

SOUND
outreach

2021 IMPACT REPORT

Making Progress
During the Storm





SOUND OUTREACH

Sound Outreach (SO) helps Pierce and South King County residents experiencing low or moderate-incomes build security through financial counseling, employment coaching, and other connected services. Providing guidance and tools toward increasing household income, relief from predatory loans, improving credit scores, and achieving livable-wage jobs, we assist people to realize long-term financial goals.

We are determined to actively seek out disenfranchised neighbors and disrupt systemic financial and social racism by empowering residents most in need. We will continue to offer a safe space to learn and grow new generations of wealth previously limited through economic inequality.

SO is humbled to serve alongside our clients and thankful for the dedication and support from our community.

2021 an Expanding Year

During 2021, Sound Outreach created meaningful partnerships helping serve more individuals and broaden our reach. Whatever the pandemic or the economy throws at our clients, we will spend the next year solidifying our impact for their financial stability.

- ✓ New full-time financial counselor position with the City of Federal Way
- ✓ Financial counseling services with the City of Kent
- ✓ A new Center for Strong Families with the Sumner-Bonney Lake School District and United Way of Pierce County
- ✓ Partnership with University of Washington-Tacoma to serve first-generation students with financial counseling
- ✓ Providing financial counseling to Black-owned businesses from the Spaceworks Business Incubator.

FINANCIAL COACHING Program

Sound Outreach (SO) has a network of trained financial coaches, embedded in organizations throughout Pierce County, who provide long-term financial coaching. SO puts consumers in charge of their money by going beyond financial education to help improve their financial stability. Our AFCPE-certified coaches are trained to deal with financial crises.

Our financial coaching services are free and we meet one-on-one with clients to:

Make a Budget: Help clients know exactly where their money goes in order to create a realistic plan toward stability.

Credit Report: Collaboratively review the credit report and make a plan to build credit and increase clients' credit score.

Financial Health Assessment: Review the clients' overall financial health.

Clients' Financial Vision: Establish our clients short-term and long-term goals and figure out the first steps toward attaining them.



NEW 2021

GEOGRAPHIC EXPANSION

Sound Outreach expanded financial coaching into Federal Way, Kent and Sumner-Bonney Lake.

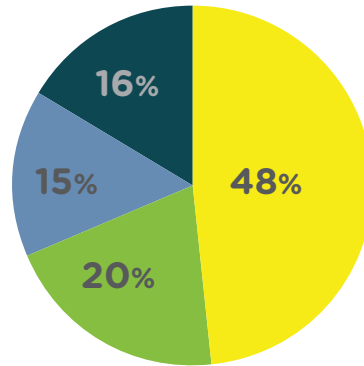


NEW 2021

MONEY NAVIGATOR

Aimed at for-profit businesses and launching in 2022, the program will be marketed as a service for companies seeking to assist their employees with sound financial advice thereby increasing the employee's stability and loyalty to the firm.

Who did we support in 2021



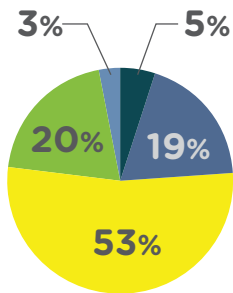
Income Level

- Crisis, 48%
 - Vulnerable, 20%
 - Stable, 15%
 - Self Sufficient, Thriving, 16%
- Based on AMI levels for Pierce County.*

Total Clients Served

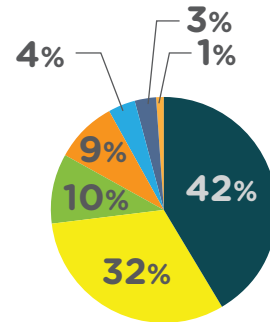
2,249

SHIBA 1,349
Coaching Clients 400



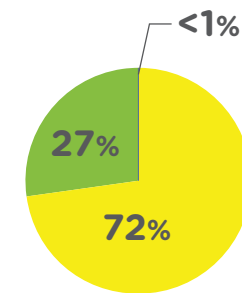
Age

- 18-24, 5%
- 25-34, 19%
- 35-54, 53%
- 55+, 20%
- Undisclosed, 3%



Race

- White, 42%
- Black, 32%
- Multi-Racial, 10%
- Other Unknown, 9%
- Asian, 4%
- Hawaiian, Pacific Islander, 3%
- American Indian, Alaska Native, 1%
- Hispanic, 12% (of the above, 12% also identified their ethnicity as Hispanic)



Gender

- Female, 72%
- Male, 27%
- Other, <1%

Pie Charts based on 400 Coaching Clients.



