



Doing Debt Differently

2024 Annual Report

MoneyManagement.org/AnnualReport



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.

As we reflect on 2024, I am proud to share how MMI has risen to meet the growing financial challenges facing Americans. This year, we experienced elevated demand for our services, driven by rising consumer debt, higher interest rates, and the expiration of key pandemic-era relief programs. Through it all, MMI stood firm as a trusted resource, expanding our reach and impact nationwide.

One of the most exciting developments this year has been the exponential growth in our media presence. Thanks to our dedicated MMI Peer Advocates, strategic media partnerships, and compelling storytelling, we reached millions of Americans, shining a light on the realities of financial instability and the life-changing solutions we deliver.

Our commitment to innovation has also driven transformative change. In 2024, we fully implemented our NICE CXone unified platform, enabling us to deliver seamless, AI-enhanced experiences for our clients. This technology has empowered individuals with personalized self-service tools while equipping our team with deeper analytics to further improve outcomes.


Despite these advancements, our focus remains steadfast on the people we serve. From the young adult overwhelmed by debt to the first-time homebuyer navigating uncharted waters, our mission is to improve lives through financial education, support, and empowerment.

I am deeply grateful to our employees, funders, and advocates who make this work possible. Together, we are creating a future where financial wellness is accessible to everyone. Thank you for your continued support.


A handwritten signature in black ink that reads "James S. Triggs".

James S. Triggs
President & CEO

Reach


1.2M
calls, texts
and chats


8M
webpage
views


130M
broadcast media
impressions (est.)


\$212M
total unsecured
debt repaid



151,240
counseling
and education
experiences



129,812
hours of online
financial
education



76%
decrease in client
interest rates



81%
decrease in client
financial stress



85
Net Promoter Score™



57%
racially or ethnically
diverse clients



56,415
households received debt
management support



4.5+
BBB, Google, and
Trustpilot rating



Nationwide Footprint

24/7 Online and by Phone





MMI successfully negotiated France's interest rates from 25 percent to just under 6 percent. In roughly four years, he paid off his six credit cards.



9,159 clients successfully completed a debt management plan.

76% 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

As credit card balances and delinquencies surge nationally, MMI debt management plan clients experience relief by consolidating their debt without a new loan or credit check. In 2024, our clients reduced their average APR to just **6.6%**, saving up to **\$48,000** in interest and **26 years** of payments versus going it alone. At the same time, clients increased their credit score by an average of **82 points**, making future credit more affordable. MMI client Darryl France shared his success and the benefits of the plan:



Watch Video

Innovating Our Approach

In 2024, MMI experienced a 40% year-over-year increase in the use of its bespoke online financial analysis platform, with a notable rise in the number of consumers referred by artificial intelligence. A Gen Z client shared their experience:

"I asked ChatGPT about different debt management options and to compare them. It noted MMI's quality track record with debt management plan negotiations and strong reputation. I did my research by googling MMI and then decided that it would be a great fit. I especially liked the option to complete everything online."



[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. Its ability to help people in a real way is backed up with thousands of excellent customer reviews and ratings online."



Hispanic Engagement

23% of MMI pre-purchase clients are **Hispanic**

22,149 Spanish-language counseling and education experiences

27% of MMI counseling staff are **fluent in Spanish & English**



MMI saw a 54% surge in Hispanic clients seeking financial counseling in 2024, far exceeding the 31% rise among white non-Hispanics. This trend highlights deepening financial inequity due to income disparities, rising housing costs, and budget deficits. Demand for Spanish-language counseling rose 135%, reflecting a critical need for culturally relevant support. Hispanic households face lower incomes, higher budget shortfalls, and limited credit access, making MMI's tailored financial solutions vital in addressing these growing challenges.



[Read the Study](#)

Partnering for Success

In 2024, MMI received a grant from the American Red Cross to support financial recovery efforts for those impacted by the devastating Hawaii wildfires. This funding enables MMI to provide personalized counseling, assist survivors in navigating complex challenges, and develop long-term recovery plans. By addressing critical needs such as debt management and housing stability, MMI empowers affected individuals and families to rebuild their lives. This partnership underscores MMI's commitment to providing compassionate, expert guidance in times of crisis, reinforcing its role as a trusted leader in financial wellness and disaster recovery.



