



Doing Debt Differently

2025 Annual Report

MoneyManagement.org/AnnualReport



"I'm free from debt and I can breathe. I don't have to worry about monthly payments and my credit score has been boosted."

Tiana Moore (pictured left), MMI client and 2025 NFCC Brighter Financial Future Award recipient



President's Message

Vision



To make life affordable for everyone.

Mission



Improving lives through financial education.

Purpose



Helping consumers create, restore, and maintain a life of financial wellness.

In 2025, millions of American households found themselves under extraordinary financial pressure. Persistently high interest rates, along with rising costs for housing, cars, food, insurance, and everyday necessities stretched budgets more thinly than ever. For many families, debt wasn't the result of poor choices; it was the consequence of trying to keep up in an increasingly expensive world.

At MMI, our work is rooted in that reality. We exist to meet people where they are, without judgment, and to provide real, responsible paths forward. In 2025, that commitment guided our actions.

Innovation remained central to our mission with the launch of MMI's Debt Resolution Plan (DRP)—the first large-scale, nonprofit alternative to for-profit debt settlement. The DRP reflects a simple belief: consumers deserve ethical, transparent, and affordable options when traditional solutions no longer fit. For families overwhelmed by high-interest unsecured debt, DRP expanded the choices available to regain stability while staying aligned with our nonprofit values.

When disaster strikes, financial stress compounds overnight. In 2025, through generous support from American Red Cross and FireAid, MMI helped individuals and families impacted by the Los Angeles wildfires navigate the financial complexities of recovery. At the same time, we continued our longer-term work to strengthen financial resilience in disaster-prone communities—because recovery shouldn't begin after a crisis, and prevention matters just as much as response.

We also leaned into the future with our "Do Debt Differently" brand awareness campaign, which shone

a light on the growing debt challenges facing millennials and younger households. The response was unmistakable. More young adults turned to MMI for help, affirming both the urgency of the moment and the enduring relevance of our mission for the next generation of consumers.


Late in the year, we welcomed Housing & Credit Counseling, Inc. into the MMI family. This merger was about more than scale—it was about shared values, trusted local relationships, and a commitment to ensuring that nonprofit financial counseling remains strong, sustainable, and accessible well into the future. Together, we are better positioned to expand our impact in 2026 and beyond.

Our work in 2025 was recognized through multiple national awards spanning public relations, marketing, data innovation, and client success; honors that reflect the dedication of our staff and partners, and most importantly, the resilience of the clients we serve. We were especially proud to see client advocate Tiana Moore recognized with the NFCC Brighter Financial Future Award.


As we look ahead, our focus remains clear. At a time when financial stress is becoming the norm rather than the exception, MMI will continue to stand with consumers, offering compassion, clarity, and credible solutions. Our goal is, and always has been, to help people move from financial stress to stability, dignity, and hope.

James S. Triggs
President & CEO

Reach


1.2M
calls, texts
and chats


8.6M
webpage
views


149M
broadcast and
social impressions


\$287M
total unsecured
debt repaid



242,285

counseling
and education
experiences



116,236

hours of online
and in-person
education



73%

decrease in client
interest rates



81%

decrease in client
financial stress



91

Net Promoter Score™



57%

racially or ethnically
diverse clients



69,078

households received debt
management support



4.5+

BBB, Google, and
Trustpilot rating

Nationwide Footprint

24/7 Online and by Phone





8,639 clients successfully completed a debt management plan.

73% average reduction in debt management client interest rates.

With one simple monthly payment, MMI clients pay off debt up to **7x faster** than going it alone.

