

EXTERNAL COMMITTEE

September 2025



prosperity connection®



MARKETING & COMMUNICATIONS

OUTREACH

Since our last meeting:

- 2,431 reached on Facebook
 - decrease of 44.4%
- 202 content interactions
 - decrease of 1.9%
- August newsletter
 - 1,284 unique opens – 37.4%
 - clicks (PUO) – 16.6%
- September newsletter
 - 1,039 unique opens – 29%
 - clicks (PUO) – 13.9%

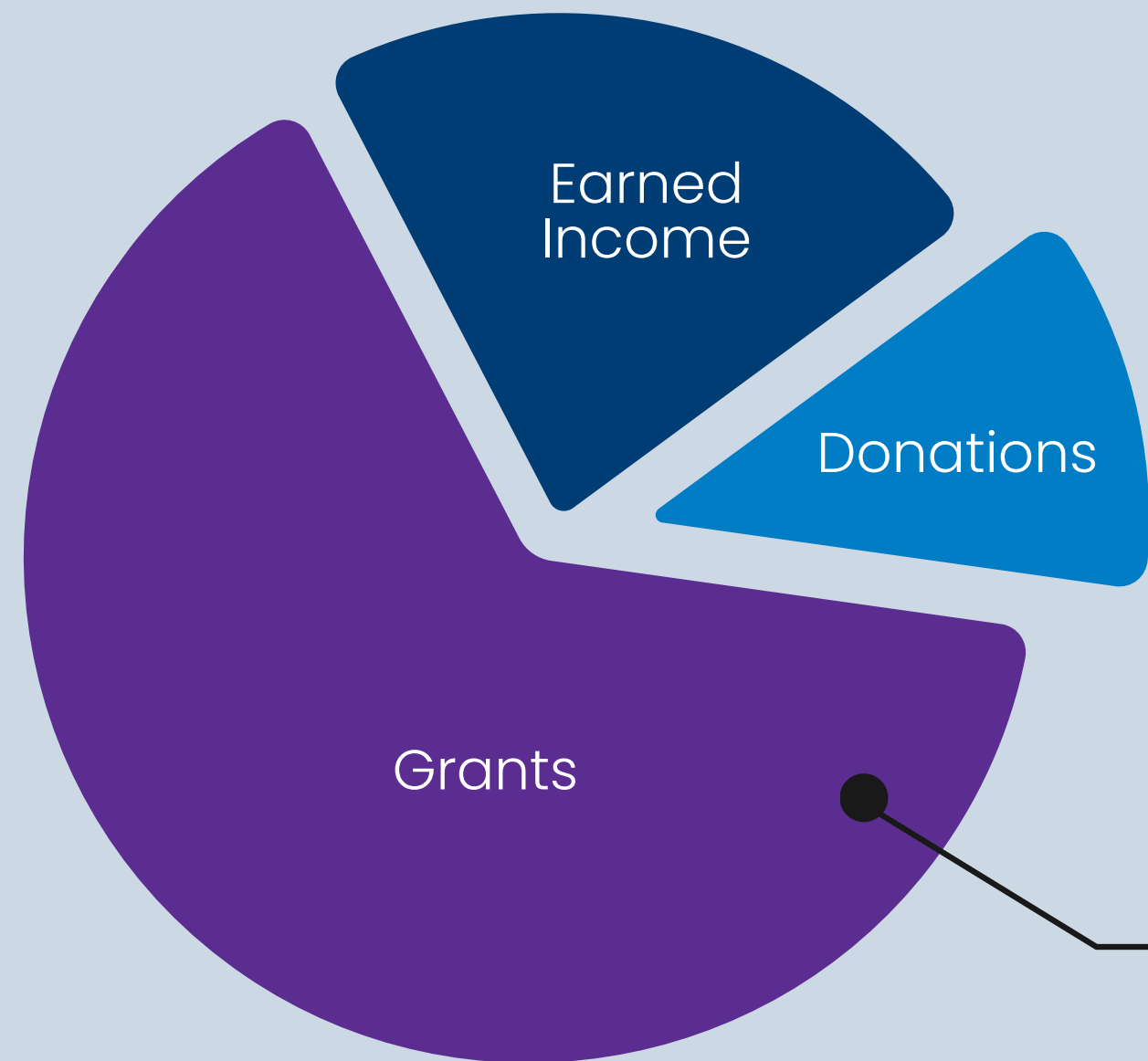
OUTCOMES

Service	YTD	Goal
Coaching Sessions	535	804 ≤
Credit Report Reviews	152	357 ≤
Class Pull-Through	40.3%	37% ≤



