tools they could use anywhere, anytime. We responded by releasing the "I'm InCharge" app. Now they engage with increased frequency, attention and intensity with a tool that brings account management to the palm of their hands. They are truly InCharge.

We invited our employees to #BeInCharge of their health, by participating in free health screenings and a series of wellness challenges that included educational webinars, fitness goals and healthy eating initiatives. The results were spectacular, and we look forward to continuing this campaign in 2015.

In the community, we gave Habitat for Humanity home recipients and future teachers the knowledge they need to truly #BeInCharge of their budgets, homes and classrooms. Interactive financial workshops at local colleges, Orange County Public Schools and other nonprofit organizations remain vital to our mission.

## 2014 ACCOMPLISHMENTS:

- We re-designed our website, InCharge.org, to a mobile-friendly user experience. InCharge.org can now be viewed on over 100 devices.
- We released the "I'm InCharge" account management app. Clients can track progress, update balances, make extra payments and modify profile information from their mobile phones.
- We built the largest social media community in the nonprofit credit counseling industry, with over 60,000 Facebook Likes.
- We provided more than 150 future educators with a "Teach Money" workshop.
- We increased the number of credit counseling sessions delivered in 2014 by 52% over 2013.

As we gaze into the future, we strive to find the right balance between the technological tools our twenty-first century clients need and the human interaction we know inspires them to truly #BeInCharge. If the accomplishments of 2014 are any indication, we believe we are on the right track.

BE  
INCHARGE

*Ethel W. Jones*  
President & CEO



# OUR SERVICES



We strive to deliver the highest quality counseling and educational services to consumer groups including military families, students, teachers, employers and employees.

## BUDGET & CREDIT COUNSELING:

Professional, certified counselors deliver one-on-one counseling on developing budgets, managing money, using credit wisely and building a savings plan.

## DEBT MANAGEMENT PROGRAMS (DMP):

InCharge DMPs are an alternative to debt consolidation that consolidates client credit bills into one monthly payment and pays debt faster through lower interest rates.

## HOUSING COUNSELING:

InCharge is approved by HUD to help consumers with their housing needs. For clients facing foreclosure, our trained and certified counselors review their current situation and provide advice on available short- and long-term solutions. InCharge also provides homebuyer education that includes pre-purchase education, training and assistance.

## BANKRUPTCY COUNSELING & EDUCATION:

InCharge is approved to issue bankruptcy certificates for Pre-File credit counseling and the Pre-Discharge debtor education course. InCharge and its affiliates have provided over 1 million bankruptcy course sessions since 2006.

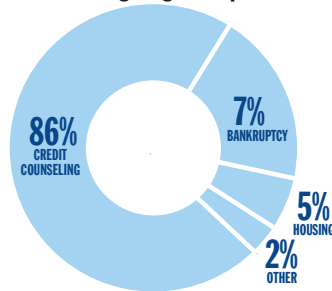
## FINANCIAL LITERACY EDUCATION:

InCharge understands that there is no 'one size fits all' path to financial literacy; programs are customized to the specific needs of students, teachers, the military, debt-distressed and low-income clients. InCharge teaches personal finance through in-person workshops, online courses, webinars, printed and electronic books, newsletters and through an extensive library of articles and tools available on InCharge.org.

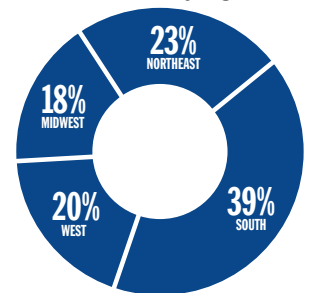
## INCHARGE 2014 FAST FACTS

Web Visits.....	1,529,558
Phone Calls (1st time Credit Counseling) .....	36,786
Budget/Credit Counseling Sessions.....	67,664
Bankruptcy Sessions.....	52,172
Housing Counseling Sessions .....	9,018
Community Workshops/Seminars.....	149
Attendees Educated (workshops/seminars).....	3,959
Total Number Of eBooks Downloaded .....	9,038
Credit Card Debt Repaid by InCharge Clients.....	\$107,664,330

