



Apprisen

2018

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Annual Report

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Our Mission

Helping people improve their financial well-being through counseling, community outreach and financial education.

Our Vision

To provide financial solutions using a targeted analytical approach that will prepare and empower people through life's journey.

2018 Board of Directors

Joshua Curtis
Footprint Capital (Columbus, OH)

Michael Harding
Harding Financial Group (Columbus, OH)

Frederick Heyse
Retired, Proctor and Gamble (Cincinnati, OH)

Jay Michael
Attorney at Law (Columbus, OH)

Dr. Teresa Rich
Yakima Valley Community College (Yakima, WA)

Jill Snitcher McQuain
Columbus Bar Association (Columbus, OH)

Steve Weiker
Kicked Up Technology (Columbus, OH)

2018 Senior Staff

Johnny Cantrell
President and CEO

Christopher Kallay, CPA
Vice President and Chief Financial Officer
Treasurer

Brian Yoder
Director of Administration & Analytics
Secretary

Natasha Bishop
Director of Operations & Development

Re'Donna Thompson
Senior Manager of Operations

A Message from the CEO



As I close in on my 25th year in the credit counseling industry I have seen quite a bit of change, but not like anything our agency experienced in 2018. During this year we experienced continuous change and came to the realization that in this day and age, any business that deals with people must digitize and continue to innovate. The road of continuous innovation to remain relevant does not have a destination. The journey is the destination. While innovation has now become a way of life and is now ingrained in our daily culture we must also keep in mind that quality service to our clients is best delivered with a personal touch. Finding the balance to innovate by utilizing technology while not taking away the personal touch that our clients deserve is a very delicate mechanism to balance in our industry.

We had a very ambitious task list to accomplish in 2018 to position us to become a more effective, nimble agency. These accomplishments will now allow us to benefit from further advances in technology to improve our efficiencies. We redefined many processes through a thorough exercise of value-chain analysis that enabled us to make many enhancements and adjustments with the focus being to improve the client experience of those we serve. Providing additional service to clients that may have varying needs, but also preferred methods of obtaining service was a very high-level objective that we met. Early on, we made a decision to

strive to become an agency of value that will always keep the “client experience” at the heart of our business initiatives. Enhancing our online services and creating new means of electronic communications is key to our agency delivering financial education and assistance to the consumers of today and the next generation. Strengthening our data security around the many services we offer is critical, so that our clients and community partners have the peace of mind that when they do business with us their information is 100% confidential and safely protected. We understand that being trusted by those we serve is the highest level of value that could ever be achieved.

Looking ahead, we will continue to leverage innovative technology to improve our service efficiencies and reduce the costs of delivering services while continuing to add value to the client experience. We plan to launch more online education programs, extend our reach through social media and other channels, and continue creating tailored blueprints for the financial lives of our clients. Our service delivery advantage will be driven by capability, capacity, and scale. We want to be everywhere we are needed. By creating secured channels for sharing and delivering information there will be no one that reaches out to us that cannot be served. In today’s business world, anticipation of the next opportunity is almost as important as realizing the current one. We have redefined financial counseling and we’ll continue to do so by providing insights today that will empower individuals tomorrow.

The progress we have made would not be possible without the support and relationships of so many. Our community partners stepped up in a major way for us and we can’t thank them enough for believing in our vision and playing a major role in helping achieve our goals. The dedication and passion of our staff is unmatched and they continue to work selflessly and tirelessly to help our clients. Nothing we do is meaningful without our clients, and their success commands our respect.

A handwritten signature in black ink that reads "Johnny Cantrell". The signature is fluid and cursive, written in a professional style.

Johnny Cantrell
President and CEO

A Brief History of Apprisen



Key figures at organizational meeting of Consumer Credit Counseling Service of Greater Columbus, Inc., included (from left) Elise L. Roberts, William J. Cheyney and Harry E. Fuller.

Roberts Heads New Credit Advice Group

Elise L. Roberts was named president of Consumer Credit Counseling Service of Greater Columbus, Inc. (CCCSGC) in February 1967. She started the agency's credit counseling, serving no-charge members, both at the time of its formation in 1955 and in debt.