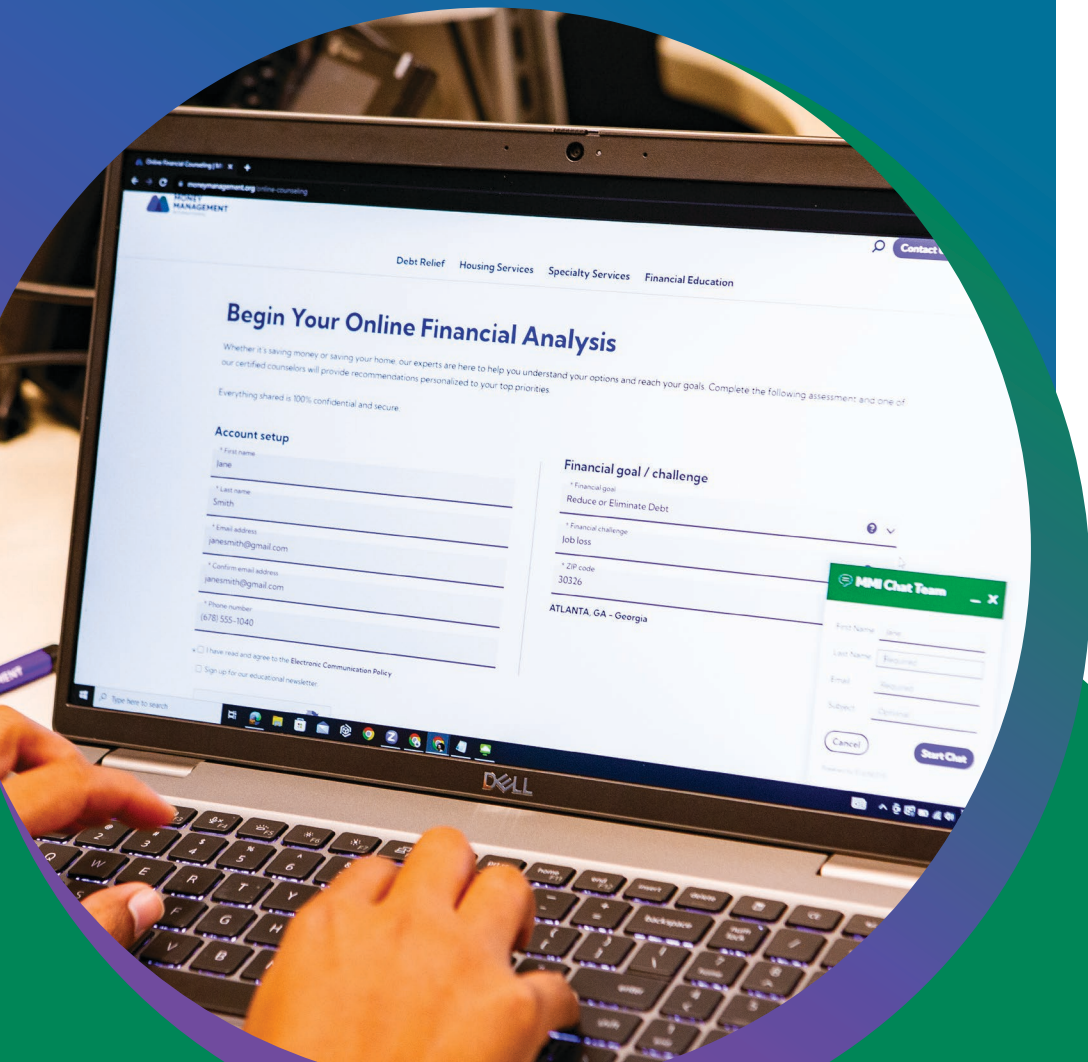
Making Life Affordable

MMI reduced client interest rates into the single digits and created structured repayment plans for more than **26,000 new clients** as demand for debt management reached a level not seen in more than a decade. Over the life of the program, clients save thousands in interest and fees, creating room in their budgets and easing financial stress. As balances decline and on-time payment history improves, they **increase their credit score by an average of 82 points**, strengthening long-term financial footing. Beyond becoming debt-free, many use this momentum to pursue other goals, from building emergency savings to investing to buying a home. MMI client Alyssa Lafferty shared her experience and the benefits of the plan.



