

**Credit
Advisors
Foundation**

2008 Impact Report



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Credit Advisors Foundation

Our Mission

Credit Advisors Foundation's mission is to eradicate the causes and consequences of ineffective consumer debt management through education, training, and programs delivered with the highest level of customer service and dignity, free from all forms of discrimination.



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Our Vision

Our Vision is to become a world-class provider of consumer education programs to those in need of financial help.

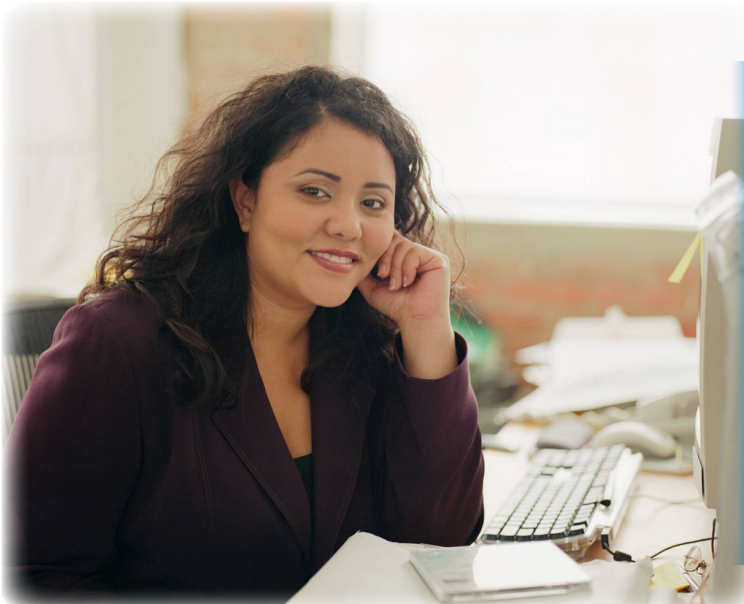


Consumer Financial Education Impact

Financial Counseling Impact

In 2008, our counseling services became increasingly valuable as the economy slid into recession. Our understanding Certified Credit Counselors are available to answer consumer finance related questions free of charge. They counsel consumers on many topics including: credit management, housing, budget development, and collection calls. Following a counseling session, consumers receive a personalized Action Plan. The Action Plan summarizes the counseling session and explains possible solutions for the consumer's current financial situation. On our web site consumers can "Ask Micheala" any finance related question. Michaela, the Director of Community Education, personally answers these questions.

- 40,669 people received free financial counseling from a certified credit counselor
- 1,516 personalized Action Plans were created and distributed



Thank you for your quick reply. In this new cyberspace world, it is so easy to ignore a plea for help, so I appreciate your comprehensive answer to my question.

D.W.
Illinois, September



Community Impact

Community involvement is the best method to make a lasting impact. Throughout the year, we present a variety of financial seminars to businesses, schools, colleges, and social service organizations. Each month we host free seminars for the community as part of our "Lunch and Learn" series. The "Lunch and Learn" seminars are attended by consumers throughout the country via our toll-free conference line.

- 85 seminars and workshops presented
- 13 organizations sponsored seminars
- 1,235 people attended our seminars

I would like to thank you for the outstanding job your representative, Todd Sites, did when he facilitated a workshop for our program. He provided invaluable information to the participants and their reactions were very positive. I was impressed by his wealth of information on the subject of personal credit and appreciated his humorous approach. He was very open with the participants and responses to questions were answered in a respectful manner that completely put everyone at ease. I wish all the speakers we invited would be able to connect with the students who attended our workshops as quickly as they did with Todd.

With everything so chaotic in the area of personal credit it is good to know that there are agencies like Credit Advisors who employ people like Todd Sites to show us how to find the light at the end of the tunnel. It is difficult to find oneself with financial problems. Your organization and your representatives provide avenues of hope without a condescending attitude. Keep up the good work.

D.L. Student Services Advisor, Single Parent Homemaker Services



Publications Impact

Every month we distribute two newsletters to clients, former clients, and community members. "Defeat Debt" is our monthly newsletter. Clients receive this newsletter by e-mail or traditional mail. "Defeat Debt" covers many financial topics including: budgeting, consumer rights, money management, and creditor information. Our monthly electronic newsletter, "Debt Edge," focuses on consumer news and current issues.



