



Transformational Learning Systems
that Create Financially Accountable
and Sustainable Communities



Our Vision – A financially sound community

Our Mission – To empower individuals and families to achieve financial freedom

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Letter From Our CEO

A lack of sound financial literacy continues to be a challenge within most of our communities today. Roughly 44% of US households are living in 'liquid asset poverty'. Any unexpected change in circumstances, such as a loss of a job or medical emergency could move a family from financial stability into financial crisis which could take months or years to recover.

In fact in 2014, our certified counselors and staff provided 137,267 hours of client services to help individuals and families transition out of financial crisis through education, one-to-one counseling, coaching support services and community outreach programs.

In order to leverage our history of education and community support, in late 2014 we began reinventing our organization to take advantage of our core skills and adapting them to a changing marketplace, education trends, and expanded reliance on technology. In August of 2015, Consumer Credit Counseling Service of Greater Dallas officially became Transformance, Inc. further expanding our mission to support and enhance our goal of creating financially accountable and economically sustainable communities.

The new Transformance e-learning platform is designed to meet learners where they are in their financial journey, apply sound financial principles, and transform behaviors through an engaging, gamified experience that reinforces positive behaviors and provides measureable outcomes.

Strategic partnerships have always been a significant part of our success, and will become even more important in the years to come. To our many partners and supporters in the community, we are very proud and fortunate that you have joined with us, and humbled by your support in our mission to enable financial resiliency in our communities.

Warm regards,



Ken Goodgames,
President and CEO, Transformance, Inc.



People trust Transformance because we are...

- An experienced, education-based 501(c)(3) nonprofit serving the community since 1974
- A member of the National Foundation for Credit Counseling (NFCC)
- NFCC certified counselors
- Accredited by the Council on Accreditation
- A partner of the United Way
- A HUD-approved housing counseling provider
- A member of Homeownership Preservation Foundation (HPF) Homeowner's HOPE™ Hotline
- A member in good standing with the Better Business Bureau
- An EOUST-approved bankruptcy counseling and education provider

trust

137,267 touches

Programs

■ Since 1974, Transformance has been a beacon of hope for consumers facing a financial crisis by offering one-on-one certified counseling services, financial education and tools to help consumers make sound financial choices that will lead to financial resiliency and prosperity. The Transformance mission is to empower individuals and families to achieve financial freedom, with the vision of building financially stable and economically sustainable communities.

Housing Counseling

Owning a home is the American dream, but this dream goes unrealized for many families in our communities. As a HUD approved counseling agency, Transformance is helping families facing housing challenges through a suite of services including certified counseling and education programs designed to help consumers get into and keep a home, or effectively transition out of homeownership through bankruptcy and other available programs. In 2014 Transformance served over 21,348 clients through the Homeownership Preservation Foundation (HPF)'s HOPE™ Hotline. Transformance is one of only six agencies in the United States approved by the U.S. Department of Housing and Urban Development (HUD) to provide assistance through the HOPE Hotline.

21,348
clients



Credit & Budget Counseling

Whether planning for life's significant events and surprises, or working to improve credit scores, Transformance certified counselors are equipped with the latest financial knowledge and tools to help families understand their financial situation, develop budgets, and successfully improve their credit scores. Low credit scores can cause detrimental side effects for families including higher borrowing costs and insurance premiums, denial of employment opportunities, or even emergency funding situations such as payday or auto title loans. In 2014, Transformance helped 80% of its clients improve their credit scores by 20 points or greater, resulting in a greatly improved outlook for their financial future.

20+
points



Financial Education & Community Outreach

To help equip consumers with knowledge and develop the practical tools needed for this complex financial landscape, the Transformance community outreach team provides a host of services to reach consumers where they are in their financial journey and help them create a solid path to financial wellbeing. Financial education classes are provided in English and Spanish, and are taught in person and through webinars at employers, financial institutions, schools, places of worship, and through other nonprofit partners. In 2014, Transformance impacted 49,939 clients with 137,267 client service hours through community outreach programs, counseling and coaching sessions, education classes, and webinars.

Financial e-Learning Hub

In addition to our traditional counseling and education services, Transformance is broadening our portfolio of services to include preventative solutions that drive long-term behavior changes with measurable outcomes. The innovative Transformance e-learning hub provides transformative learning through gamified modules designed to enhance retention and reinforce positive behaviors. Available 24/7, the digital platform allows easy access to learners when and where it is needed via computer or mobile app, and provides a robust user analytics platform for delivery of outcomes measurements. Launching in late 2015, the Transformance e-Learning Hub will serve 1 million consumers nationwide, with the potential of reaching more than 10 million consumers per year.