INSTITUTIONAL ADVANCEMENT



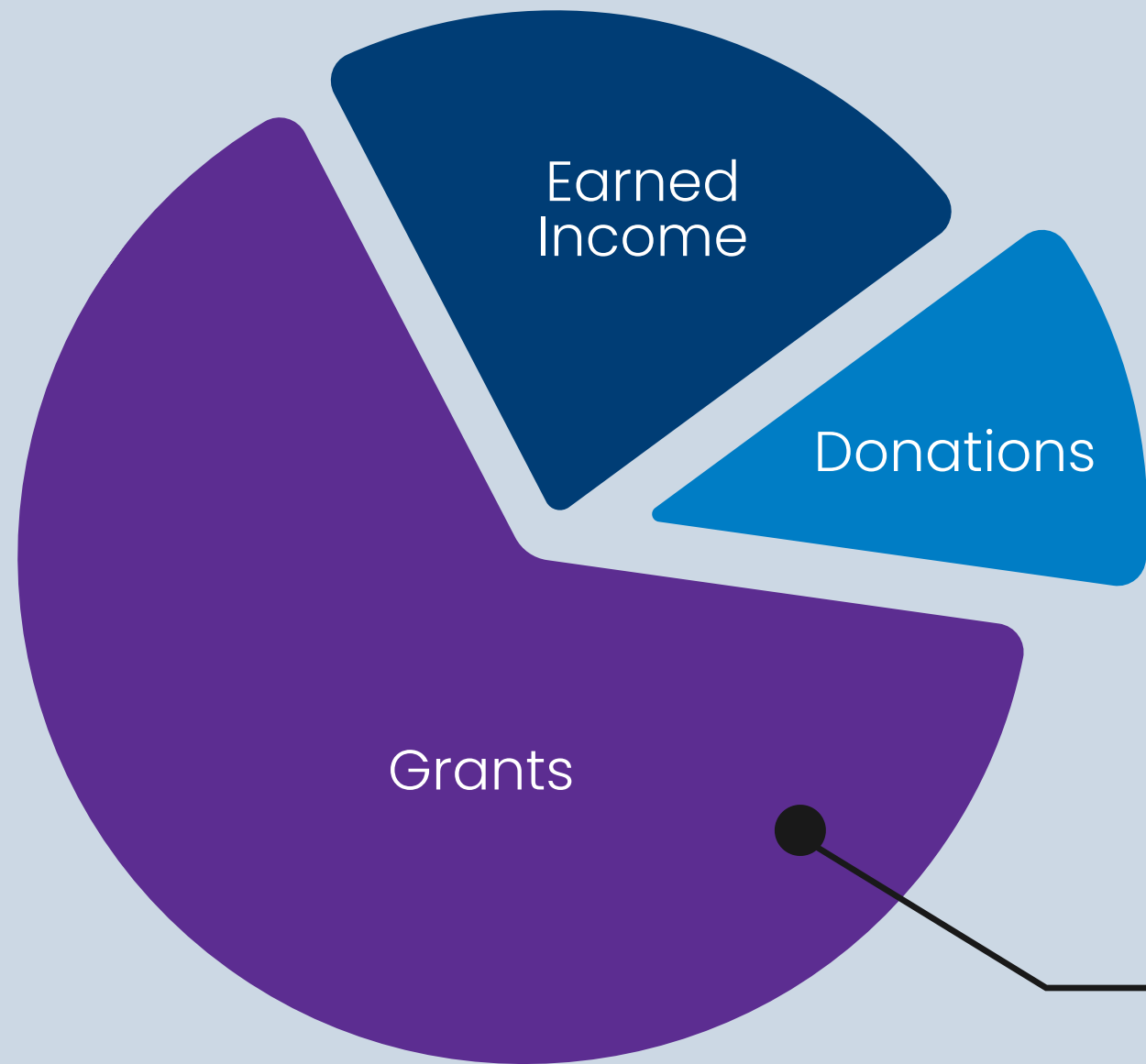


RECENT GIFTS/CONTRACTS

- \$200 monthly donation – Tony Janssen
- \$3,881.20 – Enterprise Holdings Foundation
- \$400K from Equifax!!!