All our certified credit counselors have access to a library of "Hot Sheets," a one page summary of a financial topic. We are continually creating new "Hot Sheets" when we find multiple consumers have questions about a specific topic. All our "Hot Sheets," newsletters, and many other educational resources are available to the public 24/7 at our web site, www.creditadvisors.org.

- 905,284 "Defeat Debt" newsletters distributed
- 656,442 "Debt Edge" newsletters e-mailed
- 6,386 "Hot Sheets" disbursed throughout the nation
- 253,468 unique visitors received financial education while visiting our web site

International Media Impact



We are in constant contact with the media to assure our message of fiscal responsibility reaches as many audiences as possible. We participated in numerous public service announcements during 2008.

In February, we were honored by a visit from a Japanese news channel, TV Tokyo. They came from Japan to better understand the American credit crisis. They chose to visit Credit Advisors because we are one of the oldest credit counseling companies in the nation. The

interview aired in Japan as part of a news broadcast. We were thrilled with this opportunity to interact with an international audience.

- 109 public service announcements aired
- 32,000,000 residents of Japan potentially saw our TV Tokyo interview
- 44,983,600 people throughout America and Japan received our educational message through major media outlets

Housing Counseling Impact

We provide housing counseling to all who contact us for financial assistance. Due to the housing crisis, our counseling services became even more important in 2008. We counsel consumers on issues and options relating to First-Time Homebuyer Mortgages and Home Equity Conversion Mortgages. Counseling is also provided to consumers who are facing foreclosure. We are approved by the US Department of Housing and Urban Development (HUD) to offer specific HUD housing counseling services.

- 62,583 people nationwide received housing counseling
- 3,988 people received HUD counseling services
- 1,981 people participated in individual counseling sessions



Pre-Bankruptcy Counseling Impact

In 2008 nationwide bankruptcy filings increased 33 percent. Many filers turned to our services for their required credit counseling after they made the difficult decision to file for bankruptcy. Consumers who used our pre-bankruptcy counseling service received vital financial information, such as goal setting and budgeting.

- 21,914 pre-bankruptcy certificates issued
- 87,557 people received additional education by visiting our bankruptcy web site, www.yourbankruptcypartner.com

The counselor helped me understand how to be more effective with money management. Please continue with this service as it is a helpful way to give people a better understanding of money management.

R.M.
Washington, July

Debt Management Program Impact

After discussing their financial situation with a certified credit counselor, some individuals decide they need extra assistance. For the past 50-plus years, our debt management program has freed many people from their debts. Each debt management client is assigned a personal Account Manager who is their “go-to” person if they ever need assistance with their program. Each Account Manager guides their clients through all aspects of their program: education, creditor negotiations, bill paying, and credit report monitoring. In many cases, we are able to lower client’s interest rates and protect them from liens, garnishments and law suits.

- 1,097 people entered into a debt management program
- 7,124 total debt management clients assisted
- 1,069 people paid off all their debt in 2008 using a Credit Advisors Foundation debt management program



I would like to thank everyone for all the help and encouragement I’ve received in the past two and a half years while on my debt management program! I have highly recommended your services to countless people.

Each and every time I have called with a question or concern I was directed to an actual person. To me this is priceless! I didn’t sit on hold only to get a voice mail or an automated list of options that didn’t answer my questions.

I also wanted to mention how well your program worked at getting my interest rates lowered. It made a huge difference, especially on cards with the highest balances. There is no way I would have lowered these balances without that service.

Again, thank you for the great service you offer! Keep up the great work and hold onto the great employees.

N.V.
Wisconsin, May

Impact on Nebraska and Western Iowa

We have been an active member of the Nebraskan and Western Iowan community since 1958. We are proud of the consumer financial education we provide the residents of Nebraska and Western Iowa.

Publications

- 91,308 Nebraska and Western Iowa residents received “Defeat Debt”
- 60,872 Nebraska and Western Iowa residents received “Debt Edge”

Media

- 104 public service announcements aired in Nebraska and Western Iowa

Community Speakers

- 85 seminars presented in Nebraska and Western Iowa
- 1,235 people attended our presentations in Nebraska and Western Iowa

Housing Counseling

- 3,988 Nebraska and Western Iowa residents received HUD counseling services
- 1,981 Nebraska and Western Iowa residents participated in individually HUD counseling sessions

Bankruptcy

- 2,651 Nebraska and Western Iowa residents received pre-bankruptcy counseling



I want to thank your company for all the helpful knowledge that I learned from the educational classes I took. Keep up the good work.