Apprisen traces its roots to 1955, when Harry Fuller, then president of the Capital Finance Corporation in Columbus, Ohio, established the first free debt counseling service in the nation, The Economy Budget Service Company. Representatives from other communities across the country soon came to Columbus to learn how to duplicate the services to help their residents.

After building tremendous support in its first 12 years, the Economy Budget Service was turned over to the community by the creation of Consumer Credit Counseling Service of Greater Columbus in February 1967. Services steadily expanded throughout the 70's and 80's, as CCCSGC became certified by HUD as a Housing Counseling agency and opened new offices throughout Central Ohio.



The 90's saw further innovation through the launch of telephone counseling in 1995 and the first website in 1996. Demand for services exploded in the early 2000's ahead of the recession. We responded by merging with 19 other credit counseling agencies throughout the Midwest and Pacific Northwest. To coincide with the expansion from Central Ohio to the Midwest and beyond, we debuted a new name, Apprisen. Derived from the verb apprise, which means to inform, instruct or advise, the name Apprisen reflects our commitment to financial education, counseling and community outreach.

In recent years, the agency continues its tradition of innovation. Rapid developments in technology has allowed us to effectively and securely work with our clients in the digital space. Counseling session documentation is now delivered and signed digitally through DocuSign®. A refreshed online submission application, launched in late 2018, brought a simple interface and fresh design. Clients are now able to quickly and easily submit their basic financial information to start a Financial Review Session at any time from any device. Apprisen was recognized by the National Foundation for Credit Counseling as an innovative leader for the use of Facebook Live and social media as a tool to provide free financial education.



Operations Report

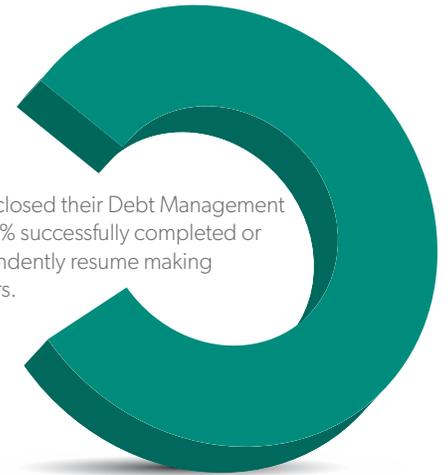


The core of Apprisen's activities is financial counseling. 10,577 individuals and families, 60% of which live in low to moderate income households, received a comprehensive financial review from Apprisen in 2018.

Together with a Financial Services Specialist, clients conduct an in-depth review of their finances, set goals, and leave with an action plan tailored to their specific circumstances.

Apprisen has made my life a whole lot better! My debts are paid off and I am confident that I will make better use of my resources....I can't tell you how happy I am. All the Apprisen staff have been wonderful! I truly believe that they are as happy as I am that I'm now debt-free!

The Apprisen folks helped us make a plan to become debt-free! We followed it and now we are free from that burden.



Among clients who closed their Debt Management Program in 2018, 78% successfully completed or were able to independently resume making payments to creditors.

