

BACK TO BASICS: PROVIDING RESOURCES TO STRUGGLING FAMILIES

COVID-19 Impact Report



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COVID-19 UNCOVERS AMERICANS' PERILOUS FINANCIAL POSITION

COVID-19 has led to unprecedented levels of unemployment and upsurges in payment delinquencies for households all over the country.

May marked the largest one month increase in mortgage delinquencies in history.



9% of all mortgages are in forbearance.

A third (33%) of Americans have lost income because of COVID-19.



An estimated 5.4 million Americans have lost health insurance as a result of job loss during the COVID-19 pandemic.

Unemployment rates peaked at 14.4% in April 2020.



These trends reveal that the safety net in the US is precarious, and families are often one small shock away from financial insecurity or peril.

ACCESSING THE RIGHT RESOURCES IS KEY

As families continue to struggle, this means that companies are facing challenges, too, and are looking for ways to help their customers, employees, and clients.



This is what SpringFour was built for - connecting individuals and families who are struggling with targeted resources to get through a financial crisis.

[SpringFour](#), a social impact fintech company, provides access to 15,000+ vetted and curated financial resources in 25 categories - in 575 cities across all 50 states.



SpringFour's business model is uniquely poised to respond to a situation like COVID-19.

SPRINGFOUR RESPONDS TO COVID-19

TRENDS SINCE COVID-19 HIT

IN MARCH, APRIL, & MAY 2020 OVER

1.1 MILLION

REFERRALS MADE USING SPRINGFOUR

3,000 VETTED & CURATED
LOCAL RESOURCES

SPECIFIC TO COVID-19 PANDEMIC

NEW RESOURCE CATEGORIES ARE
AMONG THE MOST REQUESTED



COVID-19 Financial



COVID-19 Food



COVID-19 Health

SpringFour connects families to nonprofit and government financial resources in 23+ categories.

COVID-19 Food

COVID-19 Financial

COVID-19 Health

Disaster Relief

Down Payment Assistance

Employment Services

Financial Counseling

Foreclosure Counseling

Healthcare Savings

Health Insurance

Heating & Utility Costs

Home Repair

Immigration Support

Income Tax Assistance

Legal Services

Mental Health Services

Military Resources

National Resources

Prescription Savings

Property Tax Issues

Rental Resources

Senior Citizen Services

Student Loan Counseling

WHAT DO FAMILIES NEED MOST DURING COVID-19?

In a matter of weeks, SpringFour added 3,000+ COVID-specific resources in:



Food Assistance



Financial Assistance



COVID-19 related Health Information

In Q2 2020, these three categories accounted for nearly half of all referrals (44%).

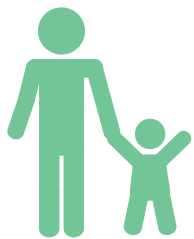
Employment Services was the third-highest category of need in May 2020.

Families are also struggling to pay for basic services such as heating and utility bills - the fourth-highest referral category.



SPRINGFOUR RESPONDS TO COVID-19

SpringFour has seen a fourfold increase in referrals in Q2 this year versus Q2 of 2019.



SpringFour provided nearly 1 million referrals to families in need in Q2 2020 alone, compared to 1.1 million referrals in the year 2019 as a whole.

In just the last ten days of May, SpringFour provided over 200,000 financial health resource referrals to consumers in need.

