

PERSEVERING IN A YEAR OF CHALLENGES



FWi

FINANCIAL WELLNESS
INSTITUTE

Strengthening families. Strengthening communities.

ANNUAL REPORT
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PERSEVERING IN A YEAR OF CHALLENGES

On behalf of our dedicated Board of Trustees and staff, I am pleased to share Financial Wellness Institute's Annual Report for 2020. The year 2020 was unlike any other in the Institute's 18-year history. This was not the 2020 we wanted, but it was a year in which FWI was pushed to the next level and gave its all to address the challenges before us.

The COVID-19 pandemic and civil discord across the Country forced us to open our eyes to the deep inequities facing our neighbors, clients, organization and ourselves. Both brought about overwhelming fear, uncertainty, unemployment, stress and loss of life, as systemic racism and inequities in health, housing and small business were exposed.

In response to COVID-19, we created and distributed our first newsletter – Ready, Set, Reset – which was distributed to nearly seven hundred families. The newsletter provided information about the Coronavirus Aid, Relief and Economic Security (CARES) Act, stimulus checks and ten ways for eligible families to receive financial assistance.

We successfully pivoted from normal daily operations to providing services to our clients in a virtual environment and we did not miss a beat. As many lost their jobs, they were forced to choose between caring for their children and working or whether to buy food, pay the mortgage or pay rent. Through all of this we were there to help families develop emergency financial plans and budgets, address credit issues, identify resources, maintain housing stability and become homeownership ready.

While continuing to push forward our core programming, FWI launched the United States Department of Agriculture Rural Development Purchase Repair Self-Help Housing Program in Cumberland, Gloucester and Salem County, New Jersey. Providing technical and supervisory assistance we assist first-time homebuyers with the acquisition and rehabilitation of homes, ensuring families have safe, decent, healthy and affordable housing. In addition, we began the pre-development process of developing four housing units in Cumberland County.

We also launched our Family Self-Sufficiency (FSS) Program to help low-to-moderate clients build their financial capability, assets, and a more stable financial future to achieve economic independence and self-sufficiency.

Additionally, we welcomed new members to our Board of Trustees: Crystal Dundas, Melissa Fox, Darrin Gould, Robert Juliano, Tiffanie Talley-Baines, Robin Todd, Hon. Barbara Wallace and Dr. Anthony Wehbe. Our Board of Trustees continues to be inclusive and diverse in their demographics, location, life experiences and talents. It is a pleasure and a privilege to lead and serve alongside such a committed group of talented individuals. We also welcomed new staff: Theodore

Gooding, Real Estate Development Project Manager; Janice Kaighn, Supervise Bank Account Administrator; Morgan Labbree, Marketing & Communications Strategist; and, Jill Lombardo-Melchior, Group Coordinator/Marketing, all of whom have helped this organization continue to grow and thrive.

The results we proudly share with you in this 2020 Annual Report are made possible by our Board of Trustees, staff, community partners, supporters, volunteers and friends. We are most grateful for the continued investment in our work.

Thank you,

Wanda P. Hardy
President & CEO



“This was not the 2020 we wanted, but it was a year in which FWI was pushed to the next level and gave its all to address the challenges before us.”

OUR IMPACT

GENERAL OPERATING SUPPORT

General operating support is an essential component of the financial efficacy of FWI. With the onset of the COVID-19 pandemic and the operational changes that subsequently took place, general operating dollars afforded us to stabilize and pivot core operations while also remaining focused on the needs of our clientele.

We are grateful to TD Bank and Wells Fargo for providing additional general operating support which helped us to successfully transition from normal daily operations to providing services to our clients in a virtual environment. We were pleased to be able to do so with zero interruption to services. Through the generosity of our funders, we remained operational in a critical time, helping families to develop emergency financial plans and budgets, address credit issues, identify resources, maintain housing stability and become homeownership ready.

