

*Giving Back*  
**A♥C♥E**  
*Community Fund*

**POPULUS**  
FINANCIAL GROUP

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 **ACE CASH EXPRESS**  **FLAREACCOUNT**  
by MetaBank  **ELITE PORTE**

300 E. John Carpenter Fwy, Ste. 900 Irving, TX 75062  
[www.populusfinancial.com](http://www.populusfinancial.com)

# ANNUAL REPORT 2020



"We are thrilled Populus Financial Group chose to support Homes For Our Troops. The generosity of companies like this helps advance our mission of Building Homes and Rebuilding Lives and enables us to build more homes for deserving Veterans."

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

## COMMUNITY PARTNERS

- Back on My Feet
- Christmas Providers
- DKMS
- Genesis Women's Shelter
- Homes For Our Troops
- Junior Achievement
- MenzFit
- National Breast Cancer Foundation
- The Humane Society of the U.S.
- Save the Children

"NBCF is grateful for the 14 years of partnership with ACE Cash Express and Netspend and for their long-term commitment to our mission of Helping Women Now®. The funds raised through their Pink Month campaign will enable us to continue providing help and inspiring hope to thousands of women affected by breast cancer across the U.S. so that no one faces breast cancer alone."

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

This year, the ACE Community Fund donated over \$757,000 to charities across the nation.



"More than ever this year, ACE Cash Express' support to our program and our members has been so incredibly valuable. ACE not only supports Back on My Feet through corporate support and their Give A Little Campaign, but their direct commitment to our members through virtual financial literacy training workshops has also been crucial this year, providing critical skillsets to help to our members achieve sustainable employment in such uncertain times."

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



This annual report is dedicated to ACE's hard-working associates and generous customers who made these contributions possible.

# COMMUNITY FUND ANNUAL REPORT

# 2020

In 2020, the ACE Community Fund donated \$757,713 to charities nationwide.

Due to COVID-19 limiting the ways we have been able to fundraise and volunteer, we have overcome challenges and our charity events have shifted to a virtual setting. Despite these challenges, we were able to continue to give back to both our long-term community partners as well as some new partners. In 2021, we hope that we will develop and have new opportunities to give back to communities impacted by the pandemic.

Established in 2004, Populus's ACE Cash Express charitable-giving program, the ACE Community Fund has raised and donated over \$15 million to charities across the country. A corporate value that drives our thinking and culture is service. Every dollar that we raise for the ACE Community Fund goes back into the communities where we live and work. We must thank all our associates and customers. It is their dedication and support that makes a difference in our communities.

In 2020, ACE donated \$593,300 to the National Breast Cancer Foundation (NBCF), in partnership with Netspend. Each year, 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 14 years. Together, we have donated over \$7 million.

We are also proud to support organizations that help children, support education and promote financial literacy in the communities where we have stores. The charities we've chosen resonate with our customers and employees, and this report illustrates our dedication to improving the quality of life in the communities we serve.



## 17 YEARS CUMULATIVE TOTALS

