

# Clarifi at a Glance

Clarifi, a nonprofit resource dedicated to lifelong financial literacy, has assisted 700,000 local residents in improving financial literacy, capability and stability. **Our mission is to create hope by helping people identify and secure the most important assets in their lives.**

Through one-on-one counseling, and education and special programs we educate consumers on key personal finance topics and motivate them to take positive action. **Service topics include budgeting, credit, debt repayment, saving, housing (purchases, foreclosure prevention, reverse mortgages) and student loans.**

Based in Center City Philadelphia, Clarifi has 20 branch offices covering Philadelphia, Bucks, Chester, Delaware and Montgomery Counties in Pennsylvania; Burlington, Camden, Cumberland, Gloucester and Atlantic Counties in New Jersey; and New Castle County in Delaware.

## Client Profile

Clarifi provides services to all in need, regardless of ability to pay. Our 2014 counseling client base was more than 90% low-to-moderate income (LMI), 64% female, approximately 70% minority and 10% elderly (66+ years).

In 2014, we provided over 16,000 counseling sessions and reached 6,044 local residents through financial workshops in conjunction with 150+ community partners including nonprofits, government agencies, libraries and schools.

## Accreditations

- Clarifi is an affiliate of Public Health Management Corporation (PHMC)
- Member of the National Foundation for Credit Counseling (NFCC) and accredited by the Council on Accreditation
- Approved by the U.S. Department of Housing and Urban Development (HUD) and state/local housing agencies

## Notable Accomplishments

- Patty Hasson served on Consumer Advisory Board for the Consumer Financial Protection Bureau (CFPB), 2012 – 2015
- Selected as first ally of The Forum of Executive Women, 2014
- Champion of Financial Literacy*, Delaware County Literacy Council, for helping adults improve their finances, 2014
- Women on the Move, Main Line Today*, given to Clarifi President and Executive Director Patty Hasson, 2013
- Making a Difference*, National Foundation for Credit Counseling, for leadership and innovation, 2013
- Special Achievement Award*, Pennsylvania Housing Finance Agency, for our work with struggling homeowners, 2012; *Best Agency Award*, 2010

## 2014 Financial Summary

### REVENUE

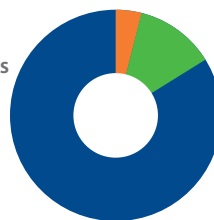
- 39% Grants
- 34% Government Contracts
- 11% Earned Income
- 7% Client Fees
- 5% Creditor Fees
- 4% Other\*

Total: 6.2 million



### EXPENSES

- 83% Program & Services
- 12% Administration & Management
- 5% Fundraising



\*All donations, fundraising event, contributed service and non-oper. revenue grouped as "Other"

## Board of Directors

### Officers

- Patty Hasson, President  
*Clarifi*
- Roger Wilson, Chairman  
*Campbell Soup Company*
- Kathleen Leonik, Vice Chairman  
*CreditShop*
- Wayne Anglace,  
Secretary/Treasurer  
*Delaware Investments*

### Directors

- Robert W. Bernard, Jr.  
*Comcast*
- Peter Bilinsky  
*Janney Montgomery Scott, LLC*
- Peter Burns  
*Heartland Payment Systems*
- John Carey  
*CitiCard*
- Stacey Cooper  
*Capital One*
- Stephen Delaney  
*Deloitte*
- Joel Dickson  
*The Vanguard Group*
- Tine Hansen-Turton  
*PHMC*
- Tim Hunter  
*Radian Guaranty Inc.*
- Mark Parsells  
*Global Debt Registry*
- Nancy Rosenau  
*The Bancorp*
- Anthony Shore  
*Essent Guaranty, Inc.*
- Allan Stevens  
*Franklin Mint Federal Credit Union*
- Catherine Ulozas  
*Drexel University*
- Karen Walters  
*Independence Blue Cross*

800.989.2227  
Clarifi.org

# Programs and Services Guide

## One-on-One Counseling

### Spending Plan and Credit

- Review income, living expenses and debt, and develop a realistic spending plan
- Create a plan to maintain credit, reduce debt or meet another financial goal

### Debt Management

- Review strategies to eliminate or reduce debt
- Work with creditors to lower payments, avoid collection action and reduce/eliminate fees
- Enroll in a plan to make monthly payments to creditors via Clarifi

### Credit Report

- Review credit reports and scores from three major credit reporting agencies
- Develop an action plan to improve credit and/or maintain good credit

### Housing

#### Pre-Purchase

- Develop an action plan to become a homeowner and review all costs involved
- Review budget and credit to determine affordability of a mortgage

