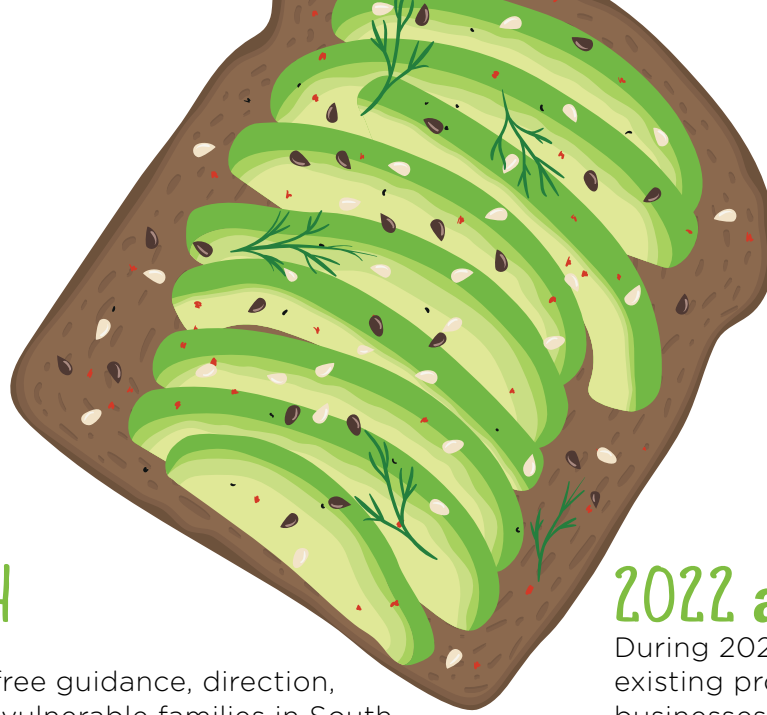




Helping People
bring home **the bacon***
2022 IMPACT REPORT

SOUND
outreach
providing guidance. **improving lives.**

*No animals were harmed in
the creation of this impact report.



“Wealth is not about having a lot of money; it’s about having a lot of options.”

- Chris Rock

SOUND OUTREACH

Sound Outreach (SO) offers free guidance, direction, and support to economically vulnerable families in South Puget Sound, helping them secure financial stability and independence. We assist people to realize long-term financial goals by providing guidance with increasing household income, improving credit scores, and achieving livable-wage jobs.

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 we are thankful for the dedication and support from our community.

2022 a Year of Offering Options

During 2022, Sound Outreach worked to strengthen its existing programs in support of individuals, families and businesses. We made sure they had all the options to make the best financial decisions for themselves.

- ✓ Served 2,327 clients and for clients that reported their income, 70% had income levels considered “crisis” or “vulnerable”.
- ✓ County-wide outreach for Washington’s new Working Families Tax Credit which puts up to \$1,200 in household pockets.
- ✓ Officially opened the Sumner-Bonney Lake Center for Strong Families Financial Opportunity Center.
- ✓ Bank On Pierce County secured its first credit union accredited account.
- ✓ Formed a partnership with the Black Collective to hire a business operations specialist supporting Black businesses.
- ✓ Raised more than our \$70k goal with the return of the Sound of Progress luncheon and over 200 guests.

FINANCIAL COACHING Program

Sound Outreach (SO) has a network of trained financial coaches, embedded in organizations throughout the south Puget Sound, 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 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.

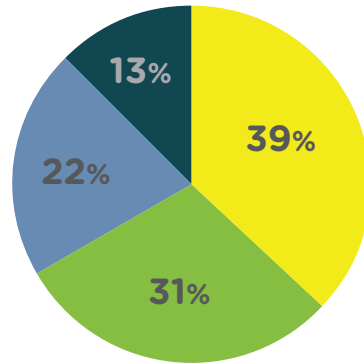


WORKING FAMILY TAX CREDIT

In 2022, SO was chosen as one of three Pierce County organizations to partner with the Department of Revenue for outreach and local assistance for the Working Families Tax Credit. This included a full time staff member, Alejandra Villeda for the duration of the project as well as a budget to complete multilingual outreach efforts to low-income families. Read more at: soundoutreach.org/working-family-tax-credit

Who did we support in 2022

96.5% of the clients served by Sound Outreach in 2022 have a household income at or below \$81,000.

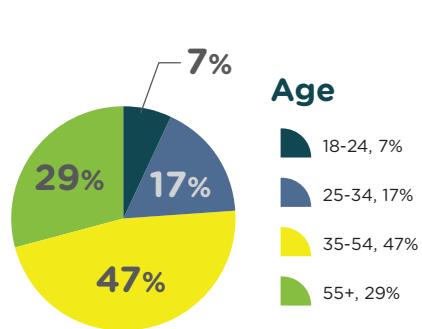


Income Level

- Crisis, 39%
 - Vulnerable, 31%
 - Stable, 22%
 - Self Sufficient, Thriving, 13%
- Based on AMI levels for Pierce County.*

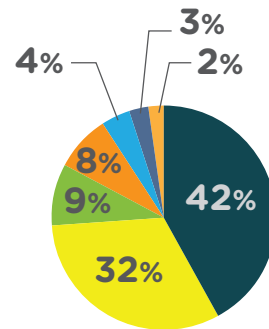


SHIBA 1,863
Coaching Clients 464



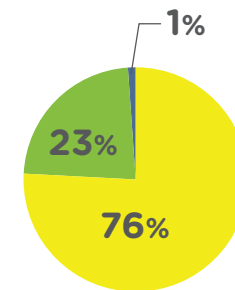
Age

- 18-24, 7%
- 25-34, 17%
- 35-54, 47%
- 55+, 29%



Race

- White, 42%
- Black, 32%
- Other Unknown, 9%
- Multi-Racial, 8%
- Hawaiian, Pacific Islander, 4%
- Asian, 3%
- American Indian, Alaska Native, 2%
- Hispanic, 13% (of the above, 13% also identified their ethnicity as Hispanic)



Gender

- Female, 76%
- Male, 23%
- Other, 1%

Pie Charts based on 308 Coaching Clients.



