

**18 YEARS**  
CUMULATIVE TOTALS



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www.populusfinancial.com



**2021** **ANNUAL REPORT**

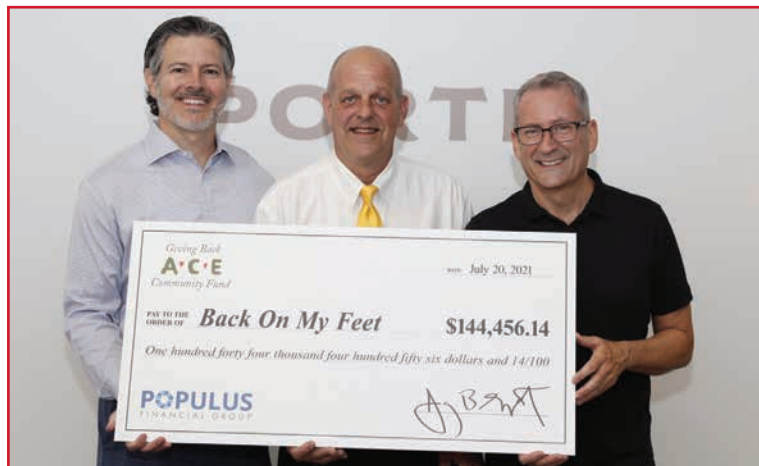


This year, the ACE Community Fund donated over \$1 million to charities across the nation.



"We are so grateful for the support of ACE Cash Express through their Give a Little Campaign. It's partnerships like this that fuel our mission of creating a kinder and more inclusive world for people with autism and their families."

- **Lauren Brooke**, Senior Field Development Coordinator at Autism Speaks



"At Back on My Feet, we know that strong community ties are critical to the success of our members. We are grateful for ACE Cash Express's commitment to our community, not only through their generous funding, but also for their executive leadership, financial literacy workshops and employee volunteers. ACE meets our members at multiple points along their journey and helps us to provide them with the tools for success."

- **Katy Sherratt**, Back on My Feet CEO



"The generosity from businesses like Populus Financial Group are key to our success. We are grateful for their support of our mission of Building Homes and Building Lives."

- **Tom Landwermeyer**, President and CEO of Homes For Our Troops

## COMMUNITY PARTNERS

- AdoptAClassroom.org
- Alex's Lemonade Stand Foundation
- Autism Speaks
- Back on My Feet
- Bayou Community Foundation
- Big Brothers Big Sisters
- Boys & Girls Clubs of America
- Christmas Providers
- DKMS
- Feeding America's Local Food Banks
- Festival in the Park
- Homes For Our Troops
- Irving Cares
- Junior Achievement
- MenzFit
- National Breast Cancer Foundation
- Save the Children
- The American Legion
- The Humane Society of the U.S.
- The North Texas Food Bank
- Triumph Over Kid Cancer



"The pandemic has disrupted learning for students across the country. Teachers are in need of extra resources to engage their students and get them back on track. Thanks to our partner ACE Cash Express, 31 more classrooms serving 775 students are better equipped for success."

- **Ann Pifer**, Executive Director of AdoptAClasroom.org



"NBCF is proud to have such valued partners as ACE Cash Express/Populus. They have given us support for 15 years to continue fulfilling our mission to help women in need at critical moments in their lives. They have shown creativity in fundraising and engaged their employees and customers to participate in the passion of our mission. We hold their loyalty close to the heartbeat of NBCF. Thank you, ACE Cash Express/Populus, from all of us at NBCF and on behalf of women and their families who are facing breast cancer."

- **Janelle Hail**, NBCF founder & CEO



"ACE Cash Express and their customers have gone above and beyond each year to help kids with cancer and 2021 was no different. Their support will continue our daughter's legacy by funding much needed research in the fight against childhood cancer."

-- **Liz Scott**, Co-Executive Director of Alex's Lemonade Stand Foundation and mother of Alex Scott, the founder of ALSF



"We are so grateful for the 15-year partnership with Populus Financial Group and their volunteers' manpower to serve the students at J.O. Davis Elementary and J. P. Starks Math, Science and Technology Vanguard. The Populus employees are making a difference in the lives of these students by opening their world to endless possibilities. Thank you for helping change lives."

- **Jan Muirfield**, President and CEO of Junior Achievement of Dallas

# COMMUNITY FUND ANNUAL REPORT

In 2021, the ACE Community Fund donated \$1,196,533 to charities nationwide.

We are involved and committed to service in the communities where we live and work, a corporate value that drives our thinking and culture. This year, we were able to give back to 21 charities across the country. We are proud to support organizations that help children, support education and promote financial literacy. The charities we've chosen have missions that are meaningful to our customers and employees, and this report illustrates our shared dedication to improving the quality of life in the communities we serve.

In 18 years, Populus's ACE Cash Express charitable-giving program, the ACE Community Fund, has raised and donated over \$16 million to charities across the country. Every dollar that we raise for the ACE Community Fund goes back into the communities where we live and work. We are proud of this accomplishment and we must thank all our associates and customers. It is their dedication and support that makes the difference in our communities.

During 2021, our employees donated their time by virtually teaching 662 students at J.O. Davis Elementary School in Irving, Texas and J. P. Starks Math, Science and Technology Vanguard in Dallas, Texas. Our volunteers taught the students about financial capability, work and career readiness, and business ownership.

Launched in August 2020, our "Chip In For Charity" program raised \$612,168. The program allows customers to support an ACE charity partner of their choice, simply by using their co-branded charity ACE Flare® Account by MetaBank® debit card wherever they shop. ACE donates an amount equal to a portion of every purchase made to the associated charity, up to preset limits. Our ACE "Chip In For Charity" partners in 2021 were Homes For Our Troops, National Breast Cancer Foundation, Save the Children and The Humane Society of the United States.

In 2021, ACE donated \$592,347 to the National Breast Cancer Foundation (NBCF), in partnership with Netspend. Each October, ACE hosts Pink Month in observance of National Breast Cancer Awareness Month to support NBCF's mission to save lives and educate women about the importance of mammograms. The generosity of customer and employee donations during Pink Month and purchases made using the Pink ACE Flare® Account by MetaBank® and the Pink ACE Elite® Visa® Prepaid Debit Card have allowed ACE and Netspend to support NBCF for the past 15 years. Together, we have donated over \$8 million.