



# 2024

## Community Impact Report

Spring 2025





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# About Snap Finance

Snap Finance is a rapidly growing digital finance company offering lease-to-own financing and loan solutions that are changing the face and pace of consumer retail finance.

We are on a mission to unlock financial flexibility for a better life. Founded in 2012, Snap has delivered convenient pay-over-time options to more than 5 million consumers and helped retailers close more than \$10 billion in sales.

We know that not everyone qualifies for traditional financing. That's why Snap and our bank partner look beyond scores from major credit bureaus. Snap harnesses the power of data to help more people get what they need now and help retailers grow their businesses. Our technology brings together machine learning, nontraditional risk variables, and years of data to create a proprietary decisioning platform.

**Our vision is a world where everyone has the means to thrive.**



# Our Values

Our culture is rooted in four core values



## Invite the ideas

Ideas are the lifeboat of the innovation we provide our customers. Big and small, we welcome input from anyone and challenge ideas to make them stronger.



## Get stuff done

We strive to get stuff done every day. We act with thoughtful urgency to continually improve the products we introduce into the fintech ecosystem. No excuses. No complacency.



## Act with integrity

We're empathetic and fair in all that we do for our customers and for each other. We prove our words by our actions and carefully earn our good reputation, day in, day out.



## Win as one team

Only as a team can we overcome the toughest of challenges. We collaborate, learn, and celebrate together, knowing we are bettering the lives of others.





# About this report

Snap Finance believes in doing well by doing good. This year's Community Impact Report reflects our ongoing commitment to making a positive difference in the communities we serve.

We take a holistic approach to corporate citizenship through giving initiatives, volunteer efforts, and supporting our team members' passion for change. In this report, we showcase the many ways we are driving meaningful impact and fostering a better future.

Snap Finance's community impact reporting cycle runs from January 1 to December 31 annually. Each spring, we share a report detailing our efforts and achievements from the previous year.

As we continue to grow, so does our dedication to creating lasting, positive change. Welcome to Snap Finance.





## A message from Matt Hawkins and Ted Saunders

At Snap Finance, we are driven by our values and mission to empower consumers with financial access that is simple and inclusive. But our commitment extends beyond business – we believe in doing well by doing good. Through Snap Cares and other initiatives, we actively support the communities where we live and work, creating a ripple effect of positive change.

**Matt:** As I reflect on my time founding and leading Snap, I am incredibly proud of the work we accomplished. Our dedication to social responsibility, which is detailed in this report, continues to impress. Every day, Snap’s employees, partners, and stakeholders help create lasting impact – one that strengthens our communities and inspires a better future.



It has been one of the greatest honors of my career to help shape this work, and I'm thrilled to now pass the torch to Ted Saunders, whose passion for purpose and impact will carry Snap's mission forward.

**Ted:** As I step into my new role as CEO, I'm honored to build upon the incredible foundation that Matt and the Snap team have created. From day one, Snap's deep commitment to giving back and driving meaningful, long-term change stood out to me – it's one of the key reasons I was drawn to join this company. The initiatives highlighted in this report reflect not just impact, but heart. I'm excited to carry this mission forward in 2025 and beyond, and I'm grateful to everyone who continues to support and strengthen these efforts.

This Community Impact Report highlights our initiatives, key outcomes, and the stories that inspire us. Thank you for being part of our journey.



**Matt Hawkins**

Executive Chairman and Founder |  
Snap Finance



**Ted Saunders**

CEO | Snap Finance



**Snap team members volunteered over 1,400 hours** of their time, energy, and talents to Snap Cares initiatives – an incredible level of engagement that underscores our desire to make a difference in our communities.



**Snap actively supported 25 nonprofit partners** throughout the world. Through strategic partnerships and collaborative efforts, we addressed a wide range of social, environmental, and economic challenges and helped improve the lives of disadvantaged people and communities.



The Snap Finance Foundation awarded **17 charitable grants in 2024** to support organizations and initiatives that align with our mission of empowering people and communities to thrive.



**Snap provided more than \$2.6 million in monetary and in-kind donations** to organizations across the U.S., Costa Rica, and the U.K. to support causes that are creating a global impact.



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# Making a difference in our communities



# The promise of Snap Cares

We remain committed to doing our part to ensure that as Snap grows, we continue to act with integrity, value our people, and make a positive impact in the communities where we live and work.



## Our mission

By giving back, we empower people and communities to thrive.

Snap is committed to fostering a culture of service and belonging, empowering individuals to thrive through our support of initiatives to address:

- ✓ Food security and basic needs
- ✓ Education and job training
- ✓ Financial access and community development



# Our Values in Action | 2024 Impact

Snap Finance plays an important role in the communities where we live, work, and do business. We embody the Snap Cares spirit by volunteering our time, making financial and in-kind contributions, and collaborating with nonprofit organizations.



