



2025

# Financial Flow\$

## IMPACT REPORT



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This report highlights the impact of Financial Flow\$ — a community-led program closing the racial wealth gap.

## LET'S CLOSE THE RACIAL WEALTH GAP, TOGETHER.

Tackling something as big as the racial wealth gap is a huge task, and we know we can't do it alone! That's why working with other organizations is so important to us. By joining forces with like-minded organizations, we can make a bigger, more collective impact on our communities, and we're always looking for new partners to join us in this mission!

## By Us, For Us

Financial Flow\$ was built on a “By Us, For Us” foundation—co-created by financial professionals with lived experience and a deep personal understanding of the challenges faced by communities impacted by the “war on drugs.” Rooted in an asset-based approach, the program focused on building wealth, restoring economic opportunity, and empowering participants to reclaim financial control and create lasting legacies.

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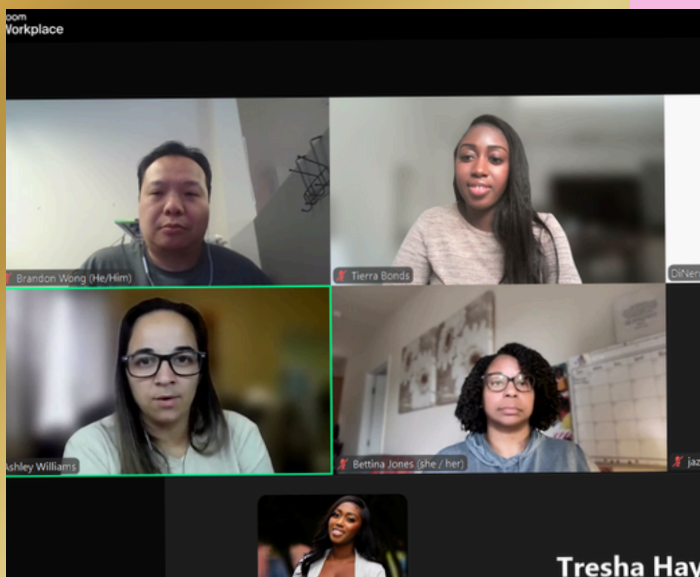
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# About Us

Take Charge is a community organization based in Washington State founded by Tierra Bonds in 2017. We're dedicated to serving ambitious individuals and mission-aligned organizations all throughout the U.S. We believe in providing personalized support and actionable strategies to help our community build wealth - knowing that that looks different for everyone. We believe equity is not a buzzword but the only solution to a more just and vibrant economy for all.

## Our Mission

At Take Charge we are on a mission to reduce the racial wealth gap by empowering individuals to leverage credit as a means to build wealth with a focus on homeownership and entrepreneurship. We do this by providing trauma-informed wealth building financial education, coaching and consulting in collaboration with mission-aligned organizations.

## Our Vision

Increased collaboration with organizations that focus on economic development so that we can be a key player in empowering individuals to build generational wealth by providing trauma informed credit and entrepreneurship services to those impacted by racial systemic disparities.



## Partners

Closing the racial wealth gap takes collective effort — and we achieve it through strategic partnerships and community sponsors.





# Program Overview & Purpose

✨ The Financial Flow\$ Program was created by Take Charge Coaching & Consulting in 2022 with the goal to deliver wealth building financial education. From 2023 to 2025 this program was funded by Washington State Department of Commerce's Community Reinvestment Plan which is an initiative designed to help communities that were hit hardest by the "war on drugs".

💡 This program isn't just about the numbers—we focus on building financial skills, changing mindsets and creating space to heal from financial trauma. Our approach is trauma-informed and culturally specific, and our coaches have lived experience, so that we create a safe space for people to confront and move past their financial setbacks.

💰 We're so grateful to the Department of Commerce for their support, which changed many lives! The funding period has ended but the work has not. We're currently on the lookout for new partners to help us keep this vital work going.

## Our Goal

Our goal for the Financial Flow\$ program was to guide at least 44 participants through an asset-building framework designed to strengthen their financial empowerment. We recognized that asset-building is not a one-size-fits-all process and ensured that each participant could define and pursue it in ways that aligned with their individual circumstances and goals.