Watch Video

Our Partners



Military Support

MMI was proud to become the preferred debt management partner to the USAA Educational Foundation (USAAEF), enhancing financial wellness efforts for military service members and their families. Collaboration on USAAEF's Debt Destroyer™ provides tailored financial education, credit counseling, and debt management resources to help military households achieve financial stability. By leveraging MMI's expertise and USAAEF's commitment to financial readiness, the initiative addresses common challenges faced by service members. The partnership reinforces MMI's mission to empower individuals with financial knowledge and support, ensuring long-term stability for US military families worldwide.



Watch Video



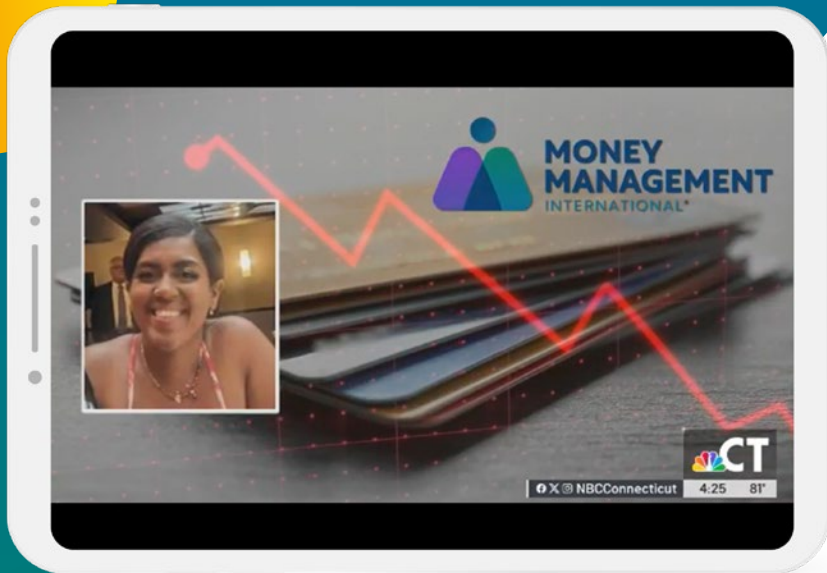
16,084 military-affiliated clients counseled by MMI.

10,266 served by the Military Reconnect program.

27 military community events supported by MMI.



THE USAA 
EDUCATIONAL
FOUNDATION®



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

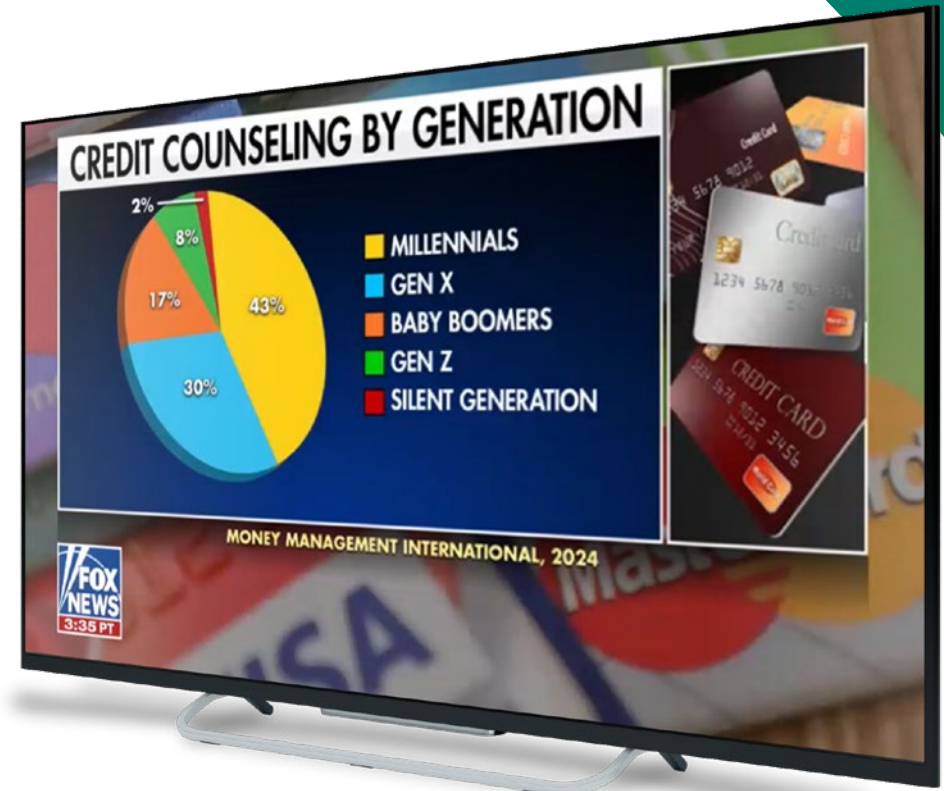
While debt can undermine housing security, MMI preserves home stability and creates new homeowners. Through financial counseling and debt solutions, we assist a growing segment of challenged consumers to achieve their own American Dream. As one inspiring example profiled by NBC Connecticut, MMI helped Tiana Moore avoid bankruptcy, keep up on the family home mortgage, improve her credit, and go back to school.



