

21 YEARS
CUMULATIVE TOTALS

COMMUNITY PARTNERS

- *AdoptAClassroom.org*
- *Alex's Lemonade Stand Foundation*
- *American Red Cross*
- *Autism Speaks*
- *Back on My Feet*
- *Christmas Providers*
- *DKMS*
- *Feed My Starving Children*
- *Homes For Our Troops*
- *Davis Elementary School*
- *Junior Achievement*
- *MenzFit*
- *National Breast Cancer Foundation*
- *Save the Children*
- *The Humane Society of the United States*

POPULUS
FINANCIAL GROUP

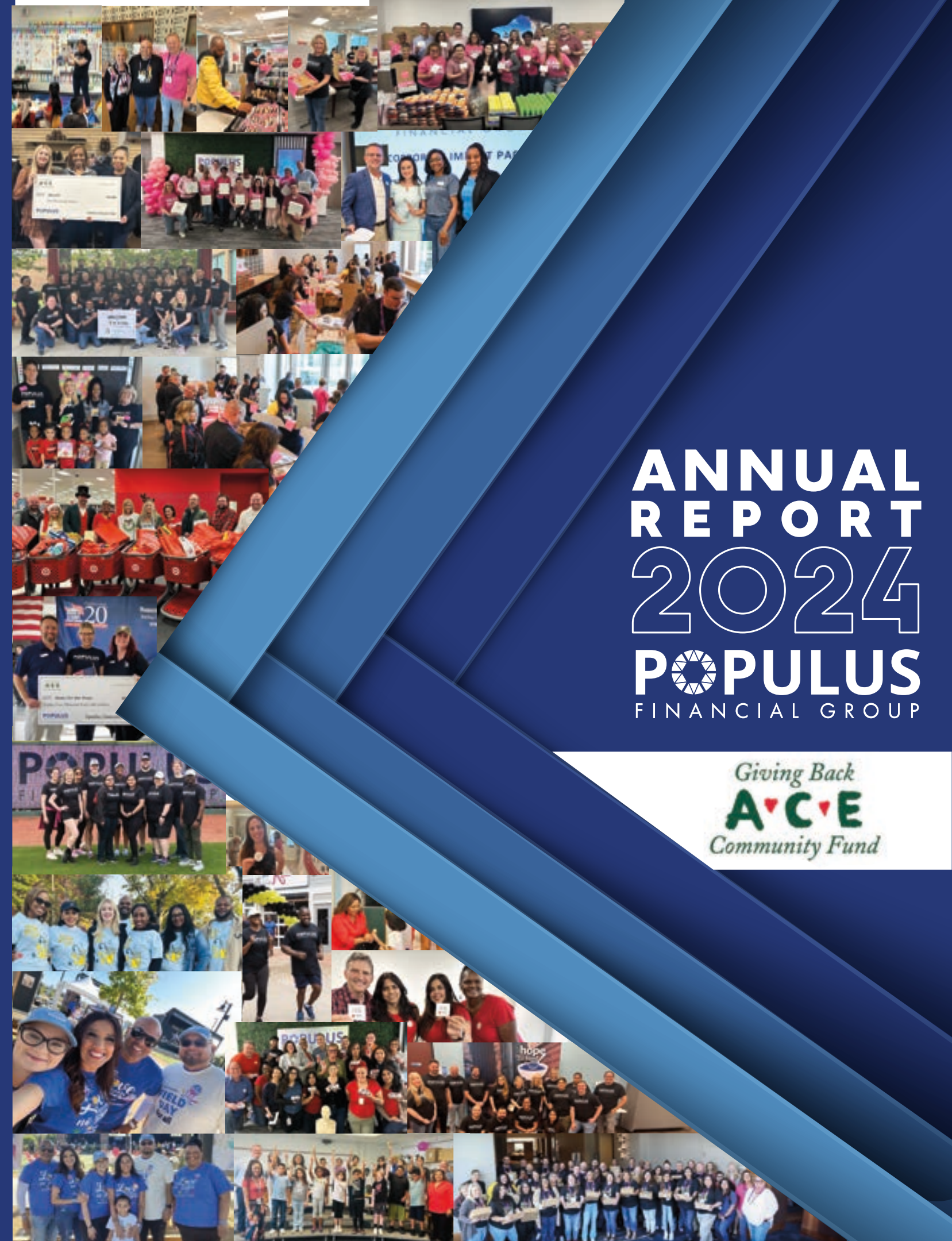
Giving Back
ACE
Community Fund

ACE CASH EXPRESS
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**ANNUAL
REPORT
2024**
POPULUS
FINANCIAL GROUP

Giving Back
ACE
Community Fund

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



In 2024, the ACE Community Fund donated over \$1 million to charities nationwide.