1 Million
consumers

Debt Management

up to
33%
reduced

Understanding the impact of debt on household budgets and credit scores can prove difficult for many families. Transformance helps clients understand how debt impacts their financial wellbeing and offers certified counseling services to identify the most efficient way to pay off debt, as well as ongoing education and tools to help clients stay on track. Additionally, Transformance is a trusted provider of student loan counseling and is an EQUEST approved provider for bankruptcy counseling. In 2014 Transformance certified counselors served 3,925 households and helped them reduce their debt by 20-33%.

Saving Programs

Transformance supports the community and families with numerous programs and tools designed to establish a regular pattern of savings so they can proactively plan for the future and be ready when life's unexpected situations arise. Partnering with the United Way of Metropolitan Dallas through the A.I.M (Accountable-Inspirational-Motivational) program, Transformance helped over 343 families in 2014 reduce their unsecured debt and establish at least \$600 in savings.

343 families

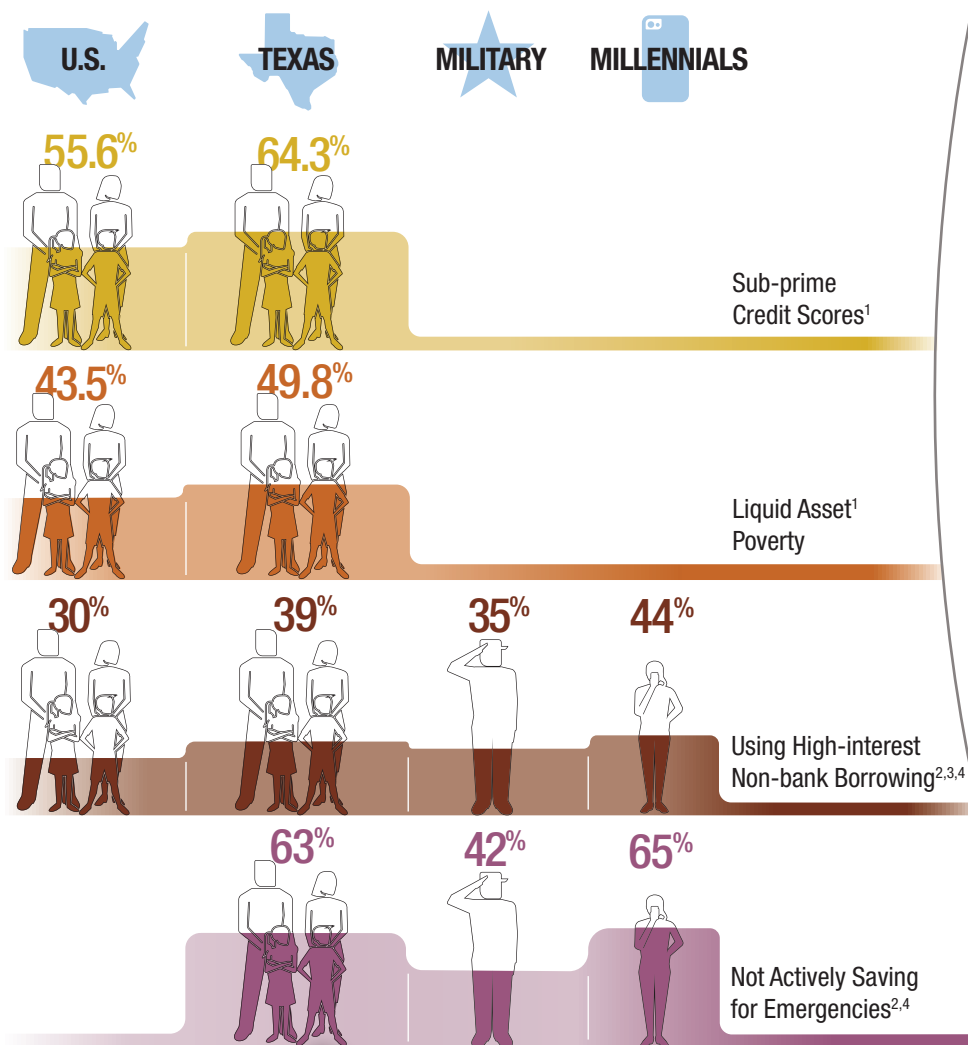
By expanding our learning platforms, investing in technology, and building collaborative partnerships, Transformance will continue its mission to provide break-through financial learning solutions that help transform lives.