#### Foreclosure Prevention and Mortgage Default

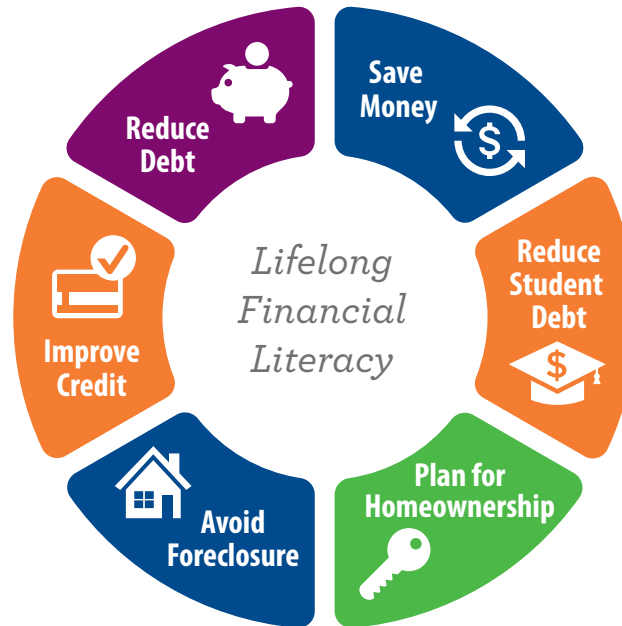
- Review all options to become current on mortgage and avoid foreclosure
- Options may include loan modification, repayment plan, forbearance or other workout solutions

#### Local Diversion Programs

- Offered in Delaware, and in Delaware, Montgomery and Philadelphia Counties in Pennsylvania

#### Reverse Mortgage (Seniors 62 and older are eligible)

- Review reverse mortgage products, features/benefits, eligibility and alternatives



## Education Programs

### Financial Smarts

- Workshop topics include developing a spending plan, utilizing banking products, understanding credit reports, homeownership and more

### Financial Smarts for Seniors

- Workshop topics include avoiding scams, understanding social security, living on a fixed income and learning more about reverse mortgages

### FinanciallyHers

- Empowers women to make savvy, informed financial decisions related to family and relationships
- Topics include understanding spending motivations and managing money

## Special Programs

### Clarifi Workplace

- Employee benefit program for companies to help their employees achieve financial stability and increase productivity
- Provides combination of onsite custom workshops, webinars and one-on-one counseling

### Clarifi Boot Camp

- Structured program that integrates financial education, counseling and coaching
- Participants are paired with a coach who provides support and motivation to help them meet financial goals

### Clarifi College

- *Pre-College:* Help families determine how they will pay for college while minimizing student debt
- *Post-College:* Review student loan repayment options and address defaults

Our flexible services and programs can be customized for your needs.

Connect with Clarifi

800.989.2227 | clarifi.org

# Imagine a *clear* financial future.

Meet with a Counselor • Attend a Workshop



Improve your credit



Avoid foreclosure



Reduce your debt



Plan for college

## DELAWARE

### Wilmington

100 W. 10th St.

*Wilmington Urban League*

710 N. Lincoln St.

*West End Neighborhood House*

## NEW JERSEY

### Burlington

595 Rancocas Rd.

*United Way of Burlington County*

### Cherry Hill

1 Mall Drive, Suite 615

### Galloway

4 E. Jimmie Leads Rd., Suite 10

*United Way of Atlantic County*

## PENNSYLVANIA

### Jenkintown

101 Greenwood Ave., Suite 340

### Levittown

100 Levittown Pkwy., 2nd Fl.

*Catholic Social Services*

### Media

280 North Providence Rd., Suite 7

### Philadelphia, Center City

1608 Walnut St., 10th Fl.

(Clarifi Main Office)

\*1401 John F. Kennedy Blvd.

*Municipal Services Building*

\*100 S. Broad St., 9th Fl.

*1199C Education & Training Fund*

\*1424 Chestnut St.

*Community Legal Services*

\*2010 Chestnut St.

*Women's Opportunity Resource Center*

### Germantown (Phila.)

\*5722 Greene St.

*Germantown Life Enrichment Center*

### North Philadelphia

\*216 W. Somerset St.

*Congreso*

\*1410 W. Erie Ave.

*Community Legal Services*

### Northeast Philadelphia

7340 Jackson St.

*Catholic Social Services*

\*4329 Griscom St.

*Turning Points for Children*

### West Philadelphia

\*3939 Warren St.

*People's Emergency Center*

\*59 N. 60th St.

*Achievability*

### West Chester

770 E. Market St., Suite 190

*\*Financial Empowerment Centers*

Most offices open 8am – 6pm Mon. – Thurs. Some evening and weekend hours also available.

Visit [clarifi.org/locations](http://clarifi.org/locations) for more details.

Your future starts today. Connect with Clarifi.



800.989.2227  
CLARIFI.ORG

