LETTER FROM THE EXECUTIVE DIRECTOR

Mpowered is transforming. In 2013, we opened seven new Financial Empowerment Centers, entered integration partnerships with Denver Public Schools (DPS) and the Mountain Resource Center (MRC), and launched our new, comprehensive financial coaching program. As we grow, we remain committed to the values that got us where we are today. Our values of accessibility and relationship show through our integration work. Our public awareness campaign, Keeping Up with the Joneses, embodies our dedication to transparency and transformation.

In late 2012, mpowered and the City of Denver were awarded a generous grant from the Living Cities’ Cities for Financial Empowerment Fund through Bloomberg Philanthropies. In collaboration with the Denver Office of Strategic Partnerships (DOSP), we launched seven Financial Empowerment Center locations throughout the City of Denver. Through the tireless efforts of our new staff, DOSP, and our nonprofit partners, we increased our accessibility by serving 1,000 clients through the new locations.

In other efforts to integrate our services with other agencies, collaborate with partners, and expand our reach, we laid the groundwork for partnerships with MRC and DPS. In early 2014 as a result of this work, we launched two Center for Family Opportunity locations, funded by Mile High United Way. We are focused on developing on-going relationships with clients through these centers so we can see the impact our services make in peoples’ lives.

This year looks to be equally exciting as we launch the Keeping Up with the Joneses campaign, presented by Bellco. This campaign challenges people to rethink the relationship between the “average American family” and money. To coincide with the campaign, 2014 will also mark the first full year of delivery of our comprehensive financial coaching program. Our new way of thinking and delivering long term, client-led financial coaching has not only transformed mpowered but also gives us dynamic new tools to accomplish our mission of empowering families and individuals to think, act, and feel differently about their money.

After attending the annual conference for the National Foundation for Consumer Credit Counseling, I am more certain than ever that we are a leader and innovator in our industry. Personal financial coaching is increasingly recognized as the most effective way to empower positive behavior change. Mpowered is already ahead of the curve as we fully integrate our financial coaching services into public programs. This will lead to more effective service delivery and improve outcomes while saving program money. Most importantly, we remain steadfastly committed to helping our clients achieve their personal definition of financial success.

Regards,

Chad M. Gentry
Executive Director

WE WOULD LIKE TO THANK OUR 2013 FUNDERS, SPONSORS, AND SUPPORTERS:

Bloomberg Philanthropies & the CFE fund
Mile High United Way
Wells Fargo
Home Mortgage
Anschutz Foundation
Laura Jane Musser Fund
BBVA Compass
Citibank
Capital One
Bank of America
Denver Office of Strategic Partnerships
Denver Community Credit Union
McCune & Sullivan
Eide Bailly
Colorado Lending Source
Accion
Alpine Bank
Sooper Credit Union
The mission of mpowered is to empower families and individuals to think, act, and feel differently about their money.

A single mother, supporting 3 generations of family members and working at a grocery store, came to mpowered in 2010. She was struggling to make ends meet each month and drowning under the weight of several payday loans. She went though our bankruptcy counseling program and was so committed to turning her family’s finances around she even attended the Financial Management course with a family member.

About a year after completing the bankruptcy she came back and met with a coach at mpowered to begin the credit building process. Our coach analyzed her credit and coached her to stay current on her car loan and to continue to use her small credit card wisely.

Flash forward to today: two years have passed since she started rebuilding her credit and her credit scores are all above 680. She has continued to pay down her car loan, has been approved for a small unsecured loan from her credit union and has kept her credit card usage to a minimum. She is now pursuing a home loan with the goal of buying a property for her family next year. She is so happy to have these hardships behind her and is so pleased with our services that she continues to refer her friends to us.

DEAR FRIENDS OF MPowered

Thank you for your incredible support and partnership in 2013. Last year marked the first full year under our new name and brand, and the addition of several new staff members to help us live out our mission of empowering families and individuals to think, act, and feel differently about their money.