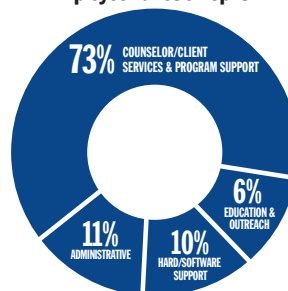
Counseling Programs Split



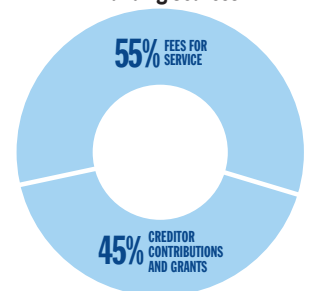
Client Service by Region



Employee Function Split

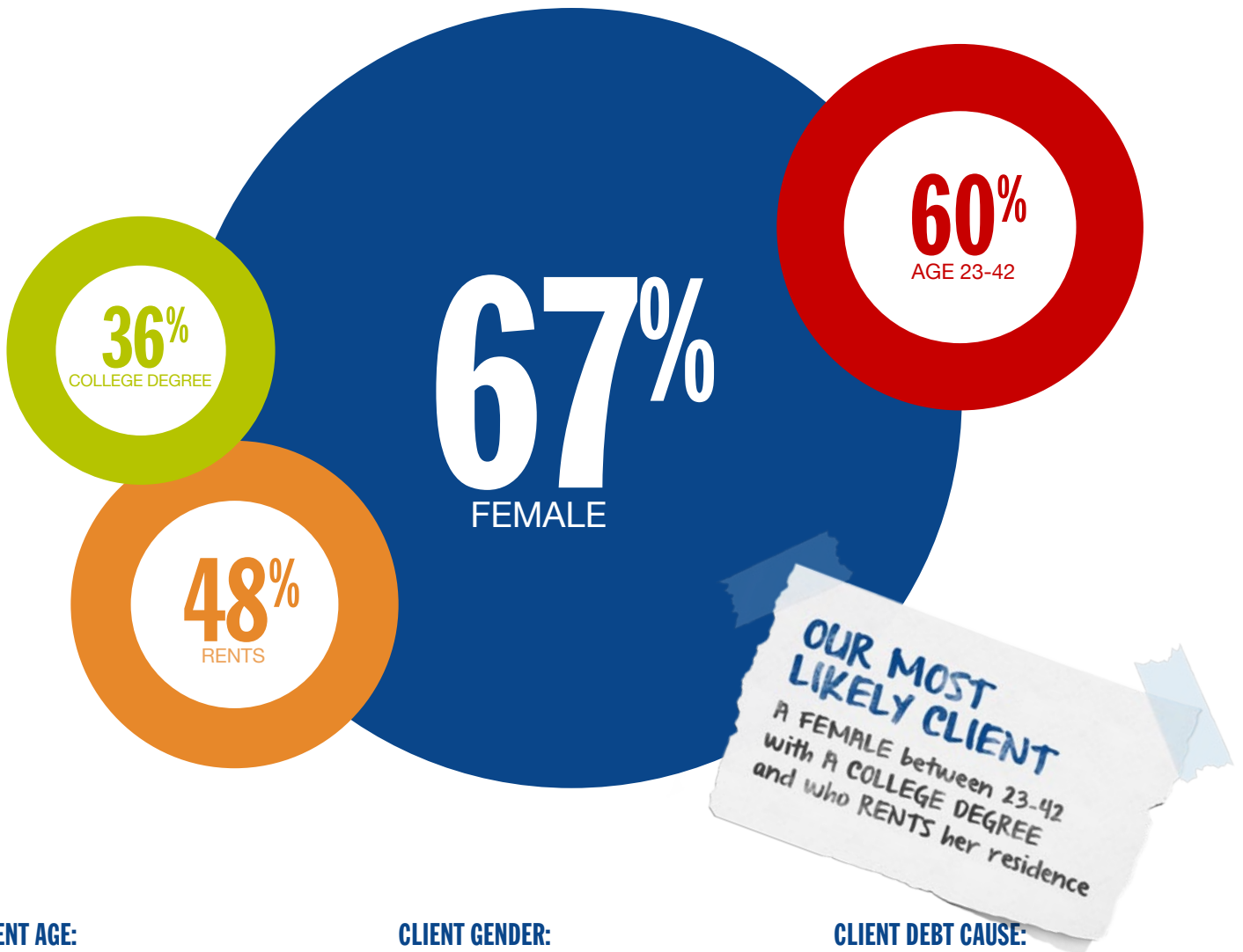


Funding Sources





# CLIENT DEMOGRAPHICS



## CLIENT AGE:

23-32 .....	34%
33-42 .....	26%
43-52 .....	17%
53-62 .....	10%
63+ .....	7%
18-22 .....	6%

## CLIENT MARITAL STATUS:

Single .....	41%
Married .....	40%
Sep./Div .....	17%
Widowed .....	2%

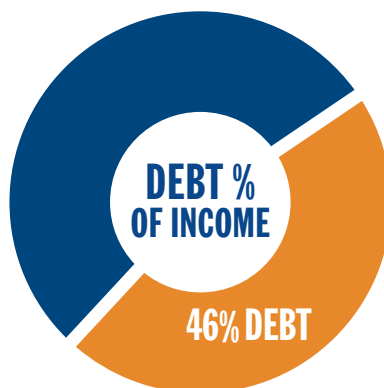
## CLIENT EMAIL ACCESS:

Yes .....	97%
No .....	3%

## CLIENT GENDER:

Female .....	67%
Male .....	33%

## INCOME VS CREDIT CARD DEBT



**AVERAGE INCOME**  
**\$34,812**

**AVERAGE CC DEBT**  
**\$16,017**

## CLIENT DEBT CAUSE:

Poor Money Management .....	45%
Reduced Income .....	35%
Medical Expenses .....	9%
Divorce/Separation .....	9%
