



A YEAR OF CHANGE

ENRIQUA'S STORY

"I never knew what Credit, Budgeting, Loans, or even having a Retirement Plan entailed until I became \$3,000 in debt when I went to college."

In less than a year of working with Enriqua, she has improved her credit score, reduced debt, has an emergency savings account, and has moved into her own apartment. Enriqua is also now engaged and planning her wedding ceremony using her excellent budgeting and planning skills.

"I now feel more confident about my finances and how I want to reach my goals. I don't feel insecure about my lack of knowledge of financial literacy, and the topic doesn't intimidate me anymore."

~ Enriqua B.
Sound Outreach Client



IN A YEAR WHEN UNEMPLOYMENT AVERAGED OVER 200%, SOUND OUTREACH WAS THERE - HELPING SECURE EMPLOYMENT AND FINANCIAL WELL-BEING FOR OUR CLIENTS.

3,133

Clients Served in 2020

347 were served with financial and/or employment coaching and 2,966 were served with tax and insurance services.

64%

Financial Action Plan Created*

Having a custom action plan empowers our clients to visualize their success.

58%

Improved Credit Score*

The average increase was 56 points, providing better access to appropriate and affordable financial services.

33%

Increased Financial Well-Being Score*

This score provides a common metric that allows a comparison of financial well-being across people and over time.

50 CLIENTS

Gained Employment

Employment gives clients both financial stability and restores dignity.

24%

Identified as Senior Citizens**

Seniors have a unique set of challenges including, many times, fixed incomes, and additional barriers to employment.



*Based on clients working with a Center for Strong Families financial coach for at least 6 months.
**The Seniors served percentage was calculated out of all clients served with financial and employment services.

Who We Serve

Sound Outreach's mission is to empower Pierce County residents to achieve their financial dreams through an integrated model of coaching and counseling to reach personal financial security.

We serve [ALICE communities](#) as part of an overarching regional effort to lift 15,000 people out of poverty.

Our organizational model is adaptable to serve the unique needs of the diverse communities we serve, including adult learners, senior citizens, immigrants and refugees, and small business owners.

Sixty-one percent of our clients are non-white and eighty-three percent of our financial and employment coaching clients are women.

Sound Outreach (SO) is committed to equity, diversity, access, and becoming an anti-racist, multicultural organization. Our internal "SO Diverse" team created a [DEI Action Plan](#) to guide our work.



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HOW WE HELP OUR COMMUNITY



Center for Strong Families

Sound Outreach (SO) is the model for the Center for Strong Families in the South Sound area. Working together with United Way of Pierce County, SO and other area non-profits such as the Tacoma Housing Authority provide wrap-around services to ensure that families have all the resources they need as they work toward financial stability.

Bridges to Career Opportunities

The program provides foundational skills needed for entry to the construction and medical professions, such as math and computer literacy, job readiness, as well as personalized resume writing and interview preparation.

Serving Older Adults

Sound Outreach offers an informed resource on financial and insurance issues specific to seniors.

In addition to our Silver Financial Coach, Our Statewide Health Insurance Benefits Advisors (SHIBA) are trained volunteers to help consumers navigate Medicare, employment health care, and provide accurate unbiased information and advice to help them avoid fraud and abuse.

Contracts & Embedded Counselors

By contracting with community partners we can embed our financial counseling expertise in organizations as diverse as the City of Federal Way, the University of Washington Tacoma, and collaborate with Spaceworks to serve Black-owned businesses.



“By focusing on long-term relationships, we can meet the clients where they are. When most of our clients lost income instantly due to the pandemic, we were able to walk side-by-side with them to access benefits and develop a plan to recover, and in many cases, thrive.”

~ Bryan Flint
Sound Outreach
Executive Director



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