Throughout the year we worked on integration projects with our amazing partners, the Denver Office of Strategic Partnerships, Denver Department of Human Services, Denver Office of Economic Development, Mi Casa Resource Center, Habitat for Humanity, Warren Village, WorkLife Partnership in the Tramway Center, Mountain Resource Center, and Denver Public Schools. With the help of these partnerships and others, we were able to serve over 4,700 clients in 2013.

Thanks to the phenomenal efforts of our staff and board, we were named a runner-up for the Denver/Boulder Better Business Bureau’s Torch Award for Marketplace Trust and a finalist for the Colorado Ethics in Business Alliance Samaritan Institute Award. Both achievements are a huge honor as we place great importance on serving the community with integrity and hold ourselves to the highest ethical standards.

As we face 2014, we know that all across Colorado people are still feeling the effects of the recession, and household debt is on the rise. We will continue to serve as a trusted resource and unbiased advisors, serving not just individuals in need of immediate assistance but also those who are proactively planning for personal financial success. With the help of our partners, funders, and supporters we continue to change the conversation around money management and provide affordable and accessible services that are based on best practices and are proven to work.

Regards,

M. Joy Gross
President, Board of Directors

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M. Joy Gross
President, Board of Directors
### 2013 DATA

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Clients served by mpowered in 2013:</td>
<td>4,715</td>
</tr>
<tr>
<td>Number of participants in personal finance classes:</td>
<td>1,086</td>
</tr>
<tr>
<td>Number of clients served by Financial Empowerment Centers (FEC):</td>
<td>1,004</td>
</tr>
<tr>
<td>Average client income, Financial Empowerment Centers:</td>
<td>$23,155</td>
</tr>
<tr>
<td>Percent of clients at 80% of Area Media Income (AMI), Main Office:</td>
<td>90%</td>
</tr>
<tr>
<td>Total debt paid down or reduced through mpowered in 2013:</td>
<td>$4,138,157</td>
</tr>
<tr>
<td>Consumer debt paid down, Main Office:</td>
<td>$3,601,412</td>
</tr>
<tr>
<td>Consumer debt reduced by FEC clients:</td>
<td>$536,745</td>
</tr>
<tr>
<td>Number of families debt-free via Debt Management Plans:</td>
<td>113</td>
</tr>
</tbody>
</table>

### Number of Clients Served by Program

- **Main Office Coaching**: 1,086
- **FEC Coaching**: 1,004
- **Personal Finance Classes**: 2,625

![Chart showing breakdown of clients served by program]
Primary Reason for Accessing mpowered’s Services

Highest Level of Education Completed

AUDITED FINANCIALS
Statement of Activity and Changes in Net Assets
For the Year Ended December 31, 2013

REVENUE AND SUPPORT
Client program fees $271,323
Fair share donations from financial institutions $109,345
Private sector donations and grants $136,184
Other program fees and income $56,249
Interest income $490

TOTAL REVENUE, SUPPORT & RECLASSIFICATIONS $573,591

FUNCTIONAL EXPENSES
Program services
Coaching and debt management $518,483
Bankruptcy counseling $140,720
Outreach and education $123,918

TOTAL FUNCTIONAL EXPENSES $783,121

Supporting services
Management & general $117,289
Financial development $90,179

TOTAL FUNCTIONAL EXPENSES $207,468

Change in net assets ($772)

Complete financial statements, audited by Davis & Co., CPAs, P.C., are available upon request through mpowered.
FINANCIAL EMPOWERMENT CENTER SPOTLIGHT

Through a $1.9 million grant from the Bloomberg Philanthropies and Living Cities’ Cities for Financial Empowerment Fund, Denver was chosen as one of five U.S. cities to replicate New York City’s evidence-based Financial Empowerment Center (FEC) model. The model provides free, one-on-one financial coaching by trained professionals to low-income residents both at new local Financial Empowerment Centers and by integrating counseling into the delivery of municipal services.

Mpowered leads the provision of direct financial coaching services to the community through the effort, which launched to the public in the the spring of 2013. Together with mpowered, the City of Denver Office of Strategic Partnerships helps to manage the grant and support implementation of of the Financial Empowerment Center model. We are extremely grateful to all our nonprofit and City partners, and couldn’t be more excited about our second year.