## Target Communities

The program was intentionally culturally responsive, addressing the specific financial realities and opportunities within Black, Latine, and Tribal communities in Washington State, specifically Clark County. Through strategic partnerships with trusted community organizations, we were able to connect with over 100 participants in meaningful ways and provide support that was both culturally relevant and impactful.







# The PROBLEM

## The Racial Wealth Gap

The racial wealth gap remains one of the most persistent and damaging inequities in the US, with deep historical roots and ongoing structural barriers. Wealth — defined as the total value of assets minus liabilities — is a critical measure of financial security, yet communities of color, particularly Black, Latine, and Tribal populations, continue to face alarming disparities. The Dreams Deferred 2019 study from the Institute for Policy Studies reports that in 2019, the average White household's wealth was \$147,000, while it was only \$6,600 for the Latine community and a mere \$3,600 for the Black community. This staggering difference highlights the direct economic consequences of historical and ongoing systemic barriers that have limited wealth-building opportunities for marginalized communities.

### How We Got Here

Generations of systemic oppression created today's wealth gap. From slavery, Jim Crow laws, and discriminatory lending to redlining, mass incarceration, and economic crises like the 2008 collapse, these barriers stripped communities of wealth and limited opportunities for economic mobility, specifically for communities of color.

### The Ongoing Impact

These inequities continue to show up as lower access to banking, savings, income, homeownership, business capital, and generational wealth. This isn't just a financial gap — it's a cycle that restricts opportunity and security for millions. The communities impacted feel this deeply on a daily basis - and not only in their wallets but also their minds.

### Why This Matters

The racial wealth gap is a brutal reality that perpetuates a cycle of financial insecurity and trauma. Without a safety net, every single financial hiccup—from a broken-down car to a medical bill—is a full-blown crisis. This relentless stress doesn't just impact bank accounts; it tears at mental and emotional well-being, creating a cycle of anxiety and fear that is passed down through generations. True freedom is about having the power to pursue opportunities, like education or starting a business, without being crushed by a lack of capital. Closing this gap is about dismantling a system that has denied security, peace of mind, and the fundamental right to thrive for far too long.

# The SOLUTION

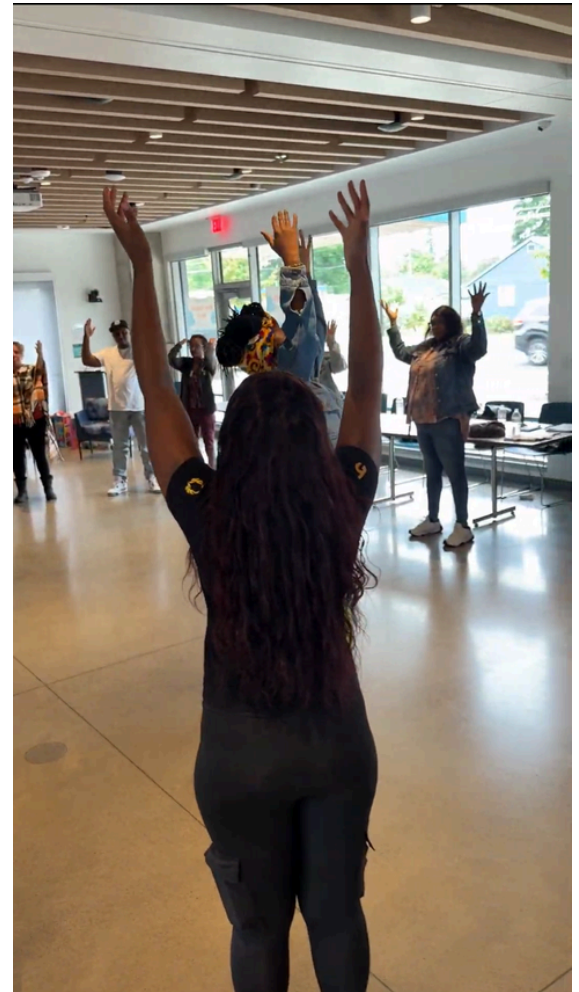
## Financial Flow\$:

A comprehensive, community-driven financial education program to directly address the racial wealth gap.

The Financial Flow\$ program is not just another financial literacy program checking the “boxes” for grant reporting. Financial Flow\$ was created by and for the very communities most impacted by systemic inequities ensuring that the program is not only culturally relevant, but also trauma-informed and deeply responsive to real-life experiences.