LATRAIA'S STORY



Latraia moved to the Pacific Northwest from Florida in 2019 with the dream of owning her own home. When Latraia came to Sound Outreach in 2021 she was living in a tiny home village for unhoused individuals and hoping to map out a path to home ownership.

While meeting with her Financial Counselor, Brandon, she gained the knowledge and resources to meet her savings and budgeting goals. Latraia also credits the accountability provided by Brandon during their meetings as one of the main reasons she was able to meet her savings goals and was ready to jump when the opportunity came up to buy her first home in Kent!

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.



Key Partners


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



CSF LOCATION SPRINGS TO LIFE

In 2022, the Sumner-Bonney Lake CSF Financial Opportunity Center officially unveiled with an open house and had its first full year serving clients.





We helped **52** ALICE* families increase their net worth by an average of **\$56,828** in 2022.

**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.*

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BANK ON & Pierce County Asset Building Coalition

The Pierce County Asset Building Coalition (PCABC) meets quarterly to bring more access to banking services. Building collaborations between the financial sector, social services, and government. We seek to better serve youth, BIPOC communities, and seniors with safe, affordable, and accessible banking services.

The Bank On Pierce County program started in 2021 and expanded access throughout Pierce County to nationally certified accounts that are safe, affordable, and accessible.



FIRST PIERCE COUNTY CERTIFICATION

In 2022 with SO's assistance, America's Credit Union received Bank On certification, making it the first Pierce County based credit union to receive certification.

Supporting Bank On Pierce County



PCABC EXECUTIVE COMMITTEE

- Ziquora Banks**, AVP of DEI & Strategic Partnerships, Seattle Credit Union
- Jarrett Brunny**, Vice President of Community Impact, United Way of Pierce County
- Deena Giesen**, Director of Homeowner Services, Tacoma Pierce County Habitat for Humanity
- Keyla Moore**, Family Self-Sufficiency Coordinator, Pierce County Housing Authority
- Ashley Perry**, Compliance Analyst, Columbia Bank
- Carol Wolfe**, Division Manager, Community and Economic Development, City of Tacoma

A photograph of a man with a beard and a woman in a yellow safety vest talking in a warehouse. The man is on the left, and the woman is on the right, holding a sandwich. The image has a green overlay.

“

Working with Sound Outreach's financial and employment coaches

40 of our clients saw their net income increase by an average of **\$1,878** 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 24 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.

Key Partners

- Office of the Insurance Commissioner
- City of Tacoma



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.



SUPPORTING SENIORS

“We had a distraught client who needed legal help. Although we are still working through some of her other concerns, I was humbled when she walked in

one day holding a bouquet of flowers, as a thank you. She had visited the Downtown Tacoma Market and used some of her limited resources to purchase flowers for me.

- Jillian Sibblies, Silver Financial Counselor



“

Before the pandemic, 40% of adult Americans did not have \$400 in savings for emergencies. In 2022

Sound Outreach saw **41** of our clients create an average of **\$8,393** in savings.”

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Pierce County's HUB AND SPOKE PROGRAM

Pierce County has teamed with Sound Outreach/Tacoma Pierce County Black Collective as one of seven organizations to reach BIPOC business owners. The County acts as a hub for dispersing information and the organizations are the “spokes”, sending out navigators to the community.

Our navigator works to increase the list of black-owned businesses, mostly through word of mouth, and relationship building. He also puts on various “Collective Development” events where black business owners can come in for free business development sessions from prominent businesses and organizations that have specific assistance available for black business owners.

In Partnership with



Sound Outreach is the proud fiscal agent for The Black Collective on this project.



Spoke Organizations

- Sound Outreach
- Tacoma Pierce County Black Collective
- Korean Women's Association
- Mi Centro
- Asian Pacific Cultural Center
- Procurement Technical Assistance Center (PTAC)
- Pacific Lutheran University
- Business Impact Northwest



BUILDING BIPOC EQUITY

“Another way that the navigator supports business owners, is by facilitating business collaborations such as the upcoming grant opportunity for fifteen BIPOC-owned businesses and Boeing. There has

been a lot positive feedback from the businesses regarding having someone specific that they can reach out to assist in spaces where black people have historically received less assistance than their white counterparts.”

- Michael Jordan, Business Operation Specialist



STAFF



Tim Jumper
Director of Financial Counseling



Tami Wheeler
SHIBA Volunteer Coordinator



Jillian Sibblies
Silver Financial Counselor



Levi Merchant
CSF Bethel Financial Counselor



Brandon Lang
CSF Hilltop Financial Counselor



Mary Ann Hill
CSF Sumner-Bonney Lake Financial Counselor



Michael Jordan
Black Collective Business Operation Specialist



Bryan Flint
Executive Director



Kirsten Willis
Development Director



Jennifer Morrison
Director of Operations



Rachel McHugh
Bank On Pierce County Fellow



Kayleigh Sheen
CSF Bethel Employment Coach



Arceto Clark
CSF Hilltop Employment Coach

Luan Watts
CSF Sumner-Bonney Lake Employment Coach

Kenan Hadzic
THA Financial Counselor

THANK YOU

To our many supporters, you make our work possible.

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City of Federal Way
City of Tacoma
WA Department of Commerce
Cities for Financial Empowerment
Department of Financial Institutions

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