FAMILY SELF SUFFICIENCY (FSS) PROGRAM

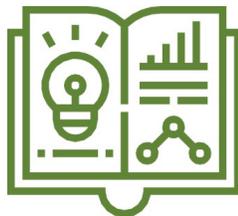
The Financial Wellness Institute launched its' FSS Program in 2020. The program supports low-to-moderate families to build their financial capability, assets, and a more stable financial future to achieve economic independence and self-sufficiency. Through collaboration with organizations such as Stand Up for Salem, Housing Authority of Gloucester County, and Cathedral Kitchen, FWI helped clients enrolled in the program achieve positive credit and debt outcomes, establish banking relationships, acquire assets and increase their earning potential. All services meet the clients where they are in the "life cycle" and are designed to listen and intensify services as needed and requested.

Program Participants

determine their self-defined financial goals.



Homeownership



Financial Education



Entrepreneurship



Asset Building

FWI and families have had much success:

- BUILDING SAVINGS ▲ *Average combined savings \$4,000*
- INCREASING CREDIT SCORE ▲ *Average increase 25 points*
- REDUCING DEBT ▼ *Average reduction in debt \$3,000*

To Columbia Bank Foundation and Santander Bank, N.A., thank you for your generosity and the support of your employee volunteers.

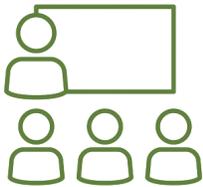


FINANCIAL EDUCATION

Financial education is the core focus of FWI's work. Over the past year, the need for support in this area has grown as our clients look to navigate a challenging economic climate. While maintaining our standard curriculum, we also served as a key resource for clients as they may be adjusting to reduced salaries, determining how to leverage their stimulus payments or identifying ways to stay on track towards their financial goals at this time.

Our financial education classes on such topics as budgeting, credit, savings, etc. empower our clients to develop the financial "know-how" - knowledge, skills and confidence - to make informed decisions and take effective action on the current and future use of money.

61 Workshops



31,260 Training Hours
(one hour of service per client)



To Chase, Columbia, Santander and WSFS Bank, thank you for your generous support of our program. Your generosity and employees helped us to deliver best-in-class educational programming and services.

HOMEOWNERSHIP EDUCATION

2020 presented one of the most dynamic real estate markets of recent times. As many homeowners delayed selling their homes due to the pandemic, housing supply became scarce while prospective homebuyers experienced record low interest rates encouraging them to aggressively seek new housing options. Additionally, the pandemic lent itself to an increase in work from home positions driving many new home buyers from large metropolitan centers such as New York and Philadelphia to suburban areas in central and southern New Jersey. These dynamics presented a particularly challenging environment for first time homebuyers working within the constraints of limited financing options.

In 2020, despite market dynamics, we remained committed to helping our clients achieve the dream of homeownership. Successful homeownership begins with education, guidance and support. We assisted twelve families by helping them to:

- Assess their fitness for homeownership
- Learn the complicated homebuying process
- Understand and identify mortgage products
- Improve their credit scores
- Determine their mortgage affordability

In 2020, ten families qualified for homeownership and 50% - five families - became first-time homebuyers, at an average purchase price of \$161,600.



5 HOMES PURCHASED



CAMDEN CITY GARDEN CLUB, INC.
3 Riverside Drive - Camden, NJ 08103

We just want to say thank you!

Dear Wanda,

All of us at the Camden City Garden Club would like to say thank you for all that you are doing for our Youth Program students and their families. In the midst of all the challenges of the COVID-19 pandemic, you were able to revamp your signature financial wellness and literacy program to make it available through a virtual platform and recruit area financial professionals to teach your curriculum. That was wonderful! Your commitment to the Camden community and our students, in particular, has given them the opportunity to learn the financial basics, essential lessons that will assist them throughout their lives. And we know for a fact, that this knowledge is shared with their families and friends, too.

