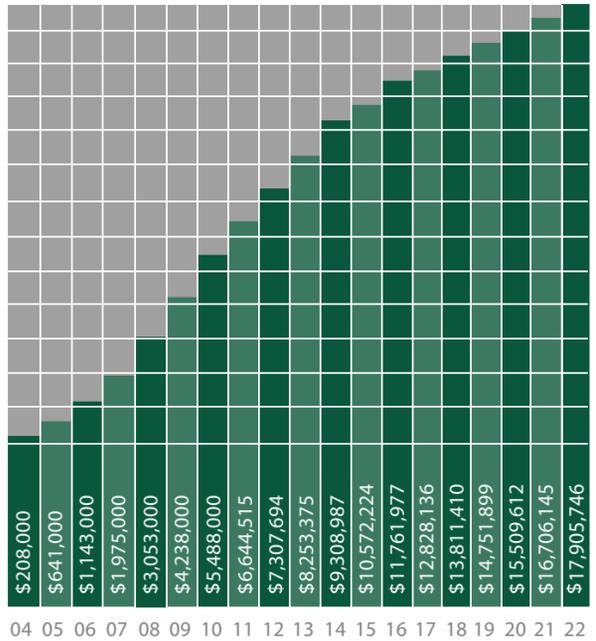




# ANNUAL REPORT 2022



## Giving Back ACE Community Fund



ACE CASH EXPRESS  
 FLAREACCOUNT  
 ELITE PORTE

**19 YEARS**  
CUMULATIVE TOTALS



300 E. John Carpenter Fwy, Ste. 900 Irving, TX 75062  
www.populusfinancial.com



Giving Back  
**ACE**  
Community Fund

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



"ACE Cash Express, thank you so much for your donation, this makes a world of difference for our STEM classroom. We will use your donation for STEM bits and robots for coding. Being a first year STEM teacher, I would not have been able to provide these tools without your donation."

- **Amanda Greene**, STEM teacher at Cesar Chavez Leadership Academy in Phoenix, AZ.



"We are delighted that ACE Cash Express chose to partner with us again this year. Their employees and customers are long standing supporters, and their dedication truly makes a difference. We are grateful for their continued partnership in the fight to end childhood cancer."

- **Liz Scott**, Alex's Mom and Co-Executive Director at Alex's Lemonade Stand Foundation



"We are so grateful for the 16-year partnership with Populus Financial Group and their volunteers' continued dedication to serve the students at J.O. Davis Elementary. The Populus employees continue to make a difference in the lives of these students by opening their world to boundless possibilities. Thank you for helping change lives."

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

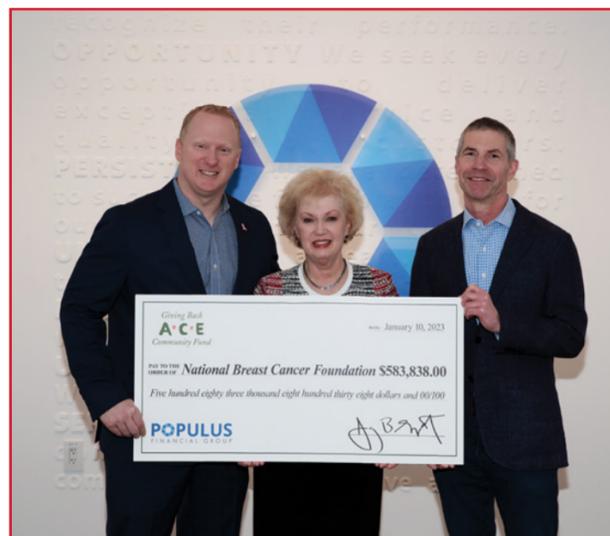
## COMMUNITY PARTNERS

- AdoptAClassroom.org
- Alex's Lemonade Stand Foundation
- American Red Cross
- Autism Speaks
- Back on My Feet
- Big Brothers Big Sisters Greater Houston
- Christmas Providers
- DKMS
- Feed My Starving Children
- Feeding America's Local Food Banks
- GLADD
- Homes For Our Troops
- Irving Cares
- Junior Achievement
- MenzFit
- National Breast Cancer Foundation
- National Park Foundation
- Save the Children
- The Humane Society of the U.S.
- Walk Like MADD 2022



"The personal connections and stories shared by ACE employees help bring our mission to life. The success of our organization is measured in the individuals and families we serve, and partnerships with groups like ACE empower us to positively impact as many members of our community as possible. Their support this year has been incredible, and we look forward to continuing to work together in the future."

- **Hunter Heidtke**, Senior Field Development Coordinator at Autism Speaks



"NBCF is grateful for the 16 years of partnership with ACE Cash Express and their long-term commitment to our mission of Helping Women Now. The funds raised over the years have made a significant impact in raising awareness of breast cancer and their support has provided over 400,000 free breast cancer screening and diagnostic services to women in need across the U.S."

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



"Populus Financial's partnership is a commitment to Back on My Feet's members and alumni on their journeys to employment and financial independence. The financial literacy resources and consistent support Populus provides are deeply aligned with our goal to help each of our members reach further and aim higher. We are grateful to have had Populus in our circle as a trusted partner for many years"

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



"We at Feed My Starving Children appreciate ACE Cash Express feeding kids through volunteering their time and by donating. Since FMSC meals are packed primarily by volunteers, ACE Cash Express has helped to empower communities around the world to move from relief to development."

- **Hillary Coyle**, Development Advisor at Feed My Starving Children

# COMMUNITY FUND ANNUAL REPORT

In 2022, the ACE Community Fund donated \$1,199,601 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 20 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 19 years, Populus's ACE Cash Express charitable-giving program, the ACE Community Fund, has raised and donated over \$17 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.

This year, we would like to spotlight our South Texas Region for supporting Autism Speaks. After learning that some of our employees have loved ones with autism, a few of our stores responded by raising money for Autism Speaks. The word quickly spread and soon our entire South Texas region was raising money for this important and valuable cause, ultimately raising over \$23,000 for Autism Speaks. Our employees have personally seen the positive impact of this mission on autistic children in their own families.

Launched in August 2020, our "Chip In For Charity" program raised \$308,435 in its second year. The program allows customers to support an ACE charity partner of their choice simply by using their co-branded charity Flare® Account 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 2022 were AdoptAClassroom.org, Homes For Our Troops, National Breast Cancer Foundation, Save the Children and The Humane Society of the United States.

In 2022, ACE donated \$583,838 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 Flare® Account and the Pink ACE Elite® Visa® Prepaid Debit Card have allowed ACE and Netspend to support NBCF for the past 16 years. Together, we have donated over \$8 million.