What makes Financial Flow\$ different is its holistic design. Participants don’t just learn about money — they heal from financial trauma, gain practical tools, and build assets that lead to long-term stability. By combining traditional financial education with healing arts, private coaching, and community support, the program bridges both the technical and emotional barriers that often prevent lasting progress.

Financial Flow\$ is more than a program — it’s a movement of empowerment and investment, proving that when solutions are by us and for us, they create meaningful, generational change.







## HEALING ARTS: TRANSFORMING FINANCE FROM THE INSIDE OUT

Financial Flow\$ is one of the first programs that recognizes the importance of healing financial trauma. We understand that money struggles are not just about math — they are emotional, generational, and often tied to trauma. That’s why the program goes beyond budgets and credit scores, weaving in Healing Arts like mindfulness, music, and movement to address the stress and shame that come with money.

Psychology Today says “evidence also suggests that general arts engagement can help improve outcomes related to mental health and trauma recovery”. By creating space to heal while learning, Financial Flow\$ helps participants release financial trauma, rebuild confidence, and strengthen self-worth. When financial education is paired with healing, the outcome is not just skills — but resilience and lasting change.

# Implementation - Inside Financial Flow\$

COMPONENT	DESCRIPTION	KEY FEATURES
 <b>Money Move\$ Masterclasses</b>	Self-paced online modules covering core asset-building concepts like personal credit, entrepreneurship, and our building wealth framework.	<ul style="list-style-type: none"> <li>• Flexible learning</li> <li>• Builds baseline knowledge</li> <li>• Prepares for coaching</li> </ul>
 <b>Private Sessions</b>	One-on-one virtual coaching with trauma-informed, culturally responsive financial professionals with lived experience.	<ul style="list-style-type: none"> <li>• Tailored guidance</li> <li>• Safe &amp; judgment-free</li> <li>• Goal-focused action plans</li> <li>• Asset &amp; strengths-based approach</li> </ul>
 <b>Freestyles</b>	Virtual group coaching for real-time advice, peer learning, and problem-solving mixed with a space to celebrate wins.	<ul style="list-style-type: none"> <li>• Drop-in format</li> <li>• Unscripted guidance</li> <li>• Community connection</li> </ul>
 <b>Money Move\$ Mixer</b>	In-person, annual event focusing on celebration, connections, inspiration and healing arts.	<ul style="list-style-type: none"> <li>• Supportive environment</li> <li>• Local resource access</li> <li>• Holistic approach</li> </ul>



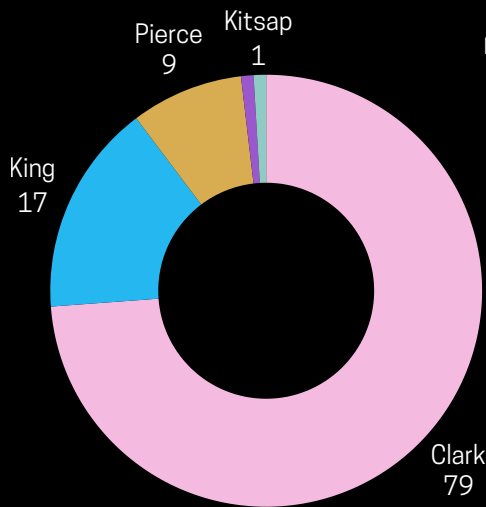
## Trauma-Informed, Culturally Responsive Team

Our coaches and healing art guides are professionals with their lived experience and specialized training in trauma-informed care, are uniquely equipped to help participants release financial trauma, rebuild confidence, and strengthen self-worth.