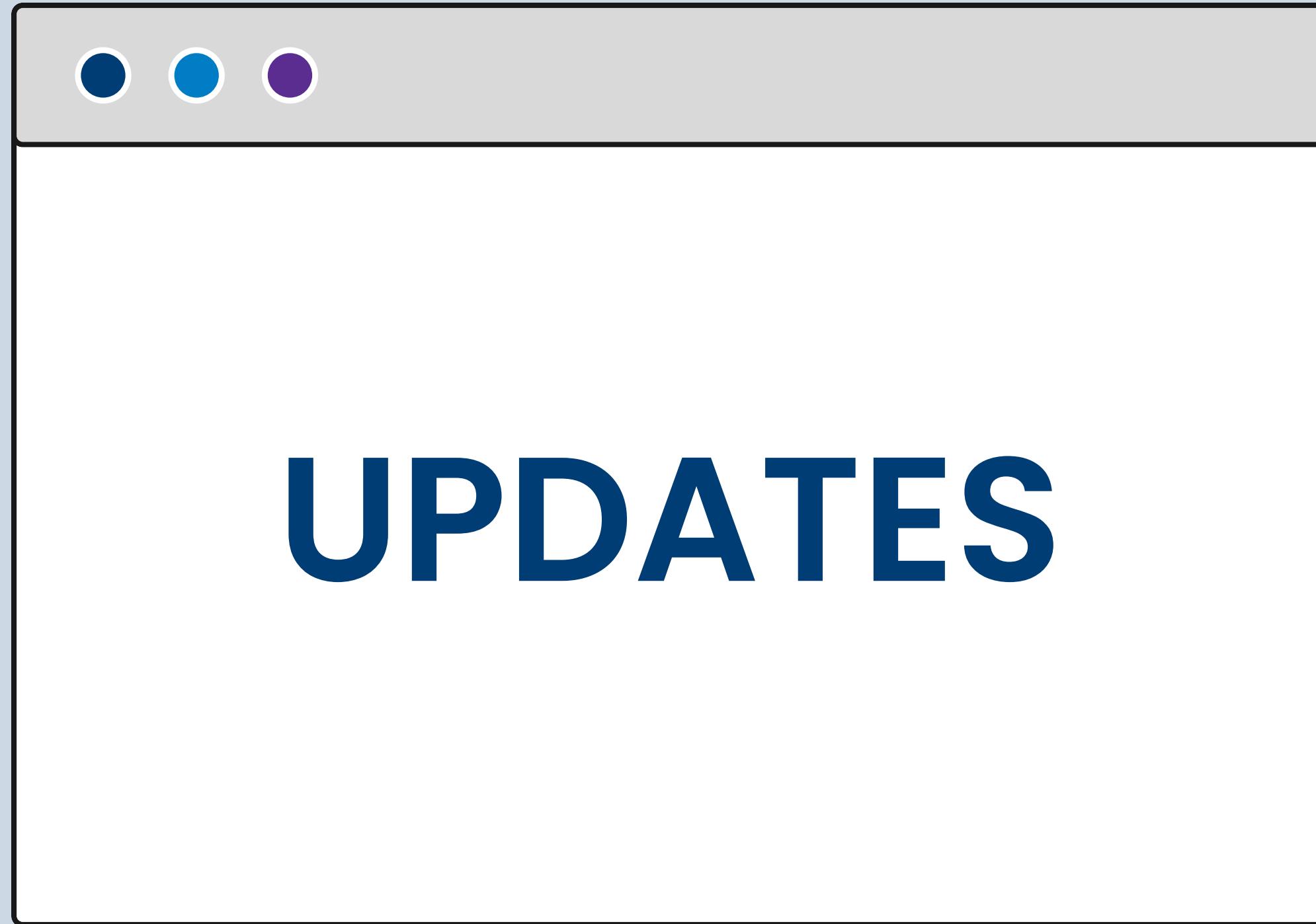
Earned Income:

- Services in progress with Small Business Empowerment Center, Dutchtown South (Alliance perk), and DeSales CDC



RESEARCH/APPLICATIONS

- Dana Brown Charitable Trust – LOI Submitted
- St. Louis Community Foundation – LOI due 9/23
- Light a Single Candle – due 10/4
- BJC Healthcare – due 9/30
- Midland States Bank – application submitted
- Robert Wood Johnson Foundation – due 10/15
- NASDAQ – due 10/24



EFX VIDEO OFFER

While Kathy was meeting the new Equifax CMO (Kate) in Atlanta last month, Kate mentioned offering video services for our Client Celebration. We received confirmation last week that not only will they film the actual event, but they'll also film all the client interviews to ensure consistency in imagery! This will save us almost \$15,000!

SPEAKING OPPORTUNITIES

In just over 2 weeks, Ben Feimer, Veronica Guerrero, and Suzanne Hough (Carrollton) will be speaking at the Prosperity Now Summit. It will be a "fireside chat" meant to illustrate the immense value of a partnership like the one PC and Carrollton share. Suzanne will also share, from the banking side, how to get a partnership like this through the compliance hurdles. Should be immensely valuable for attendees!

RFEC OPPORTUNITY

Later this afternoon, Kathy, Nikki, and Robert will be presenting to the RFEC, pitching a partnership between our two organizations. We're proposing that they let us become the "backbone" of a combined entity that would eliminate redundancies, leverage shared resources, and deliver unprecedented impact.

2026 PLANNING

ELT has already begun diligently planning for next year so that we are poised to take advantage of the plethora of partnership opportunities in our pipeline. This includes identifying targeted subsets for which to pursue funding and strategic partnerships, scenario planning, and KPI/metric assessment.

WHAT WE NEED HELP WITH:

Continue signing up for training.

Who should we be following?

Who would be interested in serving as part of a 'sales' sub-committee?

With fewer meetings next year, what do you want to see in these updates?