



HomeFree USA



# 2025 Impact Report





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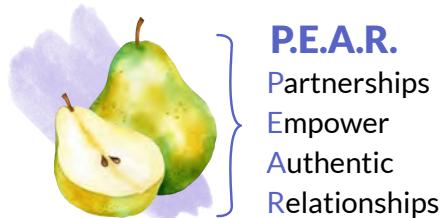




# A LETTER OF APPRECIATION IF YOU HAD TO DESCRIBE 2025 IN A SINGLE WORD, WHAT WOULD IT BE?



At HomeFree-USA, 2025 was embodied by this acronym:



## P.E.A.R.

Partnerships  
Empower  
Authentic  
Relationships

2025 was defined by the unwavering belief that access to financial education, homeownership, housing development, and entrepreneurship transforms lives and communities.

In collaboration with partners like you, we did more than meet goals—we expanded what was possible. The 2025 Impact Report is proof of our collective achievements. Together, we helped families and students move closer to homeownership, strengthened nonprofit housing organizations, and created pathways that converted potential into progress. Our focus remains steadfast on what matters most: people, outcomes, and long-term community success.

This report tells a story of momentum, reflecting the power of alignment between HomeFree-USA and like-minded partners who understand that sustainable impact requires both heart and strategy. Looking ahead, our vision is clear: we will continue to build bridges to financial success and reach more families efficiently and sustainably.

Our work continues in 2026, and the future of the people we serve will be stronger because you are part of it. Thank you for standing with us as we build what's next.

**MARcia GRIFFIN**  
Founder & CEO

# HOME OWNERSHIP ADVANCEMENT

Since 1994, HomeFree-USA has operated as a seasoned Housing Counseling Agency and Intermediary, reporting a **0% foreclosure rate** and a **96% approval rate on files submitted to lenders**.

In 2025, HomeFree-USA reached **237,749 homeowners and potential homebuyers** through our ongoing educational workshops, consultations, events, and digital outreach.

## 2025 FIRST-TIME HOMEBUYER SPOTLIGHT



KEITH BUTLER  
Homeowner

[WATCH VIDEO](#)



These expert-guided sessions included:

- ✓ **First-time homeowner education courses** for renters and future homebuyers.
- ✓ **“Mortgage Help for Homeowners” workshops** to help current homeowners avoid foreclosure.
- ✓ **Spanish-led financial and homeownership education** for Hispanic communities.

Additionally, HomeFree-USA put **433 families** on the path to homeownership by submitting their mortgage-ready files to lender partners after receiving homebuyer counseling.

After 15 years in government-subsidized housing, Army veteran Keith Butler transitioned from Section 8 to homeownership after taking the leap with HomeFree-USA. By following a personalized credit-improvement plan designed by a dedicated advisor, Keith worked to overcome his financial barriers and secured a VA-backed loan.

The personalized support and encouragement from HomeFree-USA successfully transformed a lifelong dream into reality within eight months. Keith was able to purchase a spacious, multi-generational home, providing his family with long-term stability and a significant increase in personal wealth.

# NONPROFIT & SMALL BUSINESS GROWTH

As one of 19 intermediaries approved by HUD, HomeFree-USA takes pride in working together with housing counseling and financial wellness agencies across the country to make homeownership accessible to all.

Collectively, HomeFree-USA and its network of **54 affiliate agencies** in 22 MSAs serve the needs of **66 million\* LMI individuals** from a wide range of demographic backgrounds.

This year, our affiliates provided financial education and housing counseling services to **31,366 households**.

\*Based on US Census data.



Of those households:



## \$658M estimated revenue in homes purchased

Total estimated revenue from homes purchased through housing and financial counseling. Based on the 2024 median home price.



## \$32.7 M in foreclosure costs prevented

818 foreclosures were prevented after receiving post-purchase counseling and housing resources.

## CAPACITY BUILDING

We believe the best way to help our nonprofit affiliate agencies strengthen their communities is by providing ongoing capacity building and business support. This year, through monthly Affiliate Business Development webinars, we provided resources and best practices on topics like:

- ✓ Homebuying Counseling
- ✓ Fundraising
- ✓ Rental Counseling
- ✓ Budgeting
- ✓ Housing Development
- ✓ Merging Agencies
- ✓ Marketing Techniques
- ✓ Intake Process
- ✓ IT Security



## AFFILIATE SPOTLIGHT

### REACHING MILLIONS

Leadership and Business Development Conference



*"The information and networking opportunities you gain at the conference are truly TOP-NOTCH!"*

FRANK CORNIER

President & CEO Tampa Bay Neighborhood Housing Services

From powerful keynote speakers and hands-on workshops to unforgettable networking and community, we set the bar high in the Mile High City.