Death in Family .....	2%

## CLIENT EDUCATION:

BA/BS/M/Ph.D .....	36%
Some College/Still Student .....	33%
Some School/H.S .....	28%
Tech./Other/Unknown .....	3%

## CLIENT HOUSING:

Rent .....	48%
Own .....	35%
Live with Friends/Family .....	16%

Best financial decision we ever made!  
Thanks, InCharge!

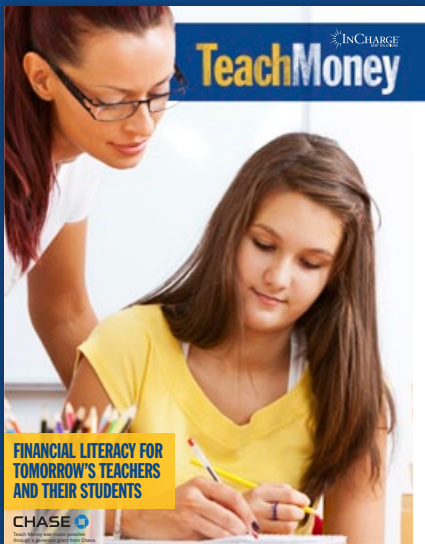
Ashley



# INCHARGE FINANCIAL LITERACY INITIATIVES

InCharge Debt Solutions, along with affiliate InCharge Education Foundation, is committed to the development and deployment of a wide range of educational resources to foster financial literacy among target consumer groups.

Financial literacy workshops are conducted in partnership with many organizations. In 2014, InCharge participated in over 140 community workshops and conferences, touching more than 3,900 people.