With deep gratitude,

Jeff Clarke, Rita Cinelli, and the Youth Program students

Thank you, Brooklyn
Thank you - Samiya
Thank you - Tanaya ONeal
Thank you - Melissa
Thank you - Amanda
Thank you - Dawayne Tuzuel

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Email: info@camdenchildrengarden.org



"My experience with FWI reinforced the value of credit-obtaining, repairing and maintaining it. This experience helped me purchase a home for my son and me. I will take this experience with me into the future, and share it with my son through conversation and example."

~ Leona Rouse

RESIDENTIAL REAL ESTATE DEVELOPMENT SERVICE

In August of 2018, the Financial Wellness Institute (FWI), Land Dimensions Engineering (Land Dimensions), and the Senator Walter Rand Institute for Public Affairs at Rutgers University, released a report titled, "Turning Toxic Liabilities into Community Assets." The report examined toxic liabilities (distressed properties), including vacant, abandoned, foreclosed, and real estate owned (REO) properties that are littered throughout the South Jersey Region, from boarded up houses in Burlington County, to properties near collapse in Gloucester County and empty lots in Atlantic County. These residential properties have a negative impact on neighborhoods, undermining quality of life and diminishing the value of neighboring properties.

By acquiring and redeveloping some of these blighted properties, FWI is shoring up some of southern New Jersey's most distressed communities. This in turn helps to maintain the values of properties in the communities where our clients live, work, play and invest; thus, contributing to the financial wellness of our core clientele.

REsolution Housing Development Program

In an effort to close the wealth gap through homeownership, through the Institute's REsolution Housing Development Program, properties are acquired and rehabbed in naturally occurring affordable communities (NOAC™) and are offered for sale at affordable prices.

Through our program, we are embarking on a new four unit condominium development on land donated to us by Wells Fargo. The development is to be known as Finlaw in Fairfield, Cumberland County. Currently in the pre-development process, we look forward to breaking ground in 2022.

To all of our supporters and Housing Advisory Board, including Archer Attorneys at Law, Bluefield, Blueprint Strategic Consulting, Land Dimensions, Poliero Appraisers, TD Bank, Triad Associates, Wells Fargo, and PNC Bank, thank you for working with us to help bring our vision of market-rate affordable housing to fruition.



United States Department of Agriculture Rural Development Purchase Repair Program - Self-Help Housing

Awarded a grant in February 2020, FWI launched the USDA RD Purchase Repair Program in March 2020. The Purchase Repair Program, also known as Self-Help Housing Program is designed to help very-low-to-low income families achieve homeownership. Providing technical and supervisory assistance to first-time homebuyers, the purpose is to assist families living in Cumberland, Gloucester and Salem County, New Jersey, with the acquisition and rehabilitation of homes, ensuring families have safe, decent, healthy and affordable housing.

Working with such organizations as Gateway Community Action Partnership - Holly City Family Success Center, Inspira Health Network - Impact Family Success Center, Housing Authority of Gloucester County and Stand Up for Salem, nine families received their Certificate of Eligibility (COE) and two families closed on homes financed by USDA RD.

We would like to thank Fulton Bank and its employees for working with us to open USDA RD Supervised Bank Accounts (SBA).

Welcoming One Family Home...

FWI client, Sabrina T. Simpkins never wanted to buy a home. She had been renting for several years in Cumberland and Gloucester Counties. It was not until her rental home of four years, was vandalized twice in a matter of six months that she decided it was time for her and her young son to move. They moved in with her parents in February of 2020, and she began planning her next move. Sabrina decided to pay off all her debt while saving money. A few months later she received a call from Jill Lombardo-Melchiorre, our Group Coordinator-Marketing Specialist, who was recruiting participants for the USDA First Time Homebuyer Purchase and Repair Program. After Sabrina learned of the program, she decided to take the next step into homeownership and complete the application.

The program offered Sabrina the unique opportunity to purchase a home with no deposit, no down payment and extended loan repayment timeframe. Instead of 15-30 years, she qualified for a 38-year mortgage, and the loan paid for all expenses that would normally come out of pocket during a regular home buying experience. In order to qualify, she was required to meet a number of financial requirements, as well as contribute more than 125 hours of sweat equity towards the rehabilitation of the property. Sabrina eagerly met the requirements and our Real Estate Development Project Manager, Ted Gooding and Janice Kaighn, Supervised Bank Account Manager, were there every step of the way to guide and support her in her home buying journey.