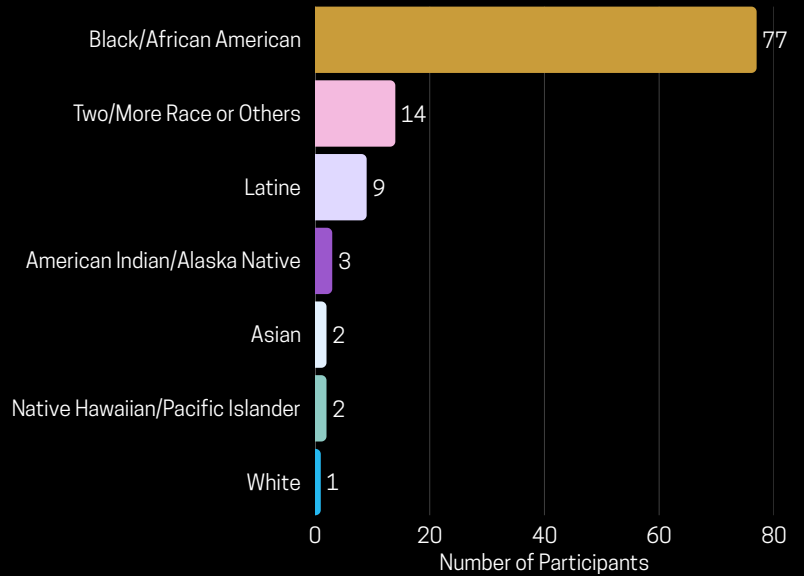


# The Community

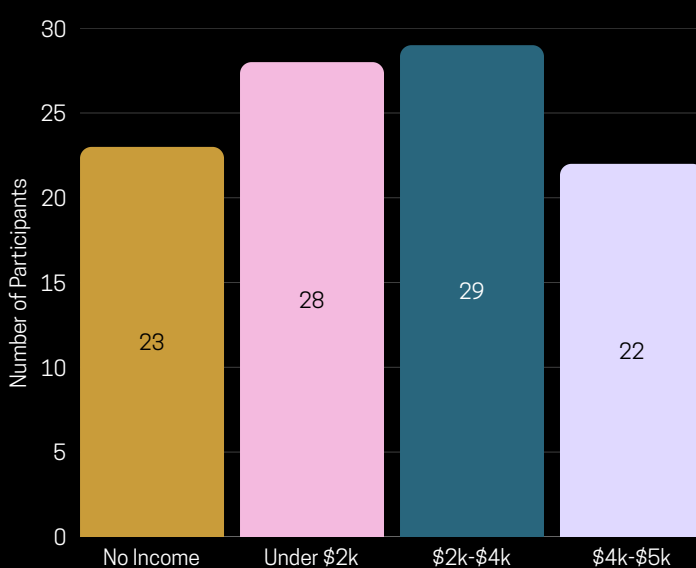
**111 TOTAL PARTICIPANTS**



## ETHNICITY BREAKDOWN



## PARTICIPANTS BY COUNTY



## MONTHLY INCOME



# FINANCIAL CHALLENGES

These challenges are real words or statements from our participants. These struggles are deeply rooted in a lack of foundational financial knowledge, often made worse by past financial setbacks and instability. These are the challenges that Financial Flow\$ addresses.

## CHALLENGES & GOALS BEFORE PROGRAM

"Getting rid of my debt"	"Not having the time to focus on my finances because I have to work a lot to make the money"
"How to stay out of debt"	"Unable to keep a steady job that pays enough for me to cover my bills"
"Don't know how to build credit"	"Bad money habits that I haven't figured out how to deal with"
"Late payments decreased score"	"Not making enough money to save"
"Unable to get credit cards"	"Collection accounts from years ago still haunting me"
"Paying on time or forgetting payments"	"I don't think I deserve wealth, I won't be able to reach it or keep it."
"Lack of knowledge"	"Not sure what to trust from what I hear about finances"
"Not understanding how to get business credit established"	"Not having someone who understands me and my experiences or not being able to afford someone who can speak to my specific situation rather than speaking in theory."



# OUTCOMES ACHIEVED

## OVERVIEW OF FINANCIAL ACCOMPLISHMENTS:

- Credit Gains
- Savings & Budgeting
- Debt Reduction
- Stability
- Acquired Assets

## SPECIFIC FINANCIAL GOALS ACCOMPLISHED DURING PROGRAM:

- "Going from a 353 credit score to over 800"
- "Opened high-yield savings account"
- "Gained clarity on financial position and next steps"
- "Saved money"
- "Opened new accounts that positively impacted credit"
- "Created a budget that I actually follow."
- "Began investing with a financial advisor"
- "Lowered credit usage from 92% to 35.37%."
- "Activated credit monitoring"
- "Identified what I need to do and who can help me"
- "Eliminated debts"
- "Secured permanent job"