## SCHOOLS

### Teach Money

InCharge's "Teach Money" is a program designed to provide financial literacy education to future teachers. In-class workshops prepare the next generation of teachers to include appropriate financial literacy content into their curriculum, as well as firm up their own financial confidence and competence.

### Learn Money

InCharge supports Florida's Orange County Public Schools by providing free "Learn Money" financial literacy workshops to eighth grade students in the AVID® program (Advancement Via Individual Determination) that teach financial pre-planning for college. Topics include: paying for college, your first job, bank accounts and credit cards, budgeting and money to fuel your dreams.

TEACH MONEY: Financial Literacy Book



Margarita Larrea-Berg Teaching At Financial Literacy Workshops

# IN THE COMMUNITY

## HABITAT FOR HUMANITY

InCharge leads Financial Literacy Workshops for Habitat for Humanity. This 10-part workshop series helps home recipients through education on goal-setting, budgeting and the financial responsibilities of homeownership.

## INCHARGE FINANCIAL LITERACY AFFILIATIONS

Goodwill of Central Florida  
 SunTrust  
 Fairwinds Credit Union  
 University of Florida  
 American Legion  
 Bank of America

Habitat for Humanity  
 Military (Ft. Bragg, Ft. Knox)  
 Navy-Marine Corps Relief Society  
 Orange County Public School District  
 Congressional Offices  
 Ally Financial

Wells Fargo Bank, N.A.  
 University of Central Florida  
 Jump\$tart (Florida and National Coalitions)  
 Fifth Third Bank

## ORGANIZATION MEMBERSHIPS

Downtown Orlando Partnership  
 Florida Prosperity Partnership

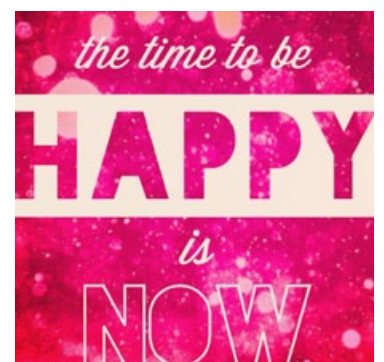
West Orange Chamber of Commerce  
 Hispanic Chamber of Commerce

Better Business Bureau  
 Orlando Regional Chamber of Commerce

# INCHARGE GETS SOCIAL



In 2014, InCharge stepped up its efforts in social media, adding more than 35,000 Facebook Fans. Through social media, InCharge's financial literacy and inspirational content is now reaching 2.2 million people a week. InCharge is also active on Twitter, Pinterest, Instagram, Google+ and Foursquare.





*I learned the importance of budgeting and why I should pay off my loans quickly.*

*Miranda*



# BUDGET AND CREDIT COUNSELING

Debt-Burdened Consumers Need a Reliable Counseling Partner They Can Trust

InCharge Debt Solutions is committed to providing high quality, unbiased, professional and free counseling to people trying to weather the high-debt storm. InCharge counselors and customer support staff make up over 80% of our employees. Counselors are certified, experienced and carefully trained and monitored. Budget and credit counseling is the first step for debt-burdened individuals and families toward getting relief and getting their life back on track.



## INCHARGE INTERACTED WITH OVER 1 MILLION PEOPLE IN 2014.

- InCharge clients paid back more than \$107 million in credit card debt in 2014 alone.
- In 2014, we continued to improve and expand client services to improve the quality of the customer experience.
- InCharge websites drew over 1.5 million visits and counselors responded to more than 35,000 phone calls.
- The certified counseling team completed over 67,000 sessions.
- More than 80% of the InCharge team work in counseling, client services or customer support.



