

# Financial Coaching Impact Report

July 1, 2021- June 30, 2022



United Way of Washtenaw County partners with TrustPlus to deliver free, confidential, one-on-one financial coaching to Washtenaw County people.



## QUICK FACTS

- **51**:# of financial coaching participants
- **52%**: Participants who increased their credit score
- **21**: Average\* credit score increase in points
- **\$426**: Average\* amount saved by participants
- **\$9,911**: Median\* amount of debt paid off by participants
- **\$1,251**: Median\* amount of consumer debt paid off by participants

**\$249,541**: Amount of cumulative debt paid off by program participants.

\*average is calculated by adding up all the individual numbers and dividing this total by the number of observations. The median is the "middle" in a list of numbers.

## A STORY WORTH TELLING

Below is a real exchange between a TrustPlus participant and their financial coach.

Reminder: work toward paying \$540 this month on your AMEX card to completely pay off by the end of May

12:00pm: Dametria Douglas, Financial Coach

"Not right now doesn't mean never"

12:04pm: Washtenaw TrustPlus Participant

Thank you for believing in me

12:05pm: Washtenaw TrustPlus Participant

You are absolutely welcome! You've got this!!

12:10pm: Dametria Douglas, Financial Coach

"We've had a lot of conversations around delayed gratification. I gave her a quote to help her stay true to her financial goals and to not 'spend in the moment.' She responded to my accountability reminder with it, which was a sign of her shifting her relationship to spending money."  
-- Financial Coach

To get started with TrustPlus, text the code UNITEDWAY to (646) 349-5959 or visit their website to create your account and schedule your meeting: <https://go.mytrustplus.org/enter-your-email-address>