In 2025, over 200 housing agency leaders and changemakers came together to elevate their understanding of industry topics, including:

- How AI can accelerate business capacity building
- What funding opportunities are available in their markets
- How succession planning can future-proof their business
- Effective methods to improve productivity, profitability, and program outcomes

[WATCH VIDEO](#)



**Center for  
Financial  
Advancement®**  
A SIGNATURE PROGRAM OF HOMEFREE-USA

# CENTER FOR FINANCIAL ADVANCEMENT® (CFA)



For 8 years, CFA, in partnership with 16 Historically Black Colleges and Universities (HBCUs), has built a pipeline of diverse, high-performing, success-driven young professionals eager to enter the financial services industry, create stronger money habits, and become homeowners.

**To date, 13 CFA scholars have purchased their first home by age 25.**



**18,029+**

HBCU scholars and faculty have improved their money management and life skills using partners' financial education tools.

**2,073+**

Scholars graduated by completing CFA requirements, including online modules, the Experian Credit Academy, the Money4Life Leadership summit, and additional career-readiness and mentorship events.

**443**

Scholars participated in specialized financial certification programs.

**306**

Scholars officially declared a commitment to homeownership.

**228**

Scholars successfully increased their personal savings in the Fall of 2025 after following the CFA curriculum (up 3% from the Spring of 2024).

**211**

Scholars reported a reduction in debt in 2025 after following the CFA Curriculum.

## 2025 CFA SPOTLIGHT: THE HAND-UP FUND

Financial challenges often force many HBCU students to choose between basic needs (housing, transportation, food) and their education, putting their academic and career paths at risk. The Hand-Up Fund provides support to CFA students who face these unexpected challenges throughout the school year.

As a Morgan State University student and CFA Scholar, Iyanna was full of ambition and hope for her future. But when a devastating fire destroyed her family's home, everything changed in an instant. Through the support of the Hand-Up Fund, she found the strength to rebuild and continue pursuing her goals.

[WATCH VIDEO](#)

**IYANNA CLARK**  
CFA Scholar



# DEVELOP THE DEVELOPER<sup>SM</sup> ACADEMY (DTDA)



This year's Develop the Developer<sup>SM</sup> Academy (DTDA) has been a **powerful testament** to what happens when emerging developers have the right guidance, resources, and community.

Our participants strengthened their financial readiness, expanded their industry knowledge, and built the confidence needed to take the next step in real estate development.

HFUSA is proud to report overwhelmingly positive feedback from the 2025 cohort, including:

- ✓ 100% positive rating of curriculum content, with all participants scoring "Excellent" or "Good."
- ✓ 92% satisfied with the overall Academy experience.
- ✓ 100% increase in professional relationships among participants.
- ✓ 100% goal attainment, as reported through post-program evaluations.
- ✓ 100% of participants expressed a desire to remain engaged with the program.
- ✓ 100% of Developer participants were very likely to recommend the Academy to others.

**Out of the 42 developers who have completed DTDA in the past 2 years, 7 of them have moved on to develop new properties in their own communities.**

## 2025 DEVELOP THE DEVELOPER<sup>SM</sup> ACADEMY SPOTLIGHT



Vernon Vaughn has been in the development business for over 20 years, yet he would not have gained the new knowledge, skills, and resources on his own if not for DTDA.

*"I'm sure there are Ivy League MBA students who are not getting the exposure and access that the Develop the Developer offers."*

VERNON VAUGHN  
Participant

[WATCH VIDEO](#)

# POPPLETON NEIGHBORHOOD HOUSING DEVELOPMENT



Through Project Rebound, HomeFree-USA transforms vacant and foreclosed properties into high-quality, affordable homes that strengthen housing markets, increase property values, and stabilize neighborhoods.

In 2024, Project Rebound was a catalyst for significant growth, contributing to a 500% surge in property values within the Poppleton neighborhood. HomeFree-USA is proud to report a sustained positive trend, with our 2025 initiatives yielding an **additional 15% increase**.

## CULTIVATING NEXT-GEN DEVELOPERS

We believe in the importance of encouraging college students to take an interest in revitalizing their communities. Because of this, we were fortunate to employ and integrate 5 Morgan State University students in the Poppleton revitalization process.

Students attended regular community meetings alongside Poppleton residents, learning firsthand the value of community-centered development. They actively solicited feedback, listened to resident concerns and aspirations, and incorporated this input into their project planning process.

This engagement taught our bright and talented developers that successful development requires genuine partnership with those who call the neighborhood home.