## INCHARGE MEETS “TRUST” REQUIREMENTS:

- Accreditation by third-party organizations (COA, BBB A+)
- Certified credit counselors
- Nonprofit 501(c)(3)
- Reasonable fees
- Comprehensive counseling; client learns about all available options and makes choice on best option for their situation

## CREDIT COUNSELING

### FEATURES:

- Mobile website for smart phone clients
- Counseling in Spanish and English
- Free credit counseling and budget development
- Phone, face-to-face and 24/7 web-based consumer credit counseling
- Educate client about - and offer - alternate solutions
- Provide Debt Management Programs (DMPs)
- Advanced online credit counseling program
- Vast educational resources to help client learn for life
- I'm InCharge Account Management Tool

### BENEFITS:

- Pay off debt faster
- Do on their own time schedule
- Access by PC, land phone, mobile device or in-person
- Collection calls reduced
- Learn how to re-establish credit
- Use educational resources or get counseling in preferred language
- Lowered monthly payments
- Reduced interest rates
- Waived late or over-limit fees

They can help get your life back on the right track. Check them out. Let them help you. You'll be GLAD you did!!!

*Donald*



# HOUSING COUNSELING & EDUCATION

In 2014, we were committed to assisting families and rebuilding communities.

**HOMEBUYER EDUCATION:** Through education, families purchase homes they can afford to buy and maintain, resulting in long-term successful ownership. InCharge's 8-hour Homebuyer Education Program is designed to set the right home ownership expectation for class participants and provide them with the tools, knowledge and resources to "buy right", and maintain their home.

**HOMETREK & EHOME AMERICA:** InCharge continued to offer Hometrek, an online HUD-approved homebuyer education course. Since its launch in March 2014, more than 7,000 students have completed the pre-purchase homebuyer education course. InCharge also referred home buyers to eHome America.

**FORECLOSURE PREVENTION:** InCharge worked with homeowners in desperate need of alternative solutions to foreclosure. InCharge counselors stayed current on all available options, conducted public outreach campaigns, researched local trends and supported local foreclosure intervention efforts.

**PRE-PURCHASE COUNSELING:** InCharge's Certified Housing Counselors have been trained to provide potential borrowers with comprehensive one-on-one counseling that overcomes challenges that might bar them from homeownership. Each family is guided through the development of a solid budget and savings strategy; complete review of their credit report, and creation of a customized action plan with specific, manageable steps.

Se Habla Español | Nonprofit  
**INCHARGE**  
DEBT SOLUTIONS

**NEED HELP WITH YOUR MORTGAGE PAYMENT?**

**ACT NOW TO TAKE CONTROL OF YOUR HOME AND FINANCES**

- Are you unemployed?
- Are you underemployed?
- Are you considering a short sale?
- Have you failed to obtain a loan modification?
- Are you having challenges renegotiating the terms of your mortgage with your lender?

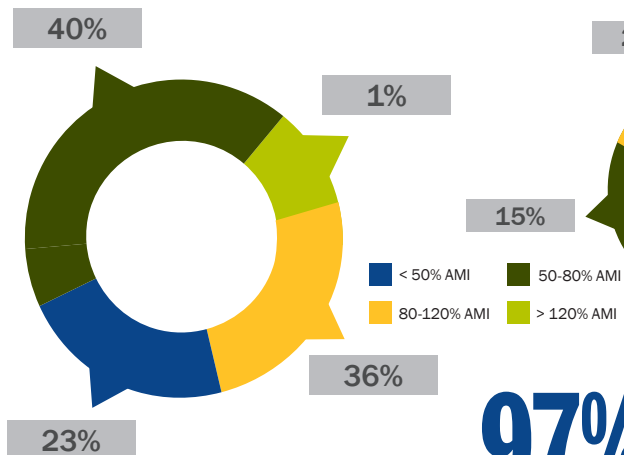
Register for our Free Foreclosure Prevention Workshop.  
**Call 1-877-251-1882**