**\$2.6M+**

in monetary and  
in-kind donations



**45**

Snap Cares events



**1,403**

volunteer hours



**17**

charitable  
community impact  
grants awarded by  
the Snap Finance  
Foundation



**25**

nonprofit  
partners



**\$150K+**

in grants from the Snap  
Finance Foundation



**03**

countries benefited

# Doing well by doing good

Through Snap Cares, we partner with nonprofits by volunteering our time and resources to expand access to food, housing, economic opportunities, and education. Since Snap Cares launched in 2021, Snap has donated more than \$7 million to make people's lives better and bring positive, lasting change to underserved communities.

## Snap Cares focuses on

- ✓ Employee volunteerism
- ✓ Charitable contributions
- ✓ Nonprofit collaborations
- ✓ In-kind donations

We strive to create a strong culture of service and belonging where everyone is empowered to be their best. Through Snap Cares, we collaborate with nonprofits by donating and volunteering our time to serve people in the communities where we live and work. We also work to foster belonging through employee resource groups, which create safe spaces for inclusive conversations for all team members.

## Achievement through action





# Volunteer spotlight



## Supporting education and job training

### Building backpacks with Granite Education Foundation

Going back-to-school is a time of excitement and opportunity for young students. But for many families, it can also be a time of financial strain. In August 2024, our team came together to support the Granite Education Foundation by packing more than a thousand backpacks with essential school supplies as part of their Back-to-School Backpack Build.

The Granite Education Foundation provides resources to thousands of Utah children each year, helping to ensure they have the tools they need to succeed. Because the foundation is located just minutes from our Salt Lake City office, our team was especially proud to help local students start the school year with confidence.

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I’ve seen firsthand how hard it can be for families to meet even the most basic needs for school-aged children. Being part of this backpack build reminded me that something as simple as school supplies can be a lifeline for a student trying to succeed.

**Snap Finance Team Member**



# Volunteer spotlight

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As members of our community, I believe we have a responsibility to share our abundance – whether that’s our time, resources, physical effort, or emotional support. Volunteering at the Ronald McDonald House embodies this. Preparing and providing a simple meal is not just offering food. We’re offering comfort to families navigating incredibly difficult times. It may seem like a small gesture, but to a parent facing the stress and uncertainty of a child’s illness, it can bring a moment of relief.

**Snap Finance Team Member**

## Providing food security and basic needs

### Serving families at Ronald McDonald House

Our Analytics team stepped up to make a difference by volunteering at the Salt Lake City Ronald McDonald House, preparing and serving lunches for families whose children are receiving medical treatment. Their efforts provided comfort and support to those facing challenging times and reinforced Snap’s commitment to giving back to the community. Through teamwork and generosity, our Snap team helped create a warm and welcoming environment for families in need.

### Building homes with TECHO

There’s no place like home. For the third year, Snap Finance partnered with TECHO to build three homes for disadvantaged families in Barranca, Costa Rica. A Snap partner since 2021, TECHO is a nonprofit volunteer organization in Latin America and the Caribbean that focuses on system-changing solutions, including housing, water, and community infrastructure to end poverty and create a better future for everyone. In addition to constructing these homes, we stocked the Barranca community center with essential items for the local residents in need.



# Volunteer spotlight



## Promoting financial access and community development

### Maintaining parks with CODEA

Our Costa Rica team partnered with CODEA throughout the year to complete five community development projects. One project included Snap team members rolling up their sleeves to revitalize a local children's park and common areas. Enhancing these spaces and maintaining the cleanliness of CODEA's public areas fosters vibrant environments where families can gather, play, and stay active.

CODEA's mission is to promote community development, public policies, and recreation through the management, construction, and maintenance of infrastructure that contribute to the overall well-being of locals. Our team is proud to support their efforts by bringing local community spaces back to life.

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This is the first time I have done something like this, and it was an excellent experience. Each person who saw us working at the park was grateful for what we were doing. I am proud to work at a company that makes a difference in our local communities.

**Snap Finance Team Member**

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## Teaming up with nonprofit partners







In 2024, the Snap Finance Foundation awarded 17 nonprofits with donations totaling more than \$150,000 as part of its community grant program. These grant recipients do exceptional work in the U.S., U.K., and Costa Rica – three countries with Snap Finance offices.

The Snap Finance Foundation community grant program reflects Snap Finance’s vision for a world where everyone has the means to thrive. Grants were awarded to nonprofits that focus on at least one of Snap’s giving pillars:

- ✓ **Food security and basic needs**
- ✓ **Education and job training**
- ✓ **Financial access and community development**

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This past year, the Snap Cares program continued to make a powerful impact, driven by our team’s passion for giving back and commitment to making a difference. We believe in providing opportunities to give back and be a force for good, and our incredible team members stepped up in inspiring ways by volunteering their time, energy, and talents to causes that matter. Through our volunteer efforts, charitable grants, and outreach initiatives, we have supported many nonprofit organizations and built a true culture of care, action, and impact that strengthens our communities and empowers people to thrive.

