

SOUND OUTREACH

2023 Overview

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 in realizing long-term financial goals by providing guidance with increasing household income, improving credit scores, and achieving livable-wage jobs.

“What seems a clinical, quantitative approach (building budgets, making financial plans) is life-transforming.”

- Carol Mitchell, Black Justice

2023 a Year of Increased Impact

Sound Outreach worked to increase our outreach to connect with individuals, families, and businesses.

- ✓ Served a total of 2,728 clients - including an outstanding 1,946 through the Statewide Health Insurance Benefits Advisors - over 20 trained volunteers work with these clients!
- ✓ 782 people received financial and employment coaching, almost twice what we reported in 2022. Many clients were served through our partnerships with the Institute for Black Justice, UW-Tacoma First Generation programs, and Palmer Scholars.
- ✓ 472 clients were served through the Center for Strong Families, the highest number since we began reporting these figures!
- ✓ Raised more than our \$75K goal at our Sound of Progress luncheon.
- ✓ Celebrate You! Client event in November acknowledged the hard work of 15 clients - it was so inspiring to hear about the strides they are making to build financial stability.
- ✓ SO was awarded funding by the Magic Cabinet to both engage in a strategic planning process and to implement the change. Look forward to hearing more in later 2024!

KEISHA'S STORY

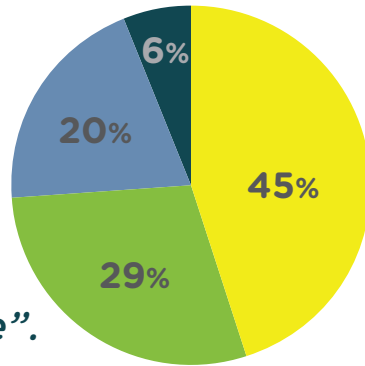
Keisha, shared that after working with Sound Outreach she is working full-time for a local non-profit and recently got a \$5/hour raise. She has increased her net worth by \$400 and increased her credit score by 20 points!



SOUND
outreach
providing guidance. improving lives.

Who did we support in 2023

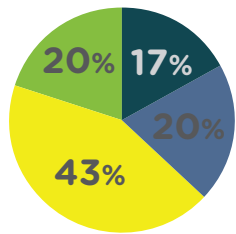
74% of the clients served by Sound Outreach have a household income below "Stable".



Income Level

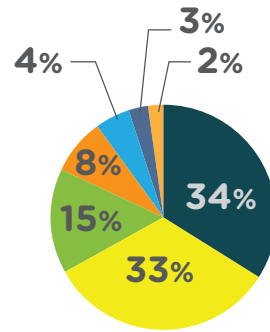
- Crisis, 45%
 - Vulnerable, 29%
 - Stable, 20%
 - Self Sufficient, Thriving, 6%
- Based on AMI levels for Pierce County.*

2,728
TOTAL CLIENTS SERVED
SHIBA 1,946
(Statewide Health Insurance Benefits Advisors)
Coaching Clients 782



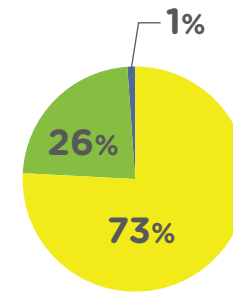
Age

- 14-24, 17%
- 25-34, 20%
- 35-54, 43%
- 55+, 20%



Race

- White, 34%
- Black, 33%
- Other Unknown, 15%
- Multi-Racial, 8%
- Hawaiian, Pacific Islander, 4%
- Asian, 3%
- American Indian, Alaska Native, 2%
- Hispanic, 22% (of the above, 22% also identified their ethnicity as Hispanic)



Gender

- Female, 73%
- Male, 26%
- Other, 1%

Pie Charts based on 472 Center for Strong Family Clients.



NIEISHA'S STORY

Nieisha collaborated with SO to learn how to leverage money, use credit and pay off debt. After sustained effort, Nieisha began to see the results of her hard work and she increased her credit score by over 200 points!