Foreclosure Prevention Flyer

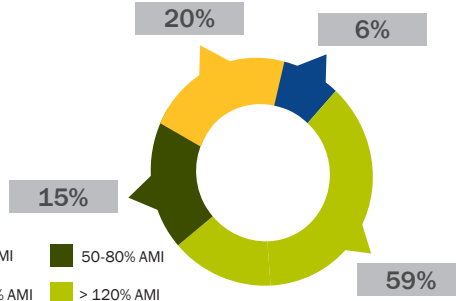


## AFFILIATION AND PARTNERSHIP INITIATIVES:

LIFT Homebuyers  
Area Median Income (AMI)



All Homebuyers in LIFT  
Metropolitan Statistical Areas



**NEIGHBORWORKS AMERICA & WELLS FARGO:** InCharge was selected as the lead agency partnering with Wells Fargo and NeighborWorks America to facilitate the Orlando NeighborhoodLIFT program. Wells Fargo provided \$220 million in down-payment assistance and program support to more than 8,000 new homeowners in 30 locations around the country as of October 2014.

**97%** of LIFT buyers said homebuyer education helped reduce the stress of preparing for homeownership

\*Sources: LIFT Internal Data & HMDA 2012 \*Area Median Income (AMI)



**HABITAT FOR HUMANITY:** InCharge supports the H4H mission by providing education and housing resources to Habitat borrowers. Our mutual objective is to help very low and low income persons acquire and maintain a habitat in a safe community/environment.



We make home possible<sup>SM</sup>

**FREDDIE MAC:** InCharge served as the sole facilitator for the Borrower Help Network, providing assistance to Freddie Mac customers facing certain or imminent default on their homes. InCharge met the challenge of not only identifying foreclosure prevention alternatives for Freddie Mac home owners, but also conducting counseling sessions to address total financial well-being.

## INCHARGE SINCERELY APPRECIATES THE SUPPORT & PARTNERSHIPS OF THE FOLLOWING ORGANIZATIONS:

- Bank of America
- Community Legal Aid Services
- Countless Real Estate Professionals & Mortgage Brokers
- D.R. Horton
- Experian
- Orlando Neighborhood Improvement Corp (ONIC)
- Fifth Third Bank
- Freddie Mac
- Genworth Mortgage Insurance
- Radian Private Mortgage Insurance
- SunTrust
- J.P. Morgan Chase



*Thanks to InCharge, we have taken care of our debt and are taking the steps to never be in debt ever again!*

*Anthony*



## **BANKRUPTCY COUNSELING & EDUCATION**

As a nonprofit 501(c)(3) organization, InCharge Debt Solutions offers the required pre-file credit counseling and pre-discharge course for a nominal fee. InCharge knows that sometimes bankruptcy is the best — or only — option available to those struggling with debt problems. For clients considering

bankruptcy, InCharge offers a wealth of information in the form of many insightful articles about the law, the short- and long-term ramifications of bankruptcy, what rights clients have, etc.

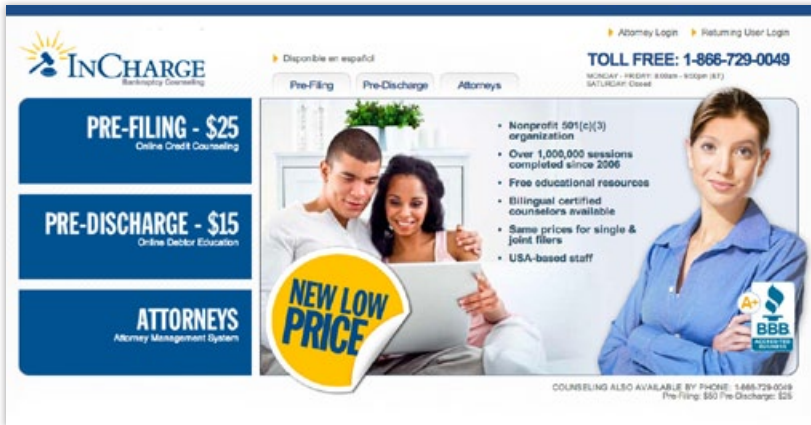
For clients who are going through bankruptcy, InCharge has been

approved to issue certificates evidencing completion of the Pre-Filing Credit Counseling and the Pre-Discharge Debtor Education course in compliance with the Bankruptcy Code (approval does not endorse or assure the quality of a Provider's services).