Who We Serve

- Ages 18-54, K-5
- Economically Vulnerable & Middle Income
- Millennials & Young Adults
- Underserved & Ethnic Communities
- Educational Institutions
- Faith-based Organizations
- Unions & Associations
- Community & Civic Organizations
- Major Employers
- Served 49,939 clients through 137,267 touchpoints in 2014, potential of 10M nationally via e-Learning platform

Economic Backdrop



Economically Impaired Community

- Higher Divorce Rate
- Higher Bankruptcy
- Home Foreclosures
- Dependency on Payday Lenders
- Reduced Spending
- Higher Burden on Community
- 44% Families in Asset Poverty

Positive Outcomes for 2014

80%
reduced debt
by 20-33%

\$4K
average income
increase for those
receiving counseling
education and
coaching



Economically Sustainable Community

Impact on Communities

- Higher Discretionary Income
- Lower Demand for Social Services
- Enhanced Social Engagement
- Greater Economic Contribution

Positives for Families

- Higher Credit Scores
- Increased Savings
- Greater Financial Resiliency
- Increased Independence
- Increased Sense of Security and Confidence
- Forward Thinking-Asset Building

Transformance Ecosystem

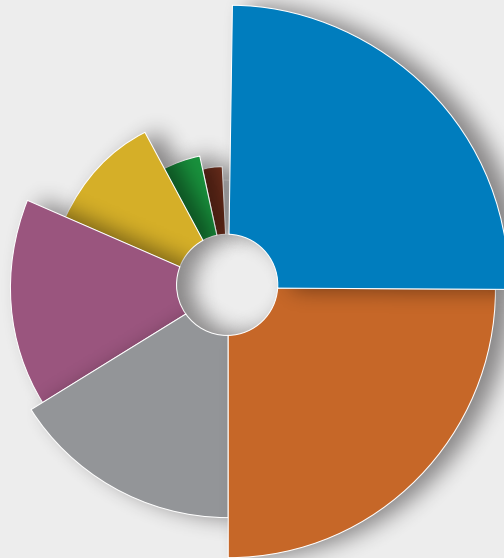
90% increased savings up to **\$600/year**

80% improved credit score by **20+points**

\$29M returned to creditor community

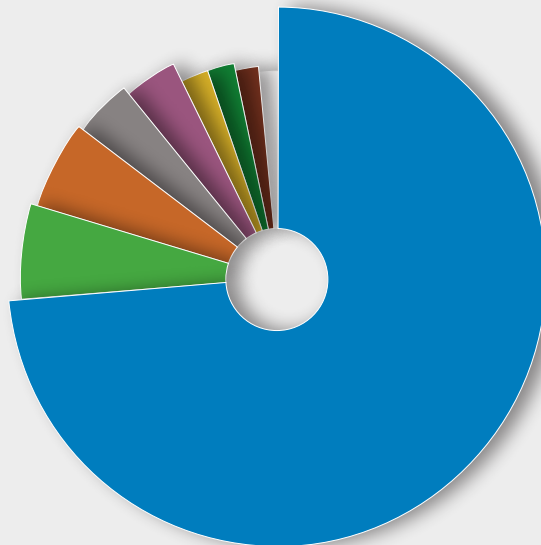
Financials

Revenue Sources



- 25.2% Creditor Fees
- 25.0% Client Fees
- 16.2% Federal Grants
- 15.1% Mortgage Servicers
- 10.7% Other Grants
- 4.3% Fundraising & Events
- 3.1% Interest & Dividends
- 0.4% Other Income

Major Expenses



- 73.8% Personnel
- 6.1% Other Expenditures
- 5.6% Occupancy
- 3.9% Contract Services
- 3.5% Computer Services & Telecom
- 2.0% Insurance
- 2.0% Miscellaneous Expense
- 1.8% Professional Services
- 1.5% Depreciation & Amortization

Statement of Activities

YEAR ENDED DECEMBER 31, 2014

PUBLIC SUPPORT	TOTAL
Grants	\$1,388,060
Contributions	<u>\$ 221,609</u>
	\$1,609,669

REVENUE	
Programs	\$3,370,849
Other	<u>\$ 181,752</u>
	\$3,552,601

TOTAL REVENUE	<u>\$5,162,270</u>
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EXPENSES	
Program Services	
Counseling and Related Services	\$3,915,340
Public Education	<u>\$ 381,751</u>
	\$4,297,091

Support Services	
General & Administrative	\$1,208,839
Development	<u>\$ 390,245</u>
	\$1,599,084