[Watch Video](#)

Aligning with Innovation



In 2025, MMI experienced a **six-fold increase in website visitors** from generative AI platforms like ChatGPT. While they accounted for only 1% of total site traffic, they drove nearly **one-third of MMI's online counseling volume**. These clients moved through financial counseling and debt management enrollment at the highest rate of any referral channel, reflecting strong engagement and growing trust. MMI's bespoke online counseling platform supports this journey end-to-end, helping clients remain digitally immersed throughout the process.



[Learn More](#)

“MMI is more tech-forward than most credit counseling services, with a running podcast and live educational webinars. It's also refreshingly transparent with its fees and has top-notch customer ratings.”

 Investopedia



Hispanic Engagement

In 2025, MMI continued its commitment to **servicing Spanish-speaking** communities by expanding culturally responsive, language-accessible financial education and counseling. Through tailored outreach, MMI delivered practical guidance on budgeting, credit, and debt solutions **customized to community needs**. MMI also translated its entire website and online counseling platform into Spanish to better serve these consumers. MMI broadened visibility through earned media, generating **2.5 million broadcast impressions** via trusted outlets such as Telemundo and InvestigateTV en Español—helping more families access reliable financial support and tools to build long-term stability.

27% of all MMI clients are **Hispanic**

By Q4, MMI's new **Spanish-language site** delivered **13% of total** web traffic.

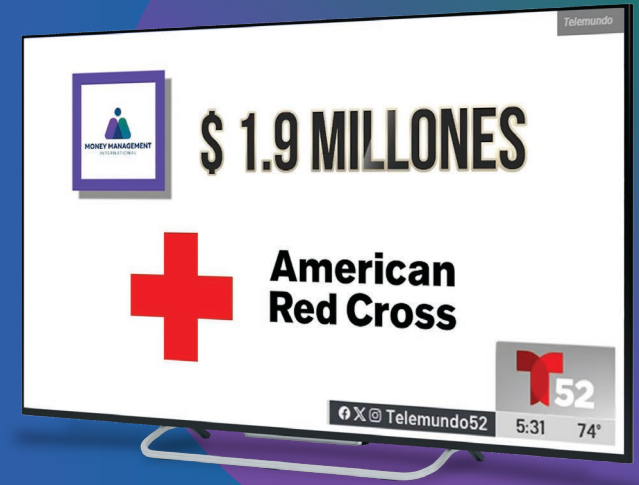
30% of MMI counseling staff are **fluent in Spanish & English**



Watch Video

Partnering for Success

In 2025, MMI was honored to receive **generous grants** from FireAid and the American Red Cross to advance financial recovery for individuals and families affected by the Los Angeles wildfires. This support allows MMI to **deliver one-on-one counseling**, help survivors **navigate complicated post-disaster challenges**, and **engage directly with the local community** through outreach in both English and Spanish. By focusing on urgent concerns such as debt relief and housing stability, **MMI equips impacted households with the tools and guidance needed to move forward**. These collaborations reaffirm MMI's dedication to compassionate, expert service in times of crisis, strengthening its standing as a trusted leader in financial wellness and disaster recovery.



[Read More](#)

Our Partners



Military Support

Through our partnership with Soldier On, **MMI helps military veterans and active-duty service members** strengthen their financial footing and pursue sustainable homeownership. Together with Soldier On and partners including Freddie Mac and Wells Fargo, we provide free credit and housing education, one-on-one counseling with a HUD-approved housing counselor, credit report reviews, and routine check-ins to support long-term stability. **This work is changing lives**—like Yanina Herold, a Navy veteran whose credit score improved significantly and is now preparing to buy a home.



Watch Video



13,672 military-affiliated clients counseled by MMI.

10,678 served by the **Military Reconnect** program.

33 military community **events** supported by MMI.