Debt Management Plan Activity

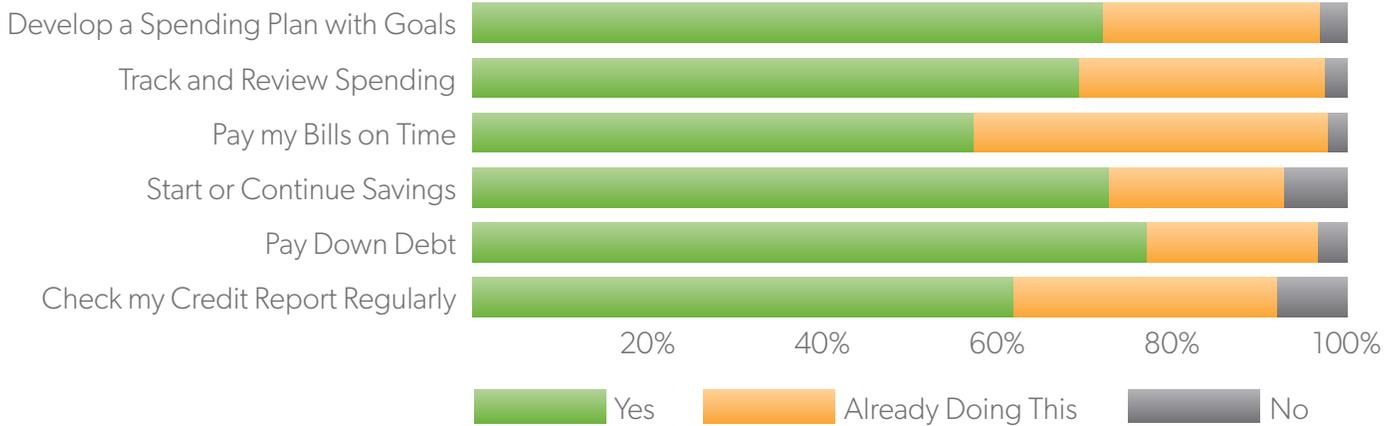


Operations Report

Change Begins with Intent

Our key outcome measure is our clients' intent to change among six key behaviors of sound financial management.

As a result of my counseling session/workshop, I now plan to:



As a single mom with three children I overused my credit cards. They got out of hand and the monthly payments were high. I needed help. I couldn't do it alone. When I was going to a food pantry my counselor suggested Apprisen. I called and the rest is history. It was hard but every time I would get the bill I would look at the balance and it was "shrinking." You don't even have to go to their offices. You can do it over the telephone. These are caring people they don't judge they help.

Service Delivery Channels

This year, our internet appointments continued to increase, again reaching their highest share of overall appointments at 27%. We are continuing to enhance our technology to more effectively serve clients that wish to connect with us via the internet.

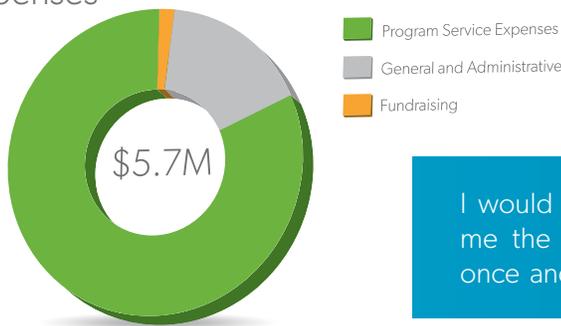


Financial Report

Revenue



Expenses



2018 Balance Sheet

Apprisen practices the same financial responsibility that we instill in our clients. Apprisen's income derives from a range of sources that includes reasonable client fees, creditor contributions, and grants.

Total Assets	\$3,758,000
Total Liabilities	\$945,000
Total Net Assets	\$2,813,000

I would like to sincerely thank you for all of your help. You have given me the confidence and the hope I needed to tackle this credit debt once and for all. The service you provided me was nothing but perfect!

Special Thanks to our Partners

It simply wouldn't be possible to offer our assistance to families across the US without the generous support we receive from the community. Thank you to all of our donors and contributors in 2018. We look forward to your continued support!

2018 Contributors

American Express	Bank of America	Barclay's	Branch Banking & Trust Company	Capital One
Chase	Cleveland Foundation	Chemical Bank	Citi	Comenity
Community America Credit Union	Cuyahoga County Veterans Commission	Community Foundation of Louisville	Discover	Farmers National Bank
Fifth Third	Google	Heritage Fund - Community Foundation of Bartholomew County	Home Savings Charitable Foundation	Huntington
Kentucky Housing Corporation	Kohl's	Nina Mason Pulliam Charitable Trust	Ohio Housing Finance Agency	OneMain
PNC	Republic Bank	Synchrony	Target	United Way of the Bluegrass, KY
United Way of Mahoning County, OH	United Way of Monroe County, IN	US Bancorp	Wells Fargo	

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