

# A Growing Portfolio of National Customers

	CUSTOMER HIGHLIGHTS					
Small Businesses & Employers	 Children's Aid Every step of the way	 Civic Works	 FLORIDA PANTHERS	 grantAssociates	 PLAZA	 TEACH FOR AMERICA
Benefits Providers	 United Way					
CDFIs & FIs	 accessity™	 ACCION OPPORTUNITY FUND	 Ascendus	 Pursuit	 chime®	
Fintechs	 dora®	 Landed	 perkup	 PROSPERITY KEY	 SaverLife	

# Case Studies

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**Employer:** [Cooperative Home Care Associates](#) (CHCA) has been a TrustPlus customer since 2013. Since launching, we have served 2,100+ of their workers with financial coaching, who are almost exclusively Spanish-speaking women. Most recently, we worked with CHCA to pilot the first generation of an employer-facing product that offers an in-depth portrait of a workforce's financial health, packaged in a dashboard with expert insights and curated product recommendations.



**Financial Institution:** [Guadalupe Credit Union](#) leveraged the financial health data gathered on our platform to design a product for their members that serves as an alternative to predatory loans, and push for regulations around payday lending.



**Fintech:** [Landed](#) is creating access to homeownership for workers typically disregarded by traditional lenders. When an applicant doesn't meet the eligibility criteria for a mortgage and/or Landed's down payment support, they are referred to TrustPlus to improve their credit score, debt-to-income ratio, and savings until they become eligible. Our relationship with Landed currently yields engagement rates 4x higher than similar customers. 56% of Landed clients improved their credit score by an average of 42 points, with 36% moving up a credit tier. 50% reduced their collections by a median of \$2,045. The stronger our impact, the more frontline workers become eligible for mortgages—proving our business value to Landed, and others.