Danielle, MMI pre-purchase client



40% of clients who are past due on their housing payments report **financial hardship due to credit card debt.**

17% of debt management participants **secure a mortgage** within six years of enrollment.

MMI-counseled borrowers are **38% less likely to default** in the first year of homeownership than other first-time owners.

Supporting Housing Stability

MMI supports stable housing by **helping consumers make informed decisions, strengthen household budgets, and navigate financial challenges** that can put housing at risk. In 2025, MMI partnered with Freddie Mac to expand access to trusted guidance and recovery resources for homeowners seeking help. MMI also continued its longstanding relationships with Fannie Mae, CalHFA, Trio, USAA, and Chenoa Fund, ensuring consumers can connect with reputable housing counseling, education, and assistance options across the homeownership journey, from purchase preparation to hardship support. Together, these partnerships reinforce MMI's commitment to sustainable homeownership, foreclosure prevention, and showing up for people when housing stability matters most.



[Learn More](#)

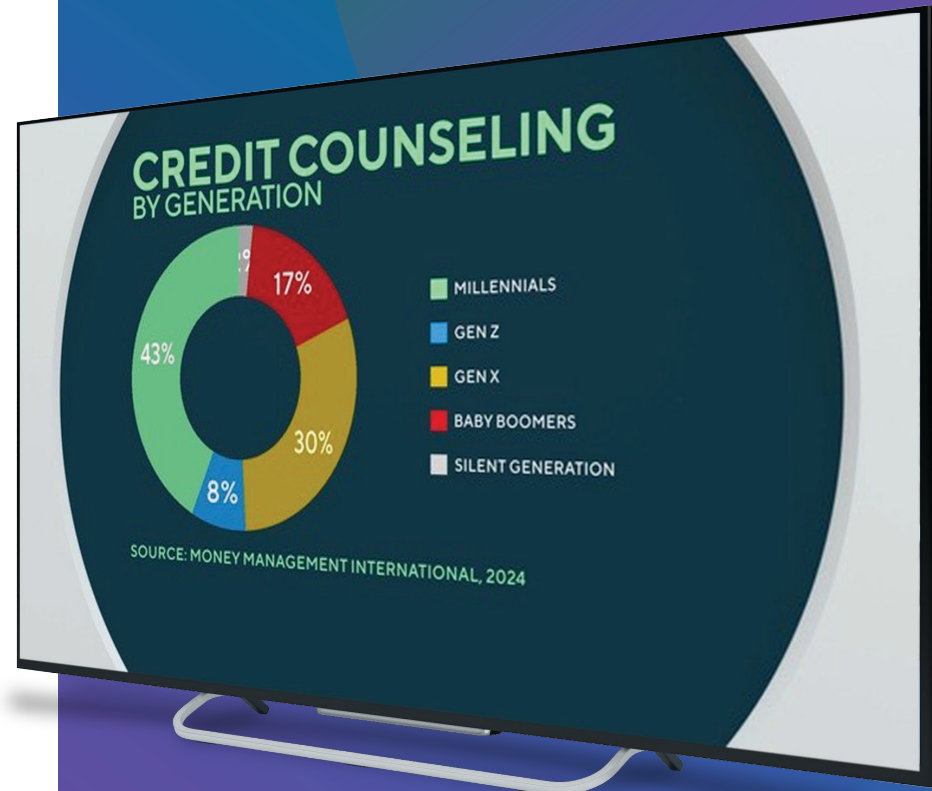
Counseling Trends

New client data from MMI showed Americans entering 2026 under sustained financial pressure, driven by record unsecured debt and rising living costs.

Demand for financial counseling rose for the fourth consecutive year, while average unsecured debt among new clients rose **5%** to **\$32,600**. Gen Z became the fastest-growing group seeking help, up **37%** year over year. Income gains offered little relief: monthly net income increased **5%**, but expenses climbed at the same pace. Housing costs rose **10%** overall, with homeowners up **11%** and renters up **8%**.