After searching for a few months, Sabrina found the perfect place in the neighborhood in which she grew up and became the first person with Financial Wellness Institute to accomplish homeownership through the USDA Self-Help Purchase and Repair Program. She and her son officially moved into their new home in March of 2021.

To United States Department of Agriculture Rural Development, in particular the New Jersey State Office, and NCALL (National Council on Agriculture Life & Labor Research Fund, Inc.), thank you for believing in us and helping us to re-launch the Rural Development Self-Help Housing program in New Jersey. The first time in over twenty years!

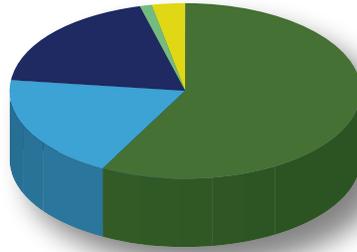
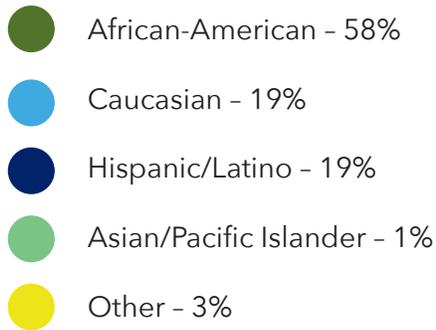


CLIENT PROFILE DEMOGRAPHICS

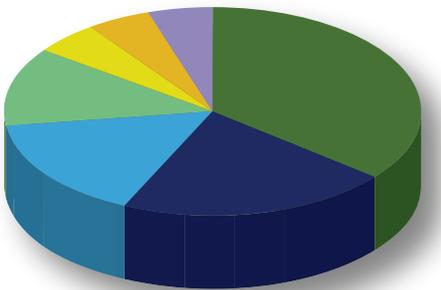


CLIENT PROFILE DEMOGRAPHICS

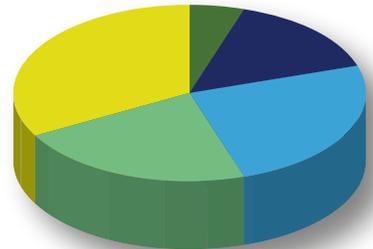
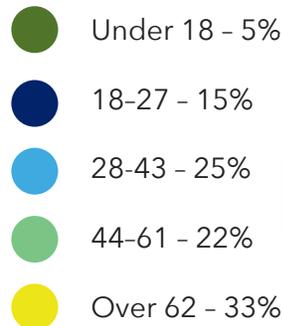
RACE



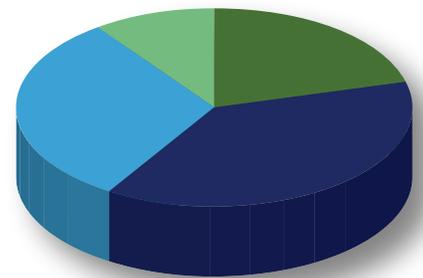
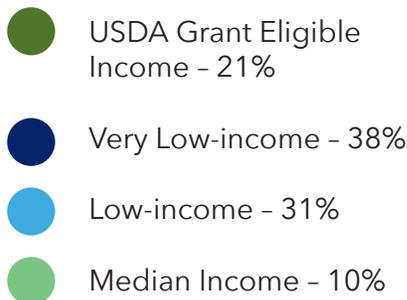
ANNUAL INCOME