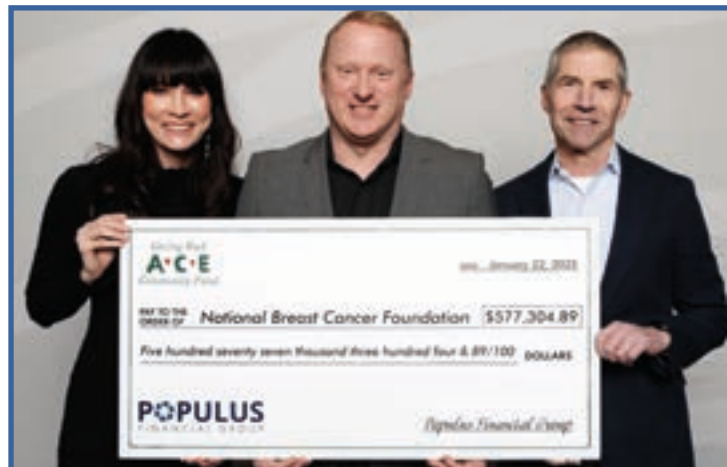
"ACE Cash Express has been a valued sponsor of AdoptAClassroom.org for more than a decade. Through their annual Give A Little Campaign, and donations as a result of consumers using their Flare Account AdoptAClassroom.org debit card and Porte's #DoorToChange charitable giving program, ACE has raised more than \$778,000 to help equip thousands of students with the supplies they need to thrive in school. We are grateful for their continued support and commitment to advancing equity in education."

-Ann Pifer, Executive Director of AdoptAClassroom.org



"FMSC is grateful to be partnering with ACE to feed kids around the world. This is our third and most successful fundraising year, and we've loved seeing the smiling faces of volunteers make such a big impact."

-Hillary Coyle, Development Advisor at Feed My Starving Children



"We are grateful for our long-term partnership with Populus and for their unwavering support to help women impacted by breast cancer across the country. Generous partners like Populus make it possible to continue our life-saving early detection, education, and support programs to provide help to women when they need it most."

-Janelle Hail, NBCF Founder & CEO



"We are deeply grateful for the unwavering support from the Chip in for Charity Flare Account and Porte #DoorToChange programs, which empowers us to advance our mission of advocating for the welfare of all animals."

-Steve McVeigh, Vice President of Business Development for The Humane Society of the United States



"Commitments from our partners like ACE Cash Express help get more severely injured post-9/11 Veterans into the specially adapted custom homes they need and deserve. We are truly grateful for our partners' patriotism, generosity, and dedication to our mission of Building Homes and Rebuilding Lives."

-Tom Landwermeyer, Homes For Our Troops President/CEO and Brigadier General, (USA Retired)



"Since 2017, ACE Cash Express has been a valued partner of Alex's Lemonade Stand Foundation. We are honored to be part of their Give A Little Campaign each year, showing that every dollar truly counts in the fight against childhood cancer. We thank ACE and its customers for their generosity and commitment to the cause."

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



"We at Junior Achievement of Dallas are deeply grateful for the significant impact Populus has made since our partnership began in 2006. Populus's unwavering support has inspired countless students to think and dream bigger. The dedication, demonstrated through their volunteer efforts and investments into the community, reflects a genuine passion for empowering students and shaping their futures. We are truly thankful for the continued support and the lasting legacy they help create each year."

-Chris LaTurno, President/CEO, Junior Achievement of Dallas



"Populus Financial Group has supported Back on My Feet since 2010, donating over \$1.5 million to support our members on their path to employment and financial autonomy. This incredibly generous support over the years, coupled with their financial literacy training program that helps our members with budgeting and credit basics, has enabled so many of our members to thrive and strive for even greater heights. We couldn't be more grateful for our partnership with Populus and their commitment to our members."

-Katy Sherratt, CEO of Back on My Feet.

COMMUNITY FUND ANNUAL REPORT

We are dedicated to serving the communities where we live and work, and this commitment is a core value that drives our thinking and our culture. In 2024, the ACE Community Fund—the Populus Financial Group, Inc. (Populus) charitable-giving program—donated \$1,211,782 to 15 charities nationwide. We are proud of this accomplishment and grateful for our Populus and ACE Cash Express (ACE) associates and customers. It is their dedication, support, and generosity that make a difference in our communities.

Over the past 21 years, the ACE Community Fund has raised and donated more than \$20 million to charities across the nation. We take pride in supporting organizations that assist children, advance education, and promote financial literacy. The charities we support have missions that resonate deeply with both our employees and our customers. This annual report highlights our collective commitment to improving the quality of life in the communities we serve.

Our *Chip in for Charity* campaign, which raised \$591,955 in 2024, 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 2024 were AdoptAClassroom.org, Homes For Our Troops, National Breast Cancer Foundation, Save the Children, and The Humane Society of the United States.

Our Porte® charitable giving program, #DoorToChange, raised \$66,509 in 2024. Our Porte #DoorToChange partners included AdoptAClassroom.org, American Red Cross, Homes For Our Troops, National Breast Cancer Foundation, and The Humane Society of the United States. With Porte, our customers can use everyday purchases to support these charities. When they spend, we make a donation on their behalf to the cause that is important to them.

In 2024, ACE donated \$577,304 to the National Breast Cancer Foundation (NBCF) in partnership with Ouro Global, Inc. (formerly known as Netspend). Each October, ACE hosts Pink Month in observance of Breast Cancer Awareness Month to support NBCF's mission to save lives and educate women about the importance of mammograms. The generous customer and employee donations during Pink Month and purchases made using the Pink Flare Account® and Pink ACE Elite® Visa® Prepaid Debit Card, and by certain Porte members, have allowed ACE and Ouro Global, Inc. to support NBCF for the past 18 years. Together, we have donated over \$9 million, providing over 427,000 free breast screening and diagnostic services and patient navigation services to women in need.