## MAJOR INVESTMENTS DURING PROGRAM:

- Home improvements
- Paid off car
- Purchased first home
- Purchased second home

## FINANCIAL PLANS COMPLETED & UNDERSTOOD:

- **Spending & Savings Plans (Budgets):** Most common accomplishment, cited by the majority of respondents.
- **Credit Improvement Plans:** Completed by our financial coaches for participants that provided their credit reports.
- **Debt Reduction Plans:** Completed by several participants to manage and lower debt.
- **Wealth-Building Plans:** Participants worked with their financial coach to identify an actionable game plan for building wealth based on where they were starting at.
- **Net Worth Calculations:** Majority of participants completed this for the first time as they lacked the knowledge prior.



## Incentives That Made Participation Possible



**\$2750** AMOUNT OF FINANCIAL INCENTIVES RECEIVED

Incentives provided through Financial Flow\$ were essential in removing barriers that often prevent community members from joining financial programs. Many participants face immediate financial pressures, making it difficult to commit time and energy to personal development. These supports made participation possible for individuals who might otherwise have been excluded, encouraging consistent attendance, accountability, and active engagement.





# PRE AND POST COMPARISONS



## Before & After: The Power of Change



### CREDIT REPORT ACCESS & UNDERSTANDING

- **Before:** Only 15% of participants knew how to access their full credit report, with the rest unsure or unaware.
- **After:** All had recently checked their reports, and 70% could read and understand their credit report.

### AWARENESS OF CREDIT BUILDING TOOLS

- **Before:** 90% of participants had little to no knowledge of credit-building tools, and only minimal use reported.
- **After:** 70% of participants understand and actively use these tools, with fewer expressing uncertainty.

### CREDIT CONFIDENCE

- **Before:** 30% of participants reported zero or low confidence, 55% reported some confidence, and 1 participant reported very confident.
- **After:** 0% of participants reported zero or low confidence, 60% reported some confidence, and 40% reported very confident.



### BUSINESS CREDIT REPORT ACCESS & UNDERSTANDING

- **Before:** Only 10% of participants knew how to access their business credit report, with 90% unsure or unaware.
- **After:** 40% checked their business credit, and had increased understanding of business credit.

### BUSINESS CREDIT PLAN

- **Before:** 75% of participants did not have a plan to build business credit while 25% had a vague plan.
- **After:** 40% of those participants left the program with a concrete plan to build business credit, and many had started their business credit building plan during the program.

### BUSINESS CREDIT CONFIDENCE

- **Before:** 75% of participants reported zero or low confidence in building business credit, and 25% reported some confidence, leaving 0% of very confident participants.
- **After:** 0% of participants reported zero or low confidence, 80% reported some confidence, and 20% reported very confident.



Participants moved from confusion and limited knowledge to confidence, action, and empowerment — taking concrete steps toward long-term financial stability.