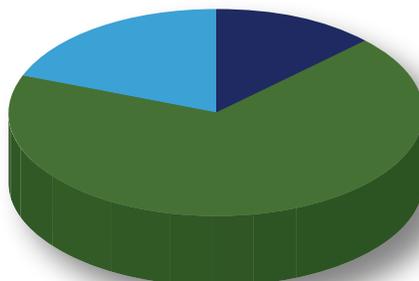
AGE



INCOME DETAILS



HOUSING STATUS



FINANCIALS AT A GLANCE

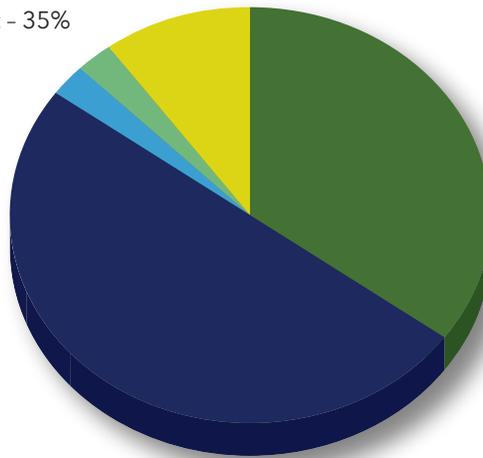
FWI is most grateful to the funders and donors who provided the financial support we used to provide services to our clients over the past year.

FINANCIALS

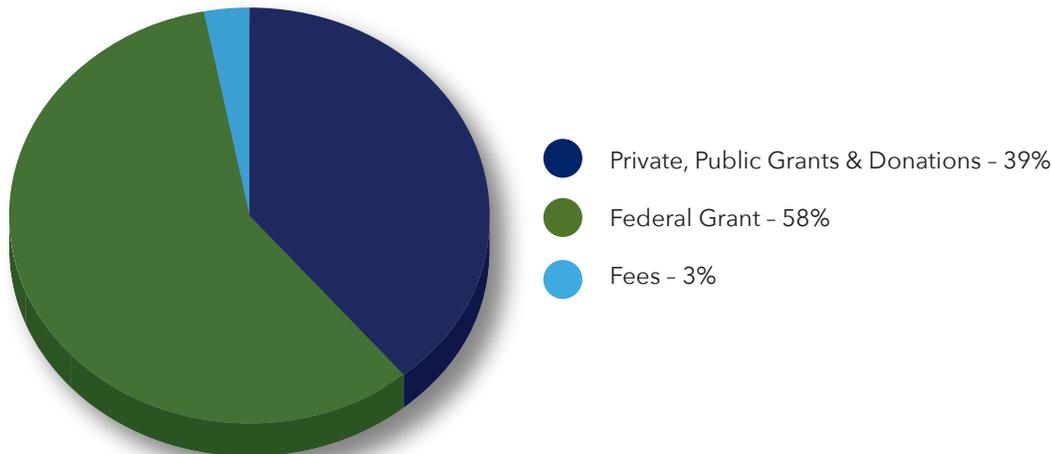
Assets	Cash	\$ 74,228
	Receivables	211,005
	Other Assets	22,457
	Total Assets	\$307,690
Liabilities	Accounts Payable and Accrued Expenses	\$ 9,004
	Other Liabilities	346,000
	Total Liabilities	\$355,399
Net Assets	With Donor Restrictions	(47,709)
	Total Net Assets	(47,709)
	Total Liabilities and Net Assets	\$307,690

USE OF FUNDING

- Financial Education and Economic Empowerment - 35%
- Housing - 50%
- Small Business Technical Support - 2.5%
- Career Services - 2.5%
- Administrative - 10%



REVENUE SOURCES



LOOKING AHEAD.....

The coronavirus pulled our country into a health and economic crisis and was further exasperated by a third pandemic - systemic racism - highlighted by the mistreatment of Black, Indigenous, People of Color (BIPOC). While we cannot change the negative impact of the health and economic crisis and systemic racism, as we begin a semi-return to normalcy, we at Financial Wellness Institute remain steadfast in our commitment to paving the path to help our clients close the wealth, racial and inequity disparity gap and improve their financial, physical, career and community wellbeing, through our pillars of service: Financial Education and Economic Empowerment; Affordable Housing including Pre-Post Counseling; Career Services; and, Entrepreneurship/ Small Business Support.