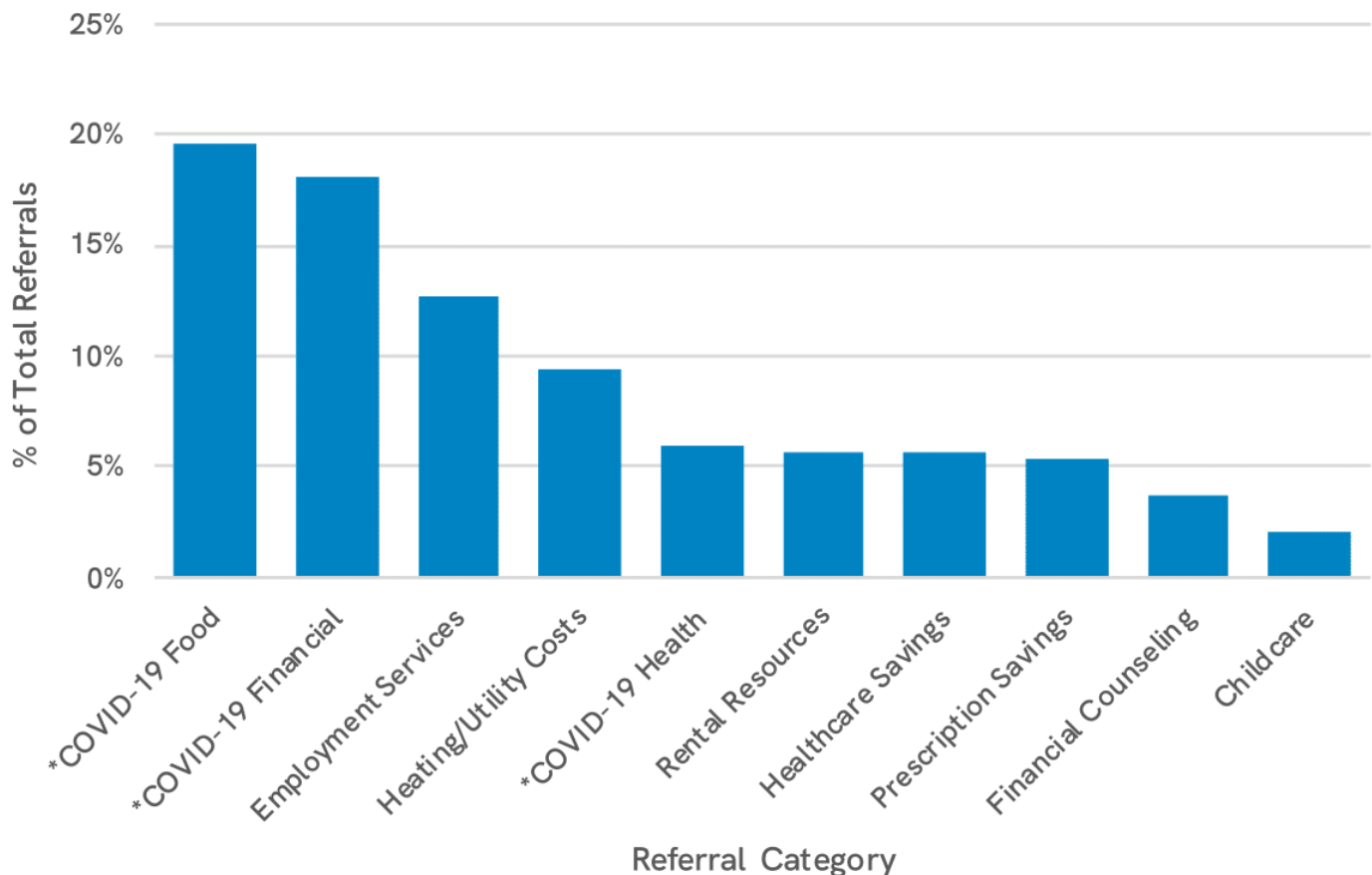


In the first half of 2020, SpringFour has provided over 1.6 million referrals.