**Kendall Banks**

Snap Cares Leader, Snap Finance



# Nonprofit partner spotlights | 2024

## Wasatch Community Gardens

A \$15,000 grant from Snap Finance supported the Wasatch Community Gardens (WCG) Green Team Job Training Program. From their one-acre City Farm on 1300 South in downtown Salt Lake City, WCG provides paid employment, work readiness training, housing support, job placement assistance, and mentoring for women facing or experiencing homelessness.

### Project outcomes:

- 11 women worked 2,456 hours at WCG's urban farm through two 16-week cohorts
- 45,000 vegetable starts and 1,000 edible perennials grown by participants sold to over 4,000 gardeners at WCG's Spring Plant Sale
- \$2,500 of certified organic produce grown by participants provided to low-income individuals and families

## Volunteers of America, Utah

Snap's donation to Volunteers of America, Utah supported the Youth Resource Center, an emergency shelter and resource hub for youth ages 15-22 at risk of or experiencing homelessness in Salt Lake City. This funding provided critical operating support to help youth heal from trauma, achieve self-sufficiency, and build successful futures.

### Project outcomes:

- Dedicated Youth Housing Director hired
- 50-bed year-round emergency shelter capacity, up from 30 beds
- 349 unduplicated youth served
- 14,228 nights of safe shelter were provided
- 80 youth received legal assistance
- 63 youth diverted from shelter
- 98% of youth who stayed 7 days or longer engaged in case management services
- 33% of youth receiving case management successfully transitioned to a positive housing destination





## Utah Food Bank's Mobile Pantry

In 2024, Snap Finance partnered with the Utah Food Bank to support its Mobile School Pantry program. Along with funding, Snap team members volunteered at local schools to package and distribute food to families in need. Grant funds were used for food purchases, staff salaries, and warehouse and transportation costs for the Mobile School Pantry Program at Ascent Academies and East Midvale Elementary.

### Project outcomes:

- 87,803 households received food assistance
- 456,087 individuals served
- 72 Mobile Pantry sites received food assistance
- 653 distributions completed



## International Rescue Committee – Spice Kitchen Incubator

International Rescue Committee's Spice Kitchen Incubator (SKI) program creates opportunities for low- and moderate-income refugees and other new Americans in Salt Lake County to achieve greater financial stability and increased possibility for upward mobility through food business ownership. In 2024, the Snap Finance Foundation provided a community impact grant to help the organization achieve the following results.

### Project outcomes:

- 39 SKI entrepreneurs received one-on-one financial coaching
- 2 SKI entrepreneurs accessed IRC SLC or other financial products to sustain their businesses
- 5 businesses were permitted with Utah Department of Agriculture and Food
- 5 entrepreneurs scaled their businesses through wholesale, consignment, and other sales of packaged products
- 6 SKI businesses hired at least one part-time employee
- 1 cohort of 7 new participants were recruited, enrolled, and launched into the SKI program





## Granite Education Foundation

Snap Finance is proud to support an organization that reduces barriers to learning and increases access to opportunities for students and educators in need. Through our annual grant program and multiple volunteer activities in 2024, Snap helped Granite Education Foundation achieve the following outcomes during the 2023-2024 school year.

### Project outcomes:

- 77,344 student weekend kits
- 56,841 snack kits
- 9,898 hygiene kits
- 16,480 backpacks with school supplies
- 13,752 student aid items, including clothing, coats, bedding, and vision vouchers
- 6,789 Santa sacks

## First Step House

In 2024, Snap Finance partnered with First Step House to support Valor House, whose mission is to help Veterans transition from homelessness to stability. With Snap's support, Veterans received housing, therapy, medical care, employment services, and life-skills support. The grant helped strengthen and expand this vital work and ensure that Veterans were able to transition to stable income and housing.

### Project outcomes:

- Served 111 veterans at Valor House in the last year
- 78% of veterans exited into stable housing
- 63% of veterans were employed upon exit
- 44 volunteers completed various projects at Valor House in 2024





# Thank you

As we reflect on the past year, we extend our heartfelt thanks to our partners and stakeholders whose dedication and support continue to drive meaningful change. Together, we've made measurable progress toward building stronger communities and creating opportunities for those who need them most.

At Snap, we remain committed to acting with integrity, valuing our people, and investing in the communities where we live and work. It is our belief that by giving back, we empower people and communities to thrive. This report captures the impact of that shared commitment – and we're proud to continue this important work together in the year ahead.

For more information, visit [snapfinance.com](https://snapfinance.com).

Snap-branded product offering includes retail installment contracts, bank installment loans, and lease-to-own financing. Talk with your local Snap sales representative for more details on which product qualifies at your store location. For more detailed information, please visit [snapfinance.com/legal/financing-options](https://snapfinance.com/legal/financing-options).





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