# IMPACT & RESULTS

A look at the measurable outcomes of the program

**111** RECEIVED FINANCIAL COACHING  
COMPLETED HOMEBUYER EDUCATION

**38** RECEIVED BUSINESS COACHING

**53** FINANCIAL BARRIERS ADDRESSED

**27** REDUCED DEBT-TO-INCOME RATIO

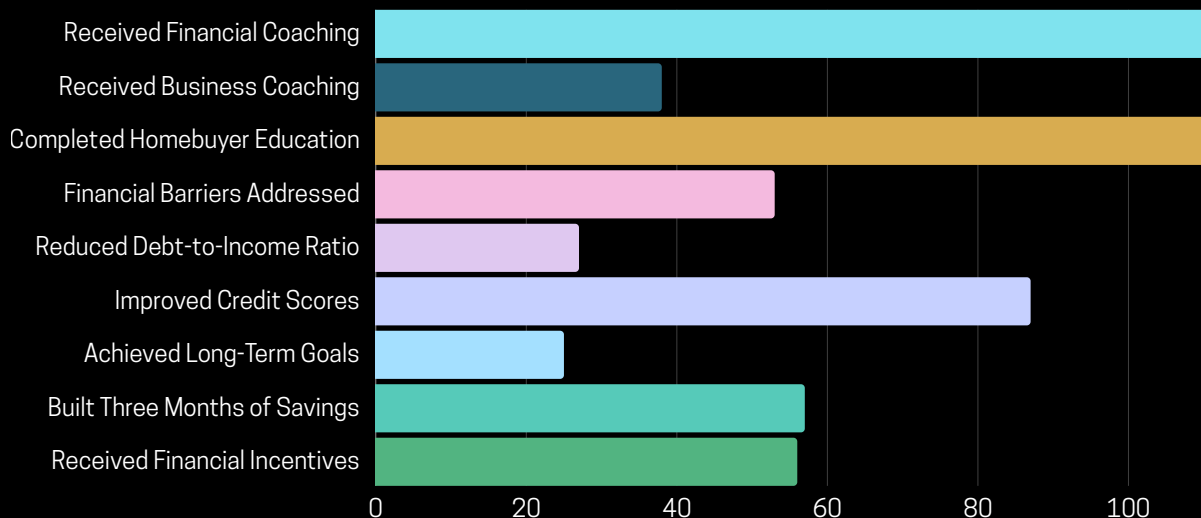
**87** IMPROVED CREDIT SCORES

**25** ACHIEVED LONG-TERM GOALS

**57** BUILT THREE MONTHS OF SAVINGS

**56** RECEIVED FINANCIAL INCENTIVES

**8** ASSETS PURCHASED



# Real Stories of Change



**Kay C**  
2 reviews

## Gained New Perspective



I love Take Charge Consulting. I was introduced to Tierra through another program about 2 years ago. She is kind and passionate about her work. Working with her helped me to see the whole picture when it came to understanding my credit and financial position. She tailored a strategy specifically for me that was more than just paying things on time and keeping low debt. I'm so grateful for Tierra's help and support, and I got excited when I received an email about her program, Financial Flow\$. The program is fantastic! The group coaching sessions, course modules, and one-on-one coaching provided us with space and support to identify our needs while fostering a collective community, so you never feel alone. This program came at the right time, as I was still in a financial transition from leaving my 9-to-5 job. Within the various elements of the program, I identified my successes and also pinpointed areas that needed improvement. My coaching sessions with Jerrel were incredibly smooth, which is especially important when discussing personal and business finances and credit. I gained a new perspective from our coaching session, and Jerrel provided me with some key things to consider as I move forward. Thank you both for all you have done and continue to do!

Beyond numbers and data, these stories highlight the resilience, breakthroughs, and transformations that occurred



**Amber Shrum**  
9 reviews

## Informative and Helpful



I was in the workshop. It was very informative and helpful.



**Helen Sernett**  
Local Guide · 18 reviews · 7 photos

## Expert



Tierra knows what she is talking about! If you need to take a crash course with an expert to understand your personal or business credit and financial positions - this is your person!



# Challenges & Lessons Learned

 <b>CHALLENGES</b>	 <b>SOLUTIONS PROVIDED</b>
<b>Shortened Timeline</b>	<p>Originally 18 months, the program was reduced to 15. We reviewed and prioritized high-impact activities, focused on key partnerships, and implemented stricter project management. We also extended access to the online course and continued group coaching even beyond the funded timeline.</p>
<b>Reduced Budget</b>	<p>We shifted to low-cost, high-impact strategies like email outreach and digital marketing. We leveraged partner organizations for shared space and to support program delivery while achieving savings.</p>
<b>Sustaining Participation</b>	<p>Participants faced work, family duties, and child care challenges. We offered flexible 1:1 coaching outside of 9–5 hours, 90% virtual programming, provided childcare at events, and even financial stipends to ease the time burden.</p>
<b>Program Capacity</b>	<p>Demand exceeded our staffing (2–3 financial coaches). We added group coaching to maximize reach and create community accountability, and built a self-paced course that allowed participants to learn independently.</p>
<b>Community Trust in Short-Term Programs</b>	<p>There was doubt due to systemic mistrust and short-term programs. We addressed this by hiring culturally representative coaches, using trauma-informed methods, and continuing support post-program to prove we’re not just “in and out.”</p>
<b>Limited Marketing Resources</b>	<p>We had to scale back promotional events. Instead, we leaned into organic strategies like social media, email lists, and existing networks, reaching over 2,000 people with minimal spend.</p>