NEW 2021

TONY'S STORY



Tony came to Sound Outreach stressed and at his wit's end with credit card debt, wondering if bankruptcy was his only option. With his financial counselor, Tony explored options while learning budgeting and debt payoff timelines.

Tony then took action by establishing an Emergency Fund, paying off ALL his credit card debt, and paying for a modest vehicle in cash. He now has an affordable apartment and is self-sustainable. He has set himself up for the future and has room in his budget for fun money!

"I am proud of his progress and can see the emotional change resulting from his wise financial decisions."

- Levi Merchant, Financial Counselor

Center for STRONG FAMILIES

The Center for Strong Families (CSF) bundles together employment and financial coaching, as well as access to streamlined public benefits through comprehensive case management for economically vulnerable households. Partially funded by United Way and working with multiple stakeholders and partners, our counselors have helped hundreds of clients secure better jobs at higher wages, build up sound financial habits leading to higher credit scores, and save their income through budgeting and goal-setting techniques.

Tacoma Housing Authority Partnership

Sound Outreach employs the financial counselor embedded in the Tacoma Housing Authority CSF located in Salishan.

344
CLIENTS

Key Partners


- United Way of Pierce County
- Tacoma Housing Authority
- Sumner-Bonney Lake School District
- Bethel School District
- Pierce County
- City of Tacoma
- City of Federal Way
- City of Kent
- University of Washington - Tacoma
- Spaceworks



NEW 2021

SUMNER-BONNEY LAKE CSF FINANCIAL OPPORTUNITY CENTER

In 2021, Sound Outreach formed a new exciting partnership with the Sumner-Bonney Lake School District expanding our geographic reach. While we have already co-located onsite, look for the location to officially open in 2022.



We helped **62** ALICE* families increase their net worth by an average of **\$21,612** helping these families increase their collective net worth by **\$1,339,954** in 2021.

**ALICE stands for Asset Limited, Income Constrained, Employed, and is a new way of defining and understanding the struggles of households that earn above the Federal Poverty Level, but not enough to afford a bare-bones household budget.*



BANK ON & Pierce County Asset Building Coalition

The Pierce County Asset Building Coalition (PCABC) includes representatives of the financial sector, social services, educational entities, and government working together to highlight inequity in financial systems and banking access to advance greater inclusion. The Coalition meets quarterly and in 2021 began partnering with financial institutions to reach youth serving and business incubation programs.

Bank On Pierce County was a new program in 2021 and expands access throughout Pierce County to nationally certified accounts that are safe, affordable, and accessible.

PCABC EXECUTIVE COMMITTEE

Ziquora Banks, Director of Community Relations, Verity Credit Union

Deena Giesen, Director of Homeowner Services, Tacoma Pierce County Habitat for Humanity

Mandy Lee, Director of Family Stability Initiatives, United Way of Pierce County

Adam Stein, VP, CRA & HMDA Compliance Manager, CRCM, Columbia Bank

Carol Wolfe, Division Manager, Community and Economic Development, City of Tacoma

Keyla Moore, Family Self-Sufficiency Coordinator, Pierce County Housing Authority



NEW 2021 SO GAINS BANK ON FELLOWSHIP

SO applied for, and was awarded, a fellowship grant in 2021 to provide a full-time staff person to work on the Bank On program.

The Bank On Fellow recruits financial institutions in Pierce County into the Bank On program and works with those institutions to certify their accounts with Bank On. They also applied for (with Associated Ministries) and were awarded a grant to do community outreach at free tax workshops throughout the county encouraging folks to use their tax refund to start bank accounts and savings.



Working with Sound
Outreach's financial and
employment coaches **55**
of our clients saw their
net income increase by an
average of **\$1,626**
per month.

SHIBA PROGRAM

The Statewide Health Insurance Benefits Advisors (SHIBA) is a free, unbiased, and confidential counseling service offered by the Washington State Office of the Insurance Commissioner.

Sound Outreach has trained volunteers ready to help consumers understand their Medicare rights and options. We offer information on Medigap (Medicare Supplement) and Medicare Advantage plans, Medicaid programs, employment-related health benefits, long-term care options, fraud and abuse, and much more. We also answer questions, make referrals, help evaluate and compare health insurance policies, and make public presentations.