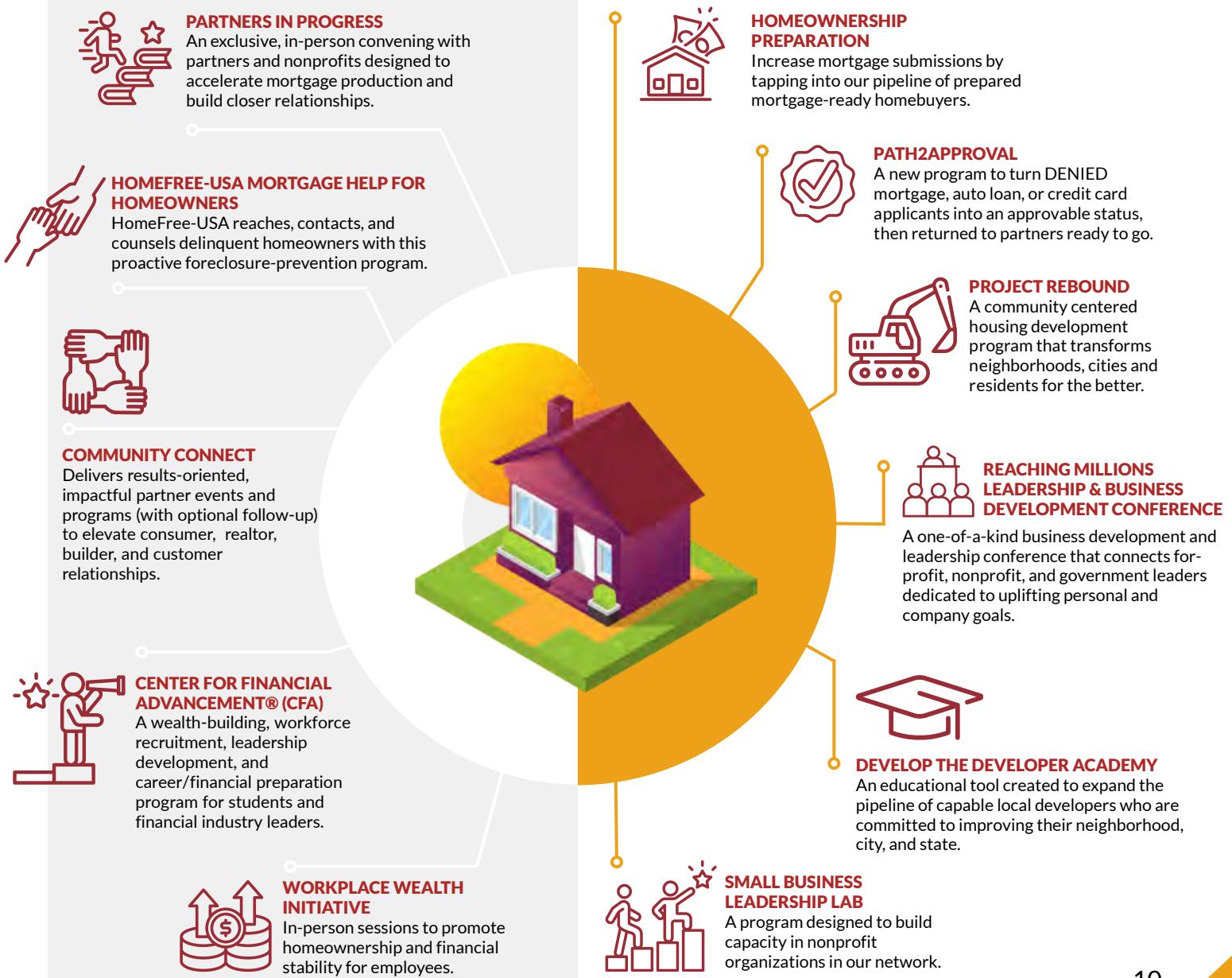
[WATCH VIDEO](#)





# 2026 OPPORTUNITIES FOR GROWTH

In 2026, we are focused on innovating and deepening our positive impact in the communities we serve. A snapshot of these initiatives, geared toward expanding key partnerships and fostering broader collaboration, is provided below.



# BOARD OF DIRECTORS



**Marcia Griffin**  
Founder & CEO



**James Griffin**  
Executive Vice President and  
Co-Founder



**Michael Waldron**  
President,  
Compatibility Solutions



**Gwendolyn Garnett**  
EVP, Managing  
Director of Center for Financial  
Advancement®



**Joseph Ohayon**  
SVP, Head of State & Local  
Government Relations, Wells  
Fargo



**Efe Aghimien**  
Chief Financial Officer,  
SWBC Mortgage



**Paul Koches**  
President, Mortgage  
Policy Advisors, LLC



**Milan Griffin**  
EVP, Chief  
Operations Officer



**Megan O. Moore**  
Partner, FGS Global



**Wil Lewis**  
Chief Diversity, Inclusion  
and Belonging Officer



**Simone Griffin Taylor**  
EVP, Managing Director  
of Affiliate Network



**Frank L. Sims**  
Retired Corporate Executive



**Together, we will make homeownership and financial stability possible for more families than ever before.**

**Always Better**

Moving forward, I am confident that 2026 will be productive, profitable, and progressive for us collectively. Let us commit to our partnership, and the rest will follow.

**Thank you for investing in people, communities, and lasting change.**

## Contacts

### **Marcia Griffin**

Founder, President, & CEO

### **Sandy Wittlake**

Executive Manager

### **Milan Griffin**

EVP, COO

### **Simone Griffin Taylor**

EVP, Managing Director of Affiliate Network

### **Gwen Garnett**

EVP, Managing Director of Center for Financial Advancement

### **Jared Magoon**

Director of Development

### **Dave Smith**

Business Support Leader

### **Fabianna Diaz**

Marketing Manager