# Meet the Coaches



## Tierra Bonds

Take Charge Coaching & Consulting, LLC



**Lived Experience:** During her six years at the Department of Corrections, Tierra observed the disproportionate impact of the "war on drugs" on Black, Latine, and Tribal communities. These experiences highlighted the systemic racism embedded within the justice system, where she managed offender reentry programs and processed public disclosure requests. Although Tierra was not incarcerated herself, she witnessed the unfairness of the system through the experiences of incarcerated family members and friends. These observations led her to leave her position at Department of Corrections and ultimately create Take Charge Consulting in 2017.

**Mission:** To educate 100,000 individuals to leverage credit and reduce the wealth gap for women and minorities by focusing on homeownership and entrepreneurship.

**Reason for being a Financial Coach:** As the CEO, credit consultant, and business coach of Take Charge Consulting, Tierra is motivated by her calling to inspire and lead those who share her background. Her work shines a light on the economic challenges, particularly the difficulty in wealth accumulation, faced by people of color. Driven by her own lived experiences and professional insights, Tierra is passionate about breaking the cycle of economic disadvantage. Through her financial coaching, she aims to empower individuals in marginalized communities with financial education and tools needed to improve their quality of life and achieve financial independence. Her commitment is to combat systemic racism and economic inequality, providing hope and actionable strategies for those she serves.

# Meet the Coaches



## Jerrel Jones

Credit Revolution Education Directors, LLC



**Lived Experience:** Jerrel spent majority of his life in the throes of poverty, until facing 15 months of homelessness at the age of 35 when he transformed his life. With relentless determination, Jerrel gained financial literacy equipping himself with the knowledge he needed to make significant changes. He rapidly increased his credit score from nothing to the high 700s and purchased a home within 15 months of being homeless. Jerrel didn't stop there; he established a successful financial and business coaching enterprise, creating and growing generational wealth. His story is a testament to the power of resilience and the profound impact of education and self-improvement.

**Mission:** To empower individuals and communities by closing the wealth disparity gap through accessible and comprehensive financial literacy education.

**Reason for being a Financial Coach:** Having faced immense trauma and tribulations due to poverty and lack of financial literacy, Jerrel is driven by a profound purpose. His experiences of homelessness and overcoming countless barriers have inspired him not only to break the cycle of poverty in his own family but also to be a beacon of change for his entire community. Jerrel envisions a world where everyone, regardless of their background, has an equal opportunity for financial stability and success. He is passionate about eradicating the deliberate miseducation around financial literacy that has plagued his community for generations. By becoming a financial coach, Jerrel aims to provide the knowledge and tools necessary for others to achieve financial freedom, ultimately creating a more equitable society.

# Next Steps: Partnering for Impact

**The impact of Financial Flow\$ is real** — participants are building credit, reducing debt, and reclaiming financial power. But lasting change takes more than one program cycle. **With your partnership**, we can move beyond temporary fixes and create generational wealth, stronger families, and empowered communities.



Together, we've built momentum with  
**over 50 organizations** —

NOW IT'S YOUR TURN TO **JOIN THIS MOVEMENT** AND DRIVE LASTING CHANGE.



## HERE'S HOW YOU CAN HELP

Here are specific ways you can join us in carrying this work forward:



### Become a Partner or Sponsor

Support program expansion by funding additional cohorts, events, or participant scholarships.



### Provide Resources

Contribute venues, financial tools, or professional expertise to strengthen participant outcomes.



### Co-Host Community Events

Join us in future Money Move\$ Mixers and other gatherings that connect participants with trusted resources.



### Expand Awareness

Share our mission with your networks — through word of mouth, newsletters, and social media — to extend our reach and amplify impact.



# Thank You!

We extend our deepest gratitude to the participants, community partners, sponsors, and team members who brought Financial Flow\$ to life. Your trust, collaboration, and commitment made it possible to create a space where financial education, healing, and empowerment could thrive. Huge thank you to Department of Commerce for taking huge steps towards equity for all.

Together, we are planting seeds of change that will grow into stronger families, resilient communities, and lasting generational wealth.

We look forward to hearing from you on any feedback and exploring potential collaborations for continued impact.