TOTAL EXPENSES	<u>\$5,896,175</u>
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Decrease in Unrestricted Net Assets - Operations	(\$ 733,905)
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Increase in Unrestricted Net Assets - Other	\$ 216,184
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Change in Net Assets	(\$ 517,721)
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Net Assets - Beginning of Year	\$5,686,176
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Net Assets - End of Year	\$5,168,455
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Leadership Team

Executive Leadership

Ken Goodgames, President and Chief Executive Officer

Yolanda Perez, Executive Vice President and Chief Operating Officer

Sharon King, Executive Vice President and Chief Development Officer

Board of Directors

Gilbert Gerst, Chair, SVP Community Development Lending/Investments - Bank of Texas

Laura V. Estrada, Secretary, President/Owner - Garza Business Services

Tom Heslep, Treasurer, Location President - Independent Bank

Ken Allen, Texas Industries, Inc. - Retired

Roshan Ajanee, CPA/Financial Planner - Ajanee Financial Services

Kelly Battaglia, Sr. Director, Marketing & Education - Apexus

Lori Bounds, Human Resources Manager - Jones Day Worldwide

Glenda Brewer, Sr. Shareholder - Cowles & Thompson

Terrence Chavis, Chief Financial Officer - Concord Church

JoAnn DePenning, CEO - J DePenning Consulting

Ken Goodgames, President and CEO - Transformance, Inc.

Beverly Johnson, Vice President - Financial Gravity Wealth

Christopher Lewis, Partner - Deloitte

Roland Love, Shareholder - Winstead PC

Sarah Dobson Mitchell, Partner - Jackson Walker, LLP

Micah R. Prude, Partner - Thompson & Knight, LLP

Mario Quintanilla, Sr Vice President - Frost Bank

Trudy Turner, CPA, CFP

Michael Webb, Business Development Manager - Akin Gump Strauss Hauer & Feld, LLP

Advisory Council

Valerie Freeman - Advisory Council Chair, CEO, Imprimis Group

Sally Crawford - Advisory Council Vice Chair, Partner, Jones Day (retired)

Regina Montoya, Attorney, Co-Chair, Mayor's Task Force on Poverty

Alfreda Norman, Senior Vice President, Federal Reserve Bank of Dallas

Ken Malcolmson, Former CEO, Humana

Ann Harmon, Health Care Executive

Carol Nichols, Regional Commercial Executive, Capital One Bank

Caitlin De Young, Financial Services Executive

Scott Orr, Vice President, Public Affairs - Fidelity Investments

John Cuellar, Investor and Business Owner

Dr. Jean Conway, President, Eastfield College, DCCCD

Vicky Teherani, President, VT Capital, Inc.



Donors

Your Support Makes a Difference!

Thank you to our valued partners and donors who make it possible to serve our communities.

Lifetime Donors

Financial Champions \$100,000+

Dallas Women's Foundation of Texas
United Way of Metropolitan Dallas

Chairman's Circle \$50,000-\$99,999

ELK Partners
The Jonesville Foundation

President's Club \$25,000-\$49,999

ACES
Advocare
Bank of America
BBVA Compass
Capital One
Communities Foundation of Texas
Foundation for Financial Planning
Friends of Consumer Freedom
Wells Fargo Bank

Innovators \$10,000-\$24,999

Bank of Oklahoma
Bank of Texas
Cornerstone Credit Union Foundation
Jones Day
JPMorgan Chase
Katherine (Kit) Addleman
Ken Allen
Mutual of Omaha Bank
Pat Galas
Roshan Ajanee
Sally Crawford
Viewpoint Bank/Legacy Texas
Vinson & Elkins
Wells Fargo

2014 Donors

Financial Champions \$100,000+

Dallas Women's Foundation
United Way of Metropolitan Dallas

Chairman's Circle \$50,000-\$99,999

ELK Partners
The Jonesville Foundation

President's Club \$25,000-\$49,999

Bank of America

Innovators \$10,000-\$24,999

Advocare
Bank of Oklahoma
Bank of Texas
BBVA Compass
Capital One
Communities Foundation of Texas
Cornerstone Credit Union Foundation
Viewpoint Bank/Legacy Texas
Vinson & Elkins
Wells Fargo Bank

Benefactors \$5,000-\$9,999

ACES
Friends of Consumer Freedom
Golden Living Corporation
Jones Day
JPMorgan Chase
Katherine (Kit) Addleman
Mutual of Omaha Bank
Roland Love
Swingle, Collins & Associates
William Wallander

