



Annual Impact Report 2022

Message from the CEO

A recent *Time Magazine* article read *We Can't Solve the World's Biggest Crises Without Protecting Our Basic Needs...* I firmly believe – as we enter 2023 - that this principle applies to our daily lives as well.

As citizens, active community members, workers, parents and caretakers, we've all expended a tremendous amount of personal energy and – more often than not – financial assets to get through the height of the pandemic. This year, unfortunately, we continue to face uncertain times with the increased costs of living in so many critical areas: energy, food, transportation and housing.

So, let's start the year by taking a deep breath and focusing on the basics, and that starts with our financial well-being. Now is the perfect time to go over our budget and goals. Let's take a moment to review our bills and expenditures: are we taking advantage of the best prices and plans available? Are these programs and benefits we should consider taking advantage of – such as employer retirement matching programs?

The beginning of the year is always a good time for a financial check-up, and we stand ready to assist you. Check out our free online assessment at [LifeCents](#), or [start your individualized counseling session online today](#). We are also available by phone at 1-800-642-2227.

Please take a moment to read our Annual Impact Report below. Thanks to your support and commitment, we were able to serve thousands of individuals and families in 2022, and the new year promises to be a busy and productive year! We look forward to updating you on some of the exciting new services and products we will be rolling out this year.

Thanks again and Best Wishes,



Annual Impact Report 2022

Mission & Vision

Mission

The Mission of CCCSMD is to improve the financial lives of the individuals and communities we serve.

Vision

The Vision of CCCSMD is to provide every client and community we serve with a path toward financial independence.

Financial and Housing Counseling Volumes and Highlights

20,858
of Calls

3,314
of Completed
Sessions

91
Workshops

912
Workshop
Attendees

2022 Community Outreach and Education Volumes and Highlights

100%
Satisfaction Rate

Thank you all for helping me get a new lease on life and my credit. I am still working things through, but I would not be in the place I am now were it not for your organization.

- Andrea L.

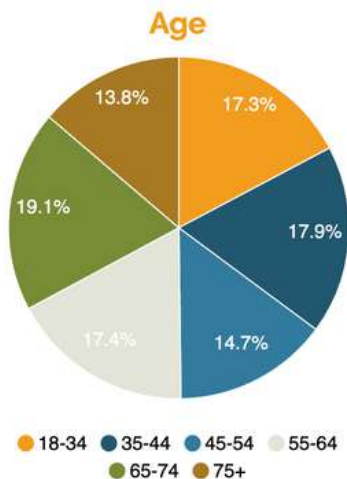
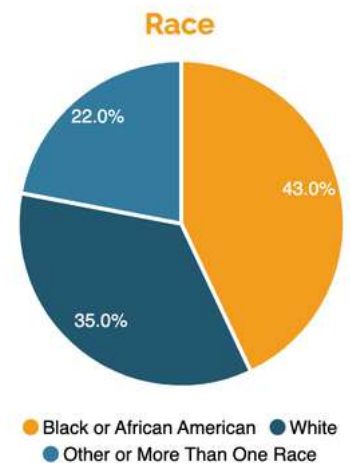
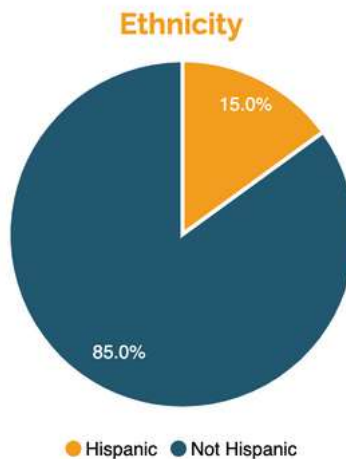
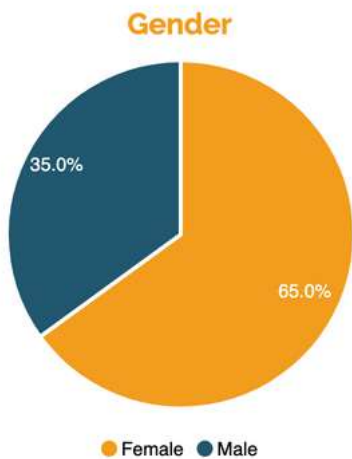


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Our Commitment to Diversity, Equity, and Inclusion

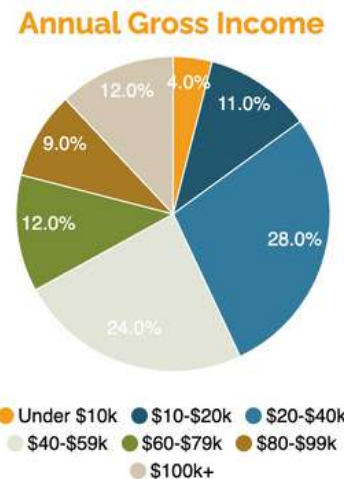
Diversity, Equity, and Inclusion are at the heart of our Mission, Vision and Values. CCCSMD promotes fair treatment, opportunity, access, and advancement for all – regardless of race, color, gender, religion, age, national origin, sexual orientation, marital status, disability, and other classifications protected by applicable law. We strive to create an inclusive workplace that celebrates and values diversity and reflects the communities we serve.

DEI Statistics



86%

In 2022, 86% of the individuals and families we served were low to moderate-income households.





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2022 Accomplishments

CCCSMD as an Industry Leader

Our team joined leading thought leaders and groups during 2022. Helene Raynaud, our President and CEO, was elected to serve on the National Foundation for Credit Counseling (NFCC) Board of Trustees and joined Industry experts to undertake research on the effectiveness of Credit Counseling and Debt Forbearances: Pre- and Post-COVID as well as to establish standards and guidance for an effective Digital Transformation of our sector. Susan Fitz, Vice President of Counseling and Programs, co-chairs the National HUD Intermediary Coalition and has been very involved in informing regulators of ways to improve access and equity for our services. We also had a chance to participate in various innovation conferences throughout the year such as Prosperity NOW and NFCC Connect.

Digital Innovation and Transformation

We made tremendous strides to capture the attention of clients who prefer digital interactions, with a special focus on Millennials and Gen Z's. We introduced new comprehensive online financial tools – such as LifeCents – and launched the first phase of our Online Counseling platform in December. These changes have already led to significant improvements in our ability to serve clients more effectively and offer a wider range of solutions.

Expansion of our Housing Counseling Program through the National Housing Stability Program (HSCP) and support of Special Purpose Credit Products.

Our participation in the American Rescue Plan Act of 2021 Housing Stability Counseling Program (HSCP) has helped us expand our housing counseling services and relationships with nonprofit partners and community-based groups in our key markets (MD, FL, VA and CA). We were also selected by various mortgage lenders to provide support to clients eligible for a Special Purpose Credit Program mortgage loan.



Up Next for 2023



Develop and Roll-out the next phase of our digital transformation by rolling out a complete Online Counseling platform, launching a self-serve student debt solutions portal, and offering expanded access to public education.



Support financial institutions and creditors through diversification of debt relief options and on-going research about the impact of our services.



Strengthen and establish collaborations with industry experts to enhance our services to victims of trauma and of natural or environmental disasters.

It is difficult to express how much CCCSMD helped me get my life back in order. I found myself in a deep, deep, hole. Fortunately, by adhering to the program set out by CCCSMD, I was able to get back on my feet financially and think about being able to retire.

- Jules W.