FOOD, FINANCIAL ASSISTANCE, AND JOBS: WHAT FAMILIES NEED NOW

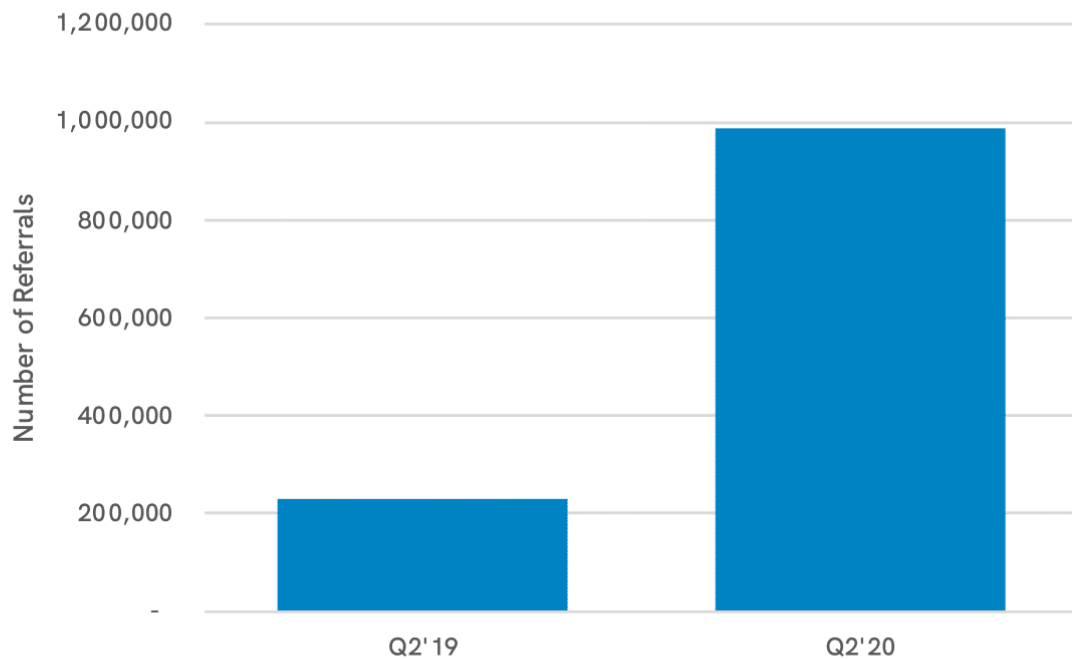
The bottom line: COVID-19 has uncovered how many families need help maintaining shelter, food security, and basic necessities in a time of crisis - and they need help accessing those resources TODAY.

Top 10 SpringFour Referral Categories as a Percentage of Total, Q2 2020

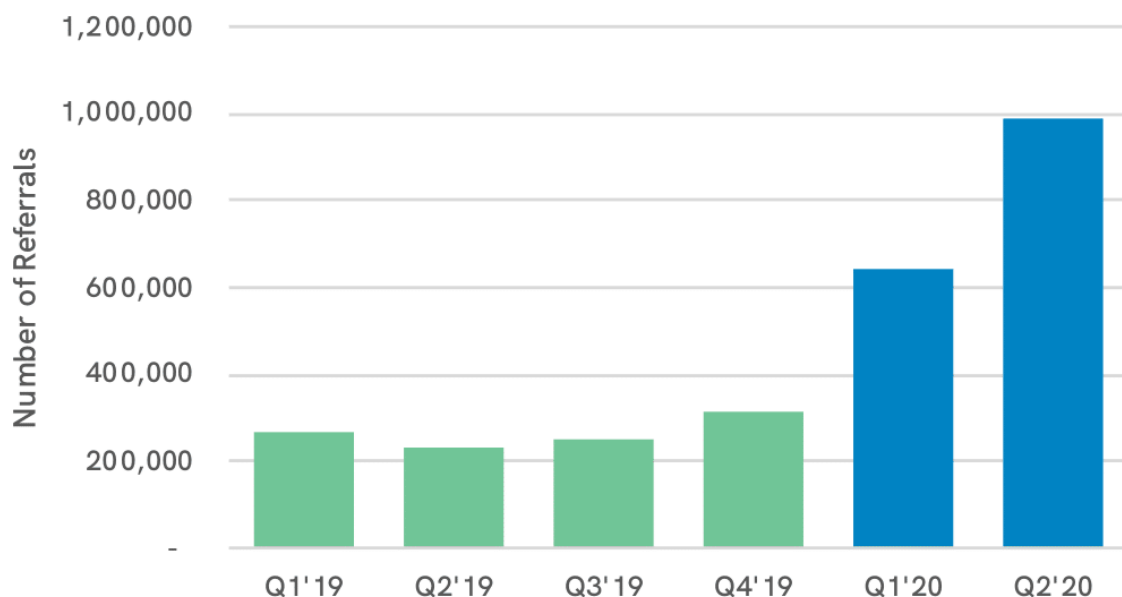


REFERRAL DEMAND INCREASES EXPONENTIALLY

Q2 Referral Growth, 2019 to 2020



Impact of COVID-19 on Referral Demand by Quarter



LARGE STATES AND COVID-19 HOTSPOTS DOMINATE SPRINGFOUR REFERRALS

Since the onset of the pandemic, SpringFour has seen the greatest number of referrals in:

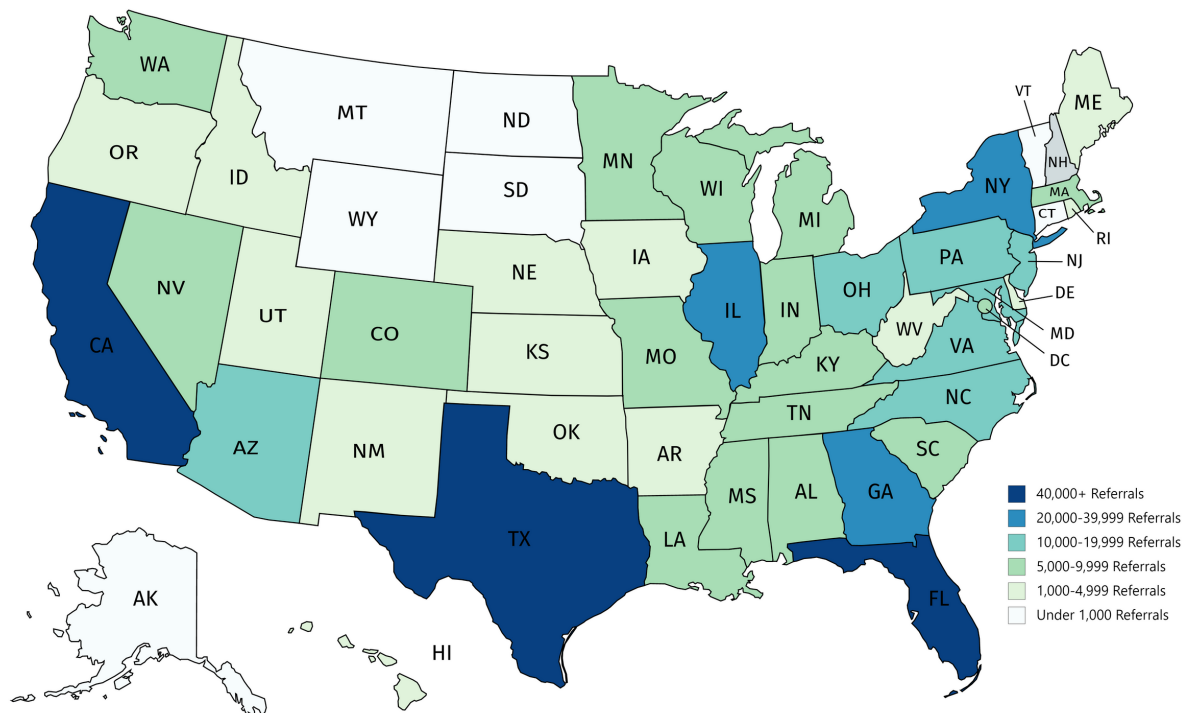
Large states that have been severely affected by the pandemic

States that re-opened early and saw new spikes in illness

States with large nonprofit and government resource networks

COVID-19 is impacting all of us, no matter where we live, work, worship, or go to school.

COVID-Related Referrals in May 2020



BASIC NECESSITIES ARE A COMMON NEED

A common theme emerges in demand for referrals during COVID-19 — Companies throughout our client pool saw high demand in the following categories in Q2 '20:



**COVID-19
Food**

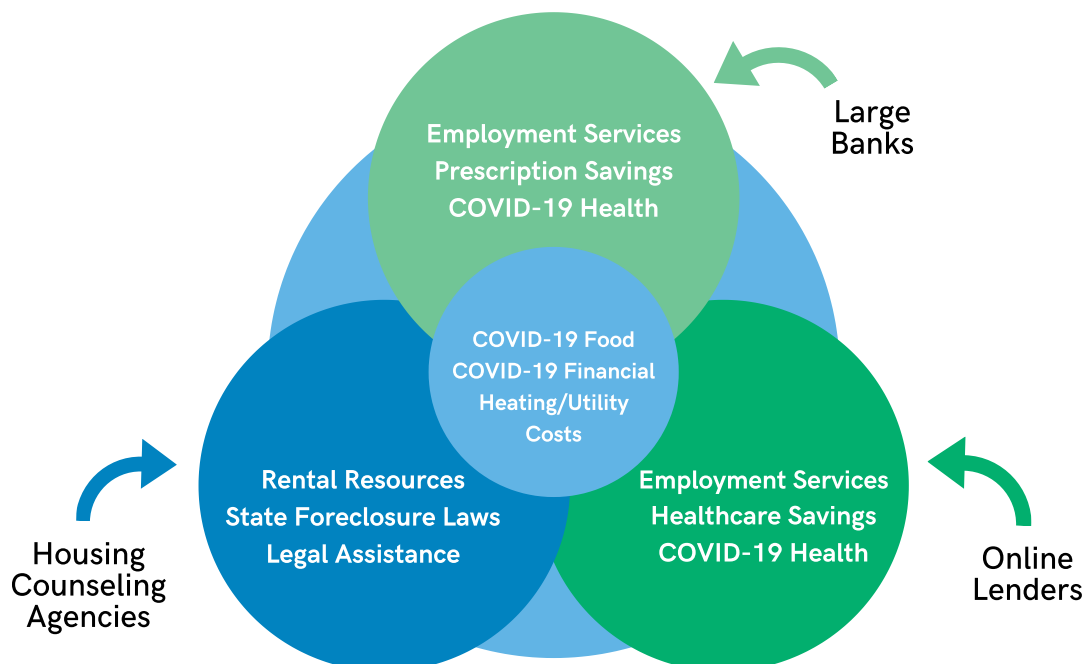


**COVID-19
Financial**



**Heating &
Utility Costs**

Top Referral Categories by Client Type



The center circle represents top categories for all SpringFour client types. Each outer circle represents the next 3 highest categories for each client type — large banks, housing counseling agencies, and online lenders.

COMPANIES DIFFERENTIATE BASED ON TARGET MARKET

While basic necessities dominate consumer need, we see differentiation among clients based on their areas of expertise. Some examples as follows.



Housing counselors continue to provide foreclosure assistance, legal aid, and rental resources to consumers in high numbers.

Large banks are providing their diverse client base with health-related resources and employment services.



Online lenders also see demand for healthcare-related resources and employment assistance.

HELPING FAMILIES ALSO HELPS THE BOTTOM LINE

Helping families during this unprecedented time isn't just the right thing to do - it helps companies weather this storm as well.

For example, over a 6 month period, [BMO Harris Bank realized an estimated credit loss benefit of \\$630 per customer who received SpringFour referrals versus the total BMO Harris Bank portfolio.](#) Annualized net credit loss reduction from use of SpringFour is projected at \$700K+ for BMO Harris Bank.

BMO CASE STUDY RESULTS AT A GLANCE



Deployed in under 45 days. 160,000 financial health referrals were delivered to BMO Harris customers over 17 months.



Over 86% of BMO Harris agents report that the use of SpringFour makes them feel better about the work they are doing.



Over a 6-month period, BMO realized an estimated credit loss benefit of \$630 per customer who received SpringFour referrals versus the total BMO portfolio. Annualized net credit loss reduction from use of SpringFour is projected at \$700K+.



73% of BMO Harris agents say customers feel better about BMO Harris after receiving SpringFour referrals.



90% of BMO Harris agents report that SpringFour helps them to provide better customer experiences and helps them to increase customer retention and/or collaboration.

TESTIMONIALS



"I honestly don't know how any counseling agency can do their job without SpringFour. This is the best tool you can give your counselors and coaches to help the families that reach out for assistance."

-Rico Delgadillo, President and CEO, Balance

On learning that a BMO Harris customer got a job as a result of a SpringFour referral:

"The customer shared that they got that job as a direct result of the referrals that they had received on their previous interaction with the BMO Harris Call Agent. It's great to listen to because the agent almost stops for a second and says, 'Wait, do you mean to tell me you actually got this job because of the referrals that we gave you last time you talked to us?' And the customer said, 'Yes. Thank you for doing that.'"



-Ben Schack, Head of US Digital Partnerships, BMO Harris Bank



"We are making good use of the COVID-19 resources you have pulled together. Please share our gratitude with your team!"

-Marcy Munro, Chief of Operations,
Business Development Team, askAFS

WE ARE ALL IN THIS TOGETHER

"If something good is to come from this, it's that companies now understand that most people are just a day away from a financial emergency, and that providing help and assistance is not only the right thing to do - it's good for business."

-CEO and Co-Founder of SpringFour, Rochelle Nawrocki Gorey

Unfortunately, the COVID-19 pandemic and its impacts are likely to reverberate throughout the economy and our culture for years to come. But just because the world has changed doesn't mean that we can't work together to make people's lives better. In fact, innovative partnerships are our best bet for lifting families and businesses up during COVID-19 and beyond.

To learn how **your company** can
get involved, visit our website at
springfour.com.



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