Patrons \$1,000-\$4,999

Alan Yonack
Allianz Global Investors Distributors, LLC
Ann Harmon
Ann Ross
Children's Health
Cowles & Thompson, PC
Deloitte
DFW International Airport
Estrada Hinojosa
Kahn Mechanical Contractors
Ken Allen
Laura Estrada
Mary Beth Bardin
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Murphy Sylvest
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Patricia Villareal
PWC, LLP
Ray Sheeler
Regina Montoya
Robertson, Grieger & Thoele
Roshan Ajanee
Sally Crawford
Sandra Lauro
Shackelford, Melton & McKinley, LLP
Sharon King
Stephanie Couser
Shup Benefit Group
Thompson & Knight Foundation
Trudy Turner
TWV Capital
Valerie Freeman
Wilkins Finston Law Group, LLP

Sustainers \$500-\$999

Alfreda Norman
Beverly Johnson
Carol Vesey

Cecilia McKay
Chris Lewis
Cindi Straup
Danny Gardner
Delene Gilbert
Denise Huginnie
Gilbert Gerst
Glenda Brewer
JoAnn DePenning
Katherin Dockerill
Kelly Battaglia
Lori Bounds
Mayra Landeros
Michael Webb
Ruth Papasian
Scott Swanson
Sharon Fountain
Sharon Mankin

Sharon Taulman
Susan Cox
Suzan Fenner
Tom Heslep

Friends \$1-\$499

Audrey Van Buren
Charlotte Noel
Chris Dugan
Debra Bradley
Diana Bearden
Kathaleen Bauer
Marilyn Harris
Patricia Vaughan
Sheila Gallagher
Vickey Teherani

Fair Share Contributions

Institution	Total Contributions for 2014
Citi Bank	\$ 255,162
Bank of America	\$ 191,613
Capital One	\$ 161,700
JPMorgan Chase	\$ 147,426
Synchrony Bank-Retail	\$ 107,855
Discover	\$ 76,943
Wells Fargo	\$ 55,381
American Express	\$ 44,992
U.S. Bank	\$ 35,813
Target National Bank	\$ 21,168
Barclays Bank	\$ 18,943
Kohl's	\$ 15,235
Springleaf Financial	\$ 13,509
WFNNB Alliance Data Systems	\$ 12,390
USAA Federal Savings Bank	\$ 7,838

Client Perspectives

feedback

9

I came to Transformance because I found myself in the process of divorce and left with the responsibility to pay so many debts that I was sick from the stress. I was afraid I would not be able to pay and that it would ruin my credit and that I was left with this problem by myself.

I was in the debt management program for 4 years and concluded following with the AIM program. I learned how to fully distribute my salary toward the daily expenses and have an emergency savings. It helped me to be able to have a plan, and with your match I could maintain my credit in good standing instead of having to file for bankruptcy.

Now I feel in better control about my financial state already that with the knowledge acquired in the program, I will be able to see ways to prevent difficult situations in the future.

This program helped enough because I learned to solve my financial problems... In addition, it gives me the opportunity to complete various tasks that are half done. One of those was to be able to continue college and be able to buy a second vehicle that we really need.

Thank you for having the type of programs to help people to have financial freedom in a responsible manner. I would like to know if you offer other courses in Spanish to teach how to manage a small business on your own.

-Luz

Transformance staff is working with Luz Cabrera to connect her with community agencies and services to teach her how to start and manage a small business.

I was in financial difficulties, because I could not pay my bills. My biggest fear was that I might have to file for chapter 7 or 11. Transformance taught me how to set up a monthly budget plan. Now I have more knowledge and better control of my financial situation.

- Emile



I heard about a workshop on budgeting and attended it. During the workshop I learned about the AIM savings program. Due to the fact I did not have a savings account, I thought this would be a great start.

Since being in the program with Transformance, I have learned many things by attending the webinars and working with my counselors. I have a savings account and have better control of my finances now.

I have a pretty good feeling about my financial future...I don't run to the bank and continuously withdraw money whenever I need to buy something.

-Katherine

I was trying to refinance my home to lower my interest rate or mortgage payment. I had been deemed disabled and had a change of income. My biggest fear was.....can I save my home?

I was introduced to the AIM program about one year ago. It was easier to deposit knowing I had made an agreement with someone.

My financial future is good.....I have my home. My mortgage is affordable....

-Kathy

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8737 King George Drive
Dallas, TX 75235
(866) 906-2227
(214) 638-2227
info@transformanceusa.org