D.M.
Nebraska, September

Financial Information *

Total Revenue 2008

\$3,418,650.19

Program Income

\$2,135,917.02

Grants and Other Contributions

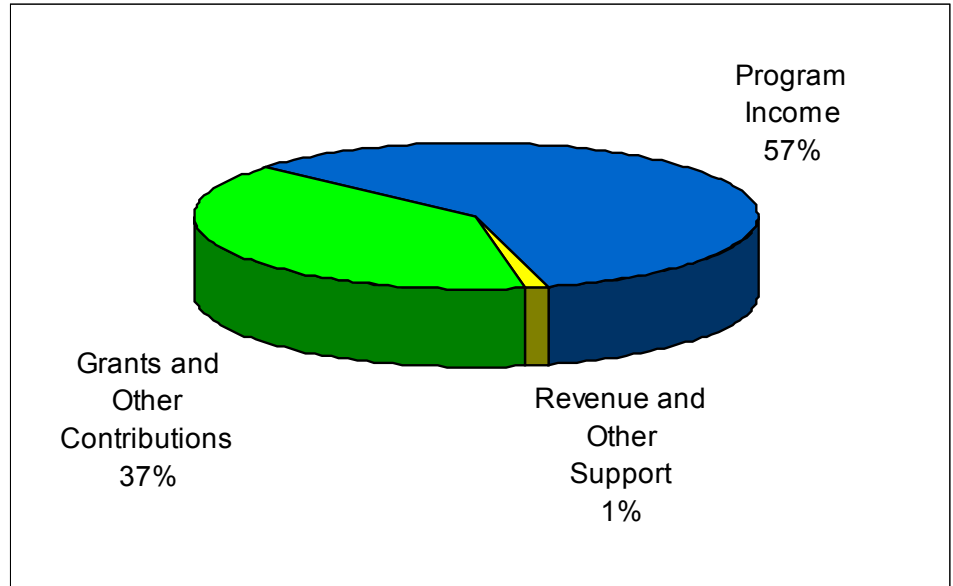
\$1,421,572.89

Revenue and Other Support

\$54,287.94

Investments

(\$193,127.66)



Total Expenses 2008

\$3,303,061.00

Education

\$1,834,872.52

Credit Counseling

\$906,013.45

Bankruptcy Counseling

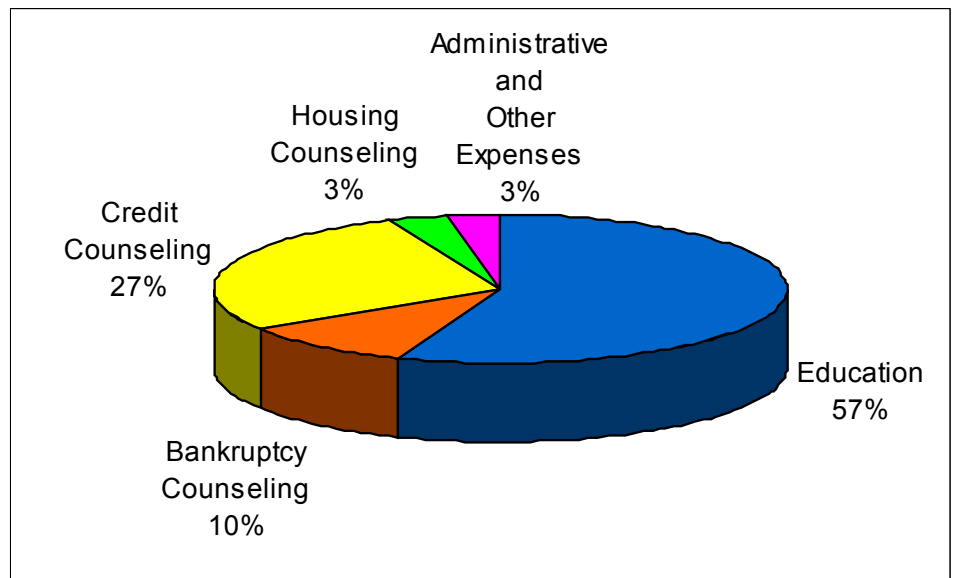
\$343,506.17

Housing Counseling

\$109,718.67

Administrative and Other Expenses

\$108,950.19



Net Income 2008

\$115,589.19

*Information based on 2008 audited financials.