## LOW PRICING

- InCharge is proud to offer low pricing for Pre-File Credit Counseling (now \$25) and Pre-Discharge Debtor Education (now \$15).
- We offer an Attorney Referral list, which helps connect clients with attorneys in their area.
- Attorney Management system provides real-time access to client data via personal online dashboard. Check client status, view invoices, or print course certificates.



Improved PersonalFinanceEducation.com Website



InCharge Bankruptcy Postcard

## PROGRAM FEATURES:

- Offer both Pre-Filing & Pre-Discharge required courses
- Instant certificate delivery
- Online courses available 24/7
- Telephone courses in English and Spanish
- Attorney Management System
- Free educational resources along with free eBook and computer game upon course completion

## CLIENT/ATTORNEY BENEFITS:

- Single source for both required courses
- Keeps filing on schedule to eliminate paying for re-file fees
- Clients can complete at their convenience
- Clients receive service in preferred language
- Attorney module automates certificate delivery, invoicing and billing
- Clients learn how to start anew after bankruptcy
- Attorney Referral Program available



# WHAT OUR CLIENTS SAY...

**THANKS TO INCHARGE** I'll be debt free in 3 months with two last things to pay off. The light is getting bright at the end of this debt tunnel. :)

FROM:  
**YSMAEL**

**YOU GUYS ROCK!!** Thank you so much for helping me conquer my credit card debt. Next month, I will be paying the final payment of a \$45K credit card debt due to the economic crash in 2008. I was able to succeed with a small business that is still thriving today and pay off a huge amount of debt with the help of InCharge Debt Solutions!! Thank you!

FROM:  
**HEATHER**

**GREAT COMPANY.** You have to do the work, but they help you every step of the way. And yes it DOES build your credit score.

FROM:  
**KATHY**

94% debt free here! I can't stop smiling every time I see that yellow bar! The fee is a small price to pay for what they have helped my family accomplish.

**TOTALLY WORTH IT!**

*Brandy*





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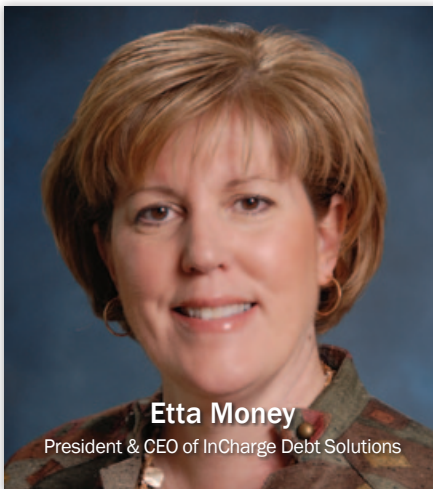
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Veronica Whitelaw



**Etta Money**

President & CEO of InCharge Debt Solutions

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5

Number of organizations or agencies that accredit, rate, or issue regulatory approval to InCharge Debt Solutions (NFCC, COA, BBB, HUD, EOUST).

149

Number of workshops and seminars conducted in 2014.

3,959

Number of attendees at InCharge financial literacy, housing and other workshops in 2014.

52,172

Number of bankruptcy counseling and education sessions completed by InCharge clients in 2014.

67,664

Number of credit counseling sessions delivered by InCharge to its clients in 2014.

1,566,439

Number of client interactions in 2014.

10,619,561

Number of client payments processed since 1997.

2,785,874,727

Amount of total debt our clients have repaid since 1997.

365

**NUMBER OF DAYS IN  
THE YEAR OUR CLIENTS  
ARE INCHARGE OF  
THEIR DEBT**