Read the Study



Thought Leadership and Consumer Advocacy



MMI's Kate Bulger
(center) volunteers at
EMERGE, Financial
Health Network's
flagship event.

In 2025, MMI reinforced its position as a national thought leader and trusted consumer advocate in financial well-being, debt solutions, housing stability, and recovery. Through participation on federal, state, and industry advisory bodies, MMI helped shape policy, strengthen best practices, and elevate the voices of financially vulnerable households. MMI experts provided testimony and strategic guidance to organizations including:

Financial Health Network, U.S. Department of Housing and Urban Development, Federal Housing Finance Agency, Federal Emergency Management Agency, National Association of Realtors, Mortgage Bankers Association, Consumer Affairs Advisory Council, American Bankers Association, National Housing Conference, National Reverse Mortgage Lenders Association, and multiple state agencies including the **Colorado Financial Empowerment Council.** Leveraging original research and client data, MMI informed national conversations on modernized service models, disaster recovery, credit innovation, and homebuyer readiness.



[Learn More](#)



MMI is an active member of the Coalition of HUD Housing Counseling Intermediaries.

Reducing Debt Stigma

MMI's Peer Advocate program empowers current and former clients to share their experiences publicly through media opportunities and social engagement. By amplifying real stories, these advocates bring MMI's theory of change to life by sparking **honest conversations that reduce stigma around financial insecurity** and encourage others to seek help. In 2025, Peer Advocates helped secure broadcast coverage in 207 of 210 U.S. media markets, reaching millions of viewers nationwide. **Notable placements** included The New York Times, USA Today, U.S. News, CNN Newsource, Consumer Reports, and with personal finance expert Clark Howard.



Watch Video

The MMI Peer Advocate Program received an Award of Distinction in the 2025 Communicator Awards, recognizing its success in leveraging lived experiences to contextualize financial challenges and demystify solutions. The award highlights MMI effectiveness in humanizing financial instability, promoting hope and transformation.

LISTEN TO MORE:
moneym.org/podcast



"I am receiving lots of positive feedback and questions from my TV interview that has aired a few times!"

Barbara, MMI client

LEARN MORE:
moneym.org/2025CommsAward

2025 Awards and Reviews

Best Credit Counseling Services

ConsumerAffairs, FinanceBuzz,
Investopedia, Bankrate

The Anthem Awards

MMI Consumer Distress Dashboard

Best Debt Relief Companies

Forbes Advisor, Investopedia

Top Debt Management Companies

Nerdwallet, The Penny Hoarder

NFCC Brighter Financial Future Award

Tiana Moore, MMI client

w3 Awards

"Do Debt Differently" campaign

The Communicator Awards

MMI Peer Advocate Program

Graphis Advertising Awards

"Do Debt Differently" campaign



2025 Major Contributors

Includes grants, contributions, and fair share

\$1 MILLION OR MORE

American Red Cross
Bank of America
Capital One
Chase
Synchrony
U.S. Department of Housing
& Urban Development

\$500,000 – \$999,999

American Express
Barclays Bank Delaware
California Housing
Finance Agency
Citibank
Discover
Nevada Department of
Health & Human Services,
Division of Public &
Behavioral Health

\$250,000 – \$499,999

FireAid
USAA
Wells Fargo

\$100,000 – \$249,999

Comenity Bank
Target
NFCC

\$50,000 – \$99,999

Merrick Bank
Navy Federal Credit Union
Nordstrom National Credit Bank
OneMain Financial

\$25,000 – \$49,999

Credit First National Assn.
First National Bank of Omaha
First Premier Bank
USAA Federal Savings Bank
SoFi Lending Corp.

\$10,000 – \$24,999

Bristol Bay Economic
Dev. Corp.
CompuCredit
Concora Credit
Fortiva Retail Credit

National City Bank
Pentagon Federal Credit Union
Portfolio Recovery Assn.
Seventh Avenue
Truist
United Way Worldwide





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