Letter from the CEO/President

2013 was yet another record year for Consumer Credit Counseling Service of San Francisco providing its three pillars of service: counseling, financial education, and home ownership. From the more than 30,000 families that received counseling to the thousands that attended our finance workshops and community outreach—CCCS is making a huge impact on those that need it most, in the San Francisco Bay Area and across the nation.

I am proud to be a part of an organization that has been a leading force in financial literacy and wellness for more than 44 years. I have personally witnessed the transformation of lives—whether it's an individual pulling him or herself out of debt, or a young adult learning budgeting tools, it exemplifies the CCCS mission to educate, inform, and empower consumers.

Looking ahead we will also be reshaping our services based on the needs of our clients, the financial conditions of the market, and changes in personal finance trends. We invite you to learn about our accomplishments in 2013 in this annual report.

Kathryn J. Davis
President & Chief Executive Officer

HELPING. COUNSELING. TRANSFORMING.

These are just some of the words that describe what Consumer Credit Counseling Service of San Francisco (CCCS) has committed to since 1969 — empowering hundreds of thousands of consumers to make better financial decisions, pay down debts, pursue their dream of homeownership, and ultimately help change their lives.

CCCS is proud to live up to our mission statement from the first day we opened our doors: By providing comprehensive financial counseling and education, we will help consumers achieve financial independence through debt reduction, homeownership, and improved money management skills.

But it’s the stories of success that add up to the power and impact of CCCS: the woman who lost one of her two jobs relying on credit cards who pulled herself out from debt, the family that fell behind on mortgage payments due to family illnesses and created a solvent financial plan to get back on its feet; the couple that struggled to get their credit scores up to qualify to buy a home and were able to purchase a home through CCCS services. These are just a few of the many triumphant stories from 2013.

As a part of the National Foundation for Credit Counseling (NFCC), CCCS is accredited by the Council on Accreditation of Services for Families and Children, Inc., and is certified by United States Department of Housing and Urban Development (HUD) to provide comprehensive housing counseling services.

Our organization serves consumers nationwide by phone. Our staff includes BAs, MAs, JDs, MSWs, certified financial planners and certified credit report reviewers.
FUNDING

Bank of America
Capital One
Citi Foundation
Citibank
Earned Asset Resource Network
Fannie MAE
Rural Community Assistance Corporation
San Francisco Foundation
U.S. Department of Housing and Urban Development
Wells Fargo Foundation
Wells Fargo Housing Foundation

CREDENTIALS

• Non-profit 501(c)3 organization serving the community since 1969
• Accredited by the Council on Accreditation of Services for Families and Children
• Approved by the Executive Office for U.S. Trustees to provide bankruptcy counseling
• Adopter of the National Industry Standards for Homeownership Education and Counseling
• Approved by the U.S. Department of Housing and Urban Development (HUD) to provide housing counseling
• All counselors earn and maintain certifications:
  • Certified Consumer Credit Counselor
  • Certified Housing Counselor status (issued by the National Foundation for Credit Counseling)
  • Certified Consumer Interviewer (issued by the Consumer Data Industry Association)
  • Certified Keep Your Home California Counselor
HOW WE HELP

Infoline: On-call multilingual financial counselors field and counsel for a wide variety of money management and credit questions.

Budget and Money Management Counseling: Comprehensive one-on-one counseling to individuals and families for a wide range of money management and credit-related issues, including budgeting, debt management, and retirement planning.

Ongoing Support and Administration of Debt Management Plans: Manage payment, posting process, disbursement and works with creditors on concessions to help clients get out of debt and achieve their financial goals.

Source: CCCS data from 2013 counseling and housing programs.
HOUSING ASSISTANCE

- **Pre-purchase Housing Counseling**—The CCCS Housing Education Program, which marked its 19th year of helping families realize the dream of owning or staying in a home, saw tremendous levels of participation and success. The program helps consumers prepare a realistic household budget, review their credit report, and understand the homeownership process and lending requirements.

- **Reverse Mortgage Counseling**—Educates seniors on the benefits, consequences, options, and process of obtaining a home equity conversion mortgage, and helps them determine if this type of loan is right for them.

- **Housing Counseling**—CCCS is one of seven counseling agencies chosen to participate in the Homeownership Preservation Foundation, a nationwide network to provide foreclosure prevention assistance to delinquent homeowners. CCCS founded and continues to support HomeownershipSF as a citywide coalition to provide first-time homebuyer education to San Franciscans and also offers first-time homebuyer education programs nationwide.

COMMUNITY OUTREACH

CCCS of San Francisco believes in providing community outreach to the diverse population in the Bay Area, educating the public on sound personal financial skills and money management principles by developing, delivering, and supporting programs that teach those skills and principles.

The organization provides free money management and housing workshops throughout the community, and in partnership with businesses, it provides workshops in various parts of the country.

We stay connected to our local community through our website, social media channels, and local English and foreign language television stations. CCCS also participates in local and national media interviews and call-in shows to increase awareness and usage of our services.

CCCS is also very active with our local community-based organizations and provides financial literacy education and support services tailored to the agency’s needs for its recipients. These groups include some of the largest, oldest, and most needed organizations, such as ASIAN, Inc., Hamilton Family Center, La Casa De Las Madres, San Francisco Suicide Prevention, San Francisco Smart Money Network and Keep Your Home California.

As part of our effort to support community volunteerism, CCCS also has an Employee Volunteering program with Paid Time Off to allow employees to give the gift of time to organizations they choose to support.
CCCS BOARD OF DIRECTORS

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Retired – Senior Vice President Risk Management
VISA USA

JAMES HOFFMAN  | Board Vice Chair/Treasurer
Vice President & Commercial Relationship Manager
Umpqua Bank/Commercial Banking

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Co-Founder/CEO
ExecuGroup Inc.

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Retired, Senior Vice President - Chief Risk Officer
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Self Employed Financial Consultant

MELYSSA BARRETT  | Director
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Steven Stapp  | Director
CEO
San Francisco Federal Credit Union