[Learn More](#)

Counseling Trends

MMI's proprietary counseling data produced significant insight into consumer financial wellness throughout 2024, leading to several notable outcomes. MMI's data was quoted by [Fox Business](#) and in a question posed to President Trump by Fox News host Harris Fulkner during the [National Association of Black Journalists Convention](#). Our unique data insights, coupled with the lived experience of MMI Peer Advocates, resulted in exceptional media coverage for MMI in 2024. Trend insights also inspired the creation of the "[Do Debt Differently](#)" campaign, a targeted brand awareness effort focused on millennials in hotspot states where MMI experienced the greatest surge in counseling demand and debt levels among new clients.



Read the Study

LISTEN TO MORE:
moneym.org/podcast

Reducing Debt Stigma

The MMI Peer Advocate program engages current and former clients to publicly share their stories through media and social engagement. These ambassadors carry out MMI's theory of change by creating conversations to help others overcome stigma related to financial insecurity. In 2024, MMI Peer Advocates helped MMI achieve broadcast media coverage in 192 of the 210 U.S. media markets, reaching millions of viewers. Highlights included features by The New York Times, Scripps News, InvestigateTV, and personal finance expert Clark Howard.



Watch Video

The MMI Peer Advocate Program received a 2024 Anthem Award in the Humanitarian Action & Services Campaign—Non-Profit category, which honors the purpose and mission-driven work of organizations worldwide as the largest and most comprehensive social impact recognition.

Learn More

"Thanks so much for letting me be able to share my story! Consumer debt is a national crisis and we should all be taking it much more seriously."

Steve, MMI client

2024 Awards and Reviews

LISTEN TO MORE:
moneym.org/2024Anthem

Best Credit Counseling Services

ConsumerAffairs, FinanceBuzz,
Investopedia, Bankrate

Silver Anthem Award

MMI Peer Advocate Program

Best Debt Relief Companies

Forbes Advisor, Investopedia

Top Debt Management Companies

Nerdwallet, The Penny Hoarder



2024 Major Contributors

Includes grants, contributions, and fair share

\$1 MILLION OR MORE

American Red Cross
Bank of America
California Housing Finance Agency
Capital One
Chase
NeighborWorks America
Synchrony
U.S. Department of Housing
& Urban Development (HUD)

\$500,000 - \$999,999

Barclays Bank Delaware
Citibank
Discover
Nevada Department of Health
& Human Services
• Division of Public & Behavioral Health
• Director's Office

\$250,000 - \$499,999

American Express
NFCC
USAA Federal Savings Bank
Wells Fargo

\$100,000 - \$249,999

Comenity Bank
JPMorgan Chase
US Bank

\$50,000 - \$99,999

Behavioral Ideas Lab, Inc.
Merrick Bank
Navy Federal Credit Union
Nordstrom National Credit Bank
OneMain Financial
Target

\$25,000 - \$49,999

Credit First National Assoc.
First Premier
FNB Omaha
Maryland Department of Housing
& Community Development
USAA

\$10,000 - \$24,999

Bristol Bay Economic Dev. Corp.
Charles Schwab Bank
Kohl's
National City Bank
PNC Bank
Resurgent Capital Services
Seventh Avenue
Truist
United Way of Anchorage
United Way Worldwide



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