Silver Financial Coaching

The Silver Financial Counseling Services program provides Tacoma senior citizens 60 and over with safe and secure access to a financial counselor to assess their financial situation, as well as assistance navigating government and community resources specific to seniors.



Key Partners

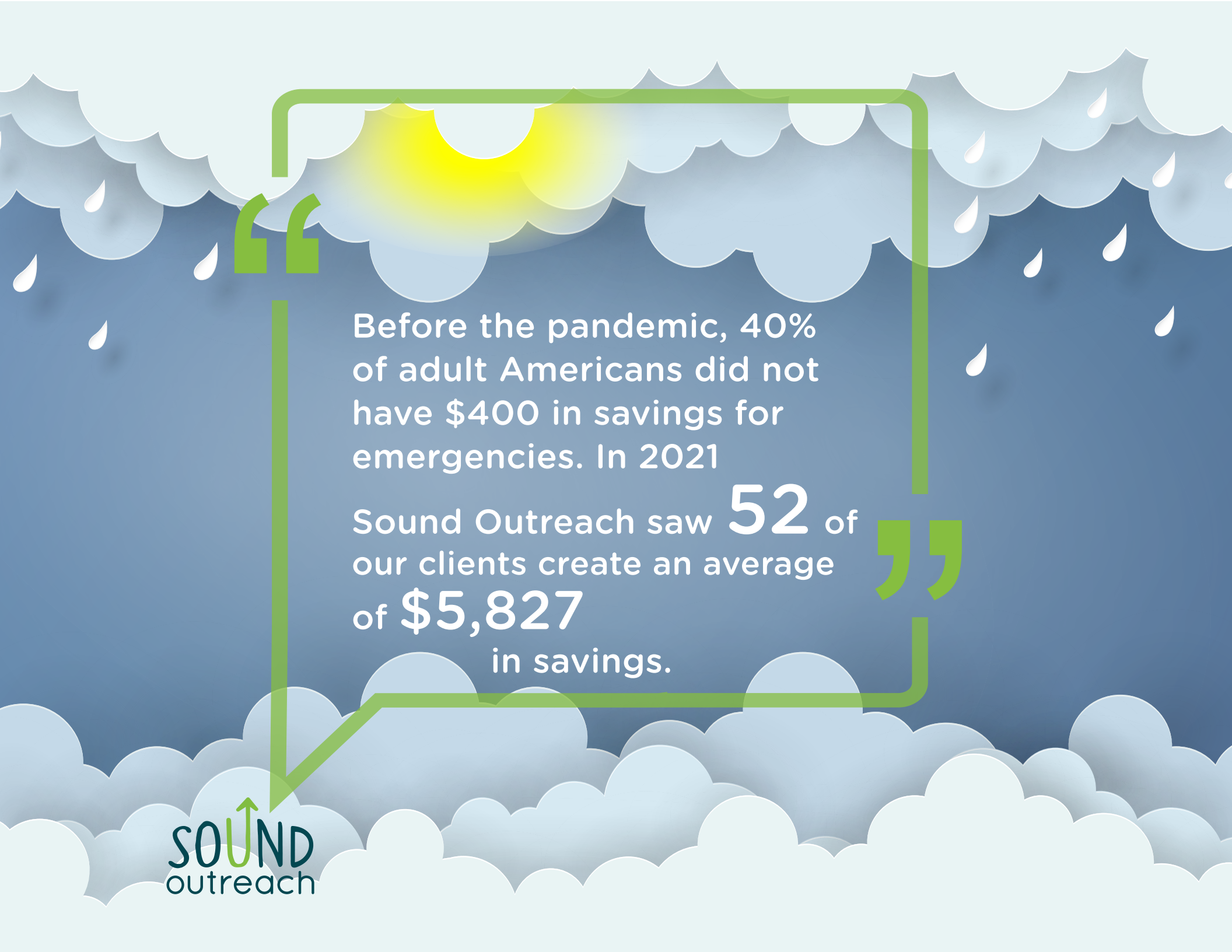
- Office of the Insurance Commissioner
- City of Tacoma

VIRGIE'S STORY



When Virgie's roommate passed away, she found herself no longer able to pay rent and facing a move out notice for the end of the following month. Struggling to manage her housing costs, she started working with Sound Outreach.

With the assistance of Silver Program financial counselor, Virgie created an action plan, budget, and a strategy for negotiating with her creditors. Her counselor also connected Virgie with a pro bono legal organization to help her understand her legal rights and negotiate with her landlord. Virgie is now several steps into her action plan and feeling confident about her future.