2013 Financial Empowerment Center facts at a glance:
• 1,004 clients served
• 1,645 coaching sessions
• 386 credit reports reviewed
• 312 clients completed a realistic budget
• Total amount of increased savings: $56,885.07
• Total amount of debt reduced: $536,745.10

“Teamwork and partnership is key in achieving success with the FEC. Without teamwork and partners the ‘supervitamin’ effect does not flourish. Our team stretches far and wide. It is not just the immediate FEC team (mpowered and City FEC manager), but the network of our funder, site partners, referral partners, volunteers, formal and informal helpers, and most importantly it’s the clients we partner and team up with everyday to help change their financial situation.”

~ Jay Salas, Program Manager
**KEEPING UP WITH THE JONESES**

In 2013, with the help of Barefoot Public Relations, we created a public awareness campaign entitled *Keeping Up with the Joneses – An honest look inside the American family*. It is our hope that this exciting new campaign will help change the public conversation around money management and financial education in Colorado, while spreading the word about mpowered’s services and the helpful tools available to all of us when it comes to managing our finances.

Keeping up with the Joneses (Keeping Up) offers an honest look inside the finances of today’s American family. The ‘Joneses’ have two kids, a home mortgage and decent jobs. As they hit bumps in their financial road, they are learning to balance saving with spending, and the importance of understanding the whole financial picture.

Driven by Colorado-based nonprofit mpowered, and presented by our corporate partner Bellco, Keeping Up is designed to encourage people to think, act, and feel differently about their money by revealing honest facts, tools and answers to common financial questions. Keeping Up reminds us all money is a subject that should be discussed, so we aren’t just keeping up for today, but getting ahead for tomorrow.

The campaign will be promoted at key times throughout 2014 via a variety of different platforms – including the local media (through our media partners 9News and Lincoln Financial radio stations), inside of Bellco’s Colorado branches, and through other online platforms.

Each topic and promotional piece will provide the public with different strategies for talking to your family about money. We will also be sharing first-hand experiences from real Colorado families who are participating in Financial Coaching, a helpful tool for getting a handle on your personal finances and planning ahead for all that life might throw your way.

STAY TUNED FOR MORE EXCITING DEVELOPMENTS AT KEEPINGUPCO.ORG

Thank you for joining us in our mission to empower families and individuals to think, act, and feel differently about their money!
2013 BOARD OF DIRECTORS

M. Joy Gross, Board President
Technical Accounting Manager, Web Root Inc

Kathryn Powell, Board Vice-President
Manager, Business Strategy, Munro Companies

TJ Bert, Board Treasurer
Audit Manager, EideBailly

Jesse Golland, Board Secretary
Regional Senior Loan Officer, Accion NM-AZ-CO

Ed Durica
Financial Planner, Johnston & Associates

Perla Rodriguez
Accounts Payable Specialist, Renewable Energy Systems Americas Inc.

Rupal Shah
Grants Manager, The Colorado Health Foundation

Jesse Walker
President / Bassist Flobots Music LLC

2013 STAFF

Lisa Aguayo  Cassandra Netzke
Maritza Chairez  Margarita Orellana-Valle
Carlos Colón  Brian Palmeri
Shawn Davis  Tammy Pettigrew
Melissa Duncan  Lisa Price
Amy Fidelis  Edith Reed
Chad Gentry  Katy Rogers
Beth Kaspar  Lydia Ruter
Laura Lascano  Olga Salazar
Liz Ludchak  Mike Schorer

“When we came to mpowered, we were $20,000 in debt with numerous credit cards. We considered doing a bankruptcy but this seemed a much better route. It saved our credit and saved us thousands on interest. I am so glad that I had the chance to become debt free for the first time in my life. I am so thrilled to have the ability to have $600 more every month now. I have learned so many things but most off that I will never have more than one credit card for emergencies. Thank you so much for all that you have done for us.”

- Melissa

mpowered
YOUR PERSONAL FINANCE EXPERTS
a nonprofit organization

2009 Wadsworth Blvd. Ste. 100
Lakewood, CO 80214
p: 303-233-2773
f: 303-233-2797

www.mpoweredcolorado.org