We look forward to:

- Developing our next strategic plan and charting our trajectory for growth over the next three-five years;
- Breaking ground on our housing development to be known as Finlaw in Fairfield, Cumberland County;
- Enhancing our presence in Philadelphia and the surrounding counties;
- Becoming a Certified HUD Counseling Agency;
- Expanding our USDA RD program to include Burlington and Atlantic County, New Jersey;
- Launching our "Making Your Money Work for You" Program, with a focus on reaching at-risk-youth at The Work Group, a Youth Corps Program in New Jersey.



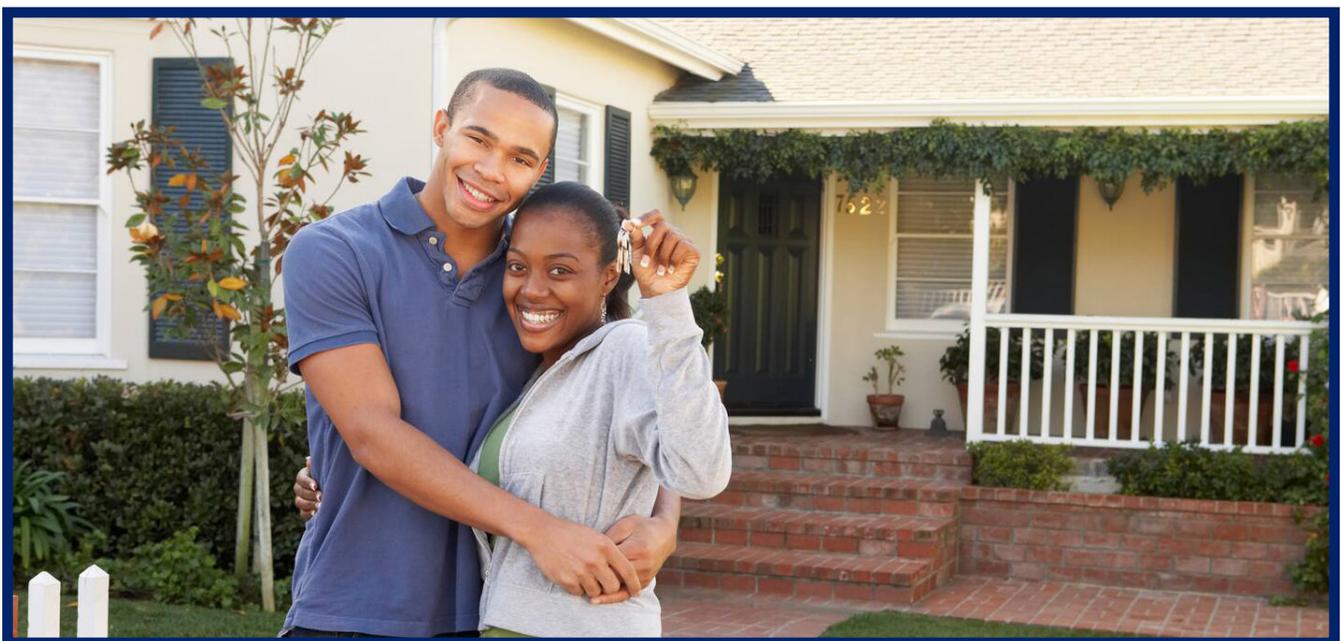
Thank you to our sponsor, Capital One, for your generous support; and,

- Partnering and collaborating with other organizations to help address the racial, economic and health disparity gaps which disproportionately impact BIPOC population.

To our Trustees, Housing Advisory Board Members, Funders, Supporters, Staff and Volunteers, who are too many to name, but you know who you are, THANK YOU, for helping us to deliver our programs and services and to have helped us to navigate an unprecedented time. We could not have done it without you.

As we continue to move forward we humbly ask for your continued support as we work to close the wealth, economic and racial disparity gap which continues to negatively impact individuals and communities.

To all, stay safe and be well!



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