The background features a stylized illustration of a bright yellow sun partially obscured by a layer of light blue, scalloped-edged clouds. Below the sun, a dark blue sky is filled with white raindrops falling. At the bottom, another layer of light blue, scalloped-edged clouds is visible. A thick green line forms a rectangular frame around the central text, with small green brackets at the corners.

Before the pandemic, 40% of adult Americans did not have \$400 in savings for emergencies. In 2021

Sound Outreach saw **52** of our clients create an average of **\$5,827** in savings.



SO Diverse is a staff team engaged and focused on diversity and equity in our organization and throughout the community.

In 2020, SO Diverse collected staff surveys aiming to uncover and address key issues in our current services, culture, and mission. With this information in 2021, SO developed our Anti-Racism Statement and 13-page DEI Action Plan. SO Diverse regularly meets to continually work toward promoting equity in our community as well as provide on-going staff training and engagement.

Our Diversity, Equity, and Inclusion (DEI) Commitment

“Sound Outreach is committed to embracing cross-cultural diversity and actively participating in anti-racist work geared to disrupting the systemic inequalities in our community. We believe in the dignity, respect, and equitable treatment of all who find their way to our door. We will treat our clients, co-workers, and volunteers with fairness, caring, and inclusiveness. We respect the value of diversity in all of its unique ways and pledge ourselves to create and maintain an environment that respects and includes diverse traditions, heritages, and experiences in all walks of life.”

“Economic inclusion is the DNA of Sound Outreach. In 2021 we worked to further embed inclusion in every aspect of the organization.”

— William Towey, Board Member

Goal 1:

We commit to create intentional systems for clients of BIPOC and other minority communities to actively shape the work of Sound Outreach, seeking to support their businesses and over-represent them in our client base.

Goal 2:

We commit to do more outreach, seeking further afield for opportunities to aid any disenfranchised groups beyond our home location in Hilltop.

Goal 3:

We commit ourselves to prioritizing Diversity, Equity, and Inclusion in our work both internally amongst our Board, Staff, and Volunteers, as well as our client base, and externally.

MEMBERS

Current

Tim Jumper, Bryan Flint, Martin Pirgiotis, Rachel McHugh, Brandon Lang, Luan Watts

Former

Steven Banks, Deya Ozburn, Kenan Hadzic, Kristina Santwan

STAFF



Tim Jumper
Manager of
Community
Engagement



James Taylor
Director of
Financial
Counseling



Tami Wheeler
SHIBA
Volunteer
Coordinator



Levi Merchant
CSF Bethel
Financial
Counselor



Martin Pirgiotis
Silver
Financial
Counselor



Bob Kidd
CSF Sumner-
Bonney Lake
Financial
Counselor

Kenan Hadzic
THA Financial
Counselor



Bryan Flint
Executive
Director



Kirsten Willis
Development
Director



Jennifer Morrison
Program
Manager



Rachel McHugh
Bank On
Pierce County
Fellow



Jodi Williams
Federal Way
Financial
Counselor



Brandon Lang
CSF Hilltop
Financial
Counselor



Lynn Willis
CSF Bethel
Employment
Coach



Luan Watts
CSF Sumner-
Bonney Lake
Employment
Coach

THANK YOU

To our many supporters, you make our work possible.

Board Members

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Harborstone Credit Union

Brendan Nelson, Board Vice-Chair
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Church, Executive Director, Hilltop Action
Coalition

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Lucy Yee Management Consulting

Cassandra Mitchell
SVP, Manager for Diversity, Equity &
Inclusion Strategy and Engagement,
KeyBank

Tono Sablan
Grants & Contracts Administrator,
Raikes Foundation

William Towey
Development Director & Community
Affairs, Comprehensive Life Resources

Funders

United Way of Pierce County
Office of the Insurance Commissioner
Pierce County ARPA Funds
Tacoma Housing Authority
City of Federal Way
City of Tacoma
WA Department of Commerce
City of Kent
Cities for Financial Empowerment
Department of Financial Institutions

Foundations and Sponsors

Bamford Family Foundation
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Forest Foundation
Gesa Credit Union
Gottfried and Mary Fuchs Foundation
Greater Tacoma Community Foundation
Group Health Foundation
Harborstone Credit Union
HomeStreet Bank Community Fund
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Key Bank Foundation
Medina Foundation
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Woodworth Foundation