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Spruce Impact Reporting

Spruce

Spruce is a digital banking platform built by H&R Block, designed to support financial health as the foundation for financial freedom. It addresses everyday money needs while building confidence over time. Spruce brings together core banking, saving, and planning tools in a simple mobile experience focused on clarity and ease of use.

Customers use Spruce in everyday financial moments, such as getting paid, tracking spending, and saving toward near- and long-term goals. The experience is straightforward by design. Features focus on reducing friction, increasing visibility, and supporting a stronger sense of control over personal finances.

Spruce is designed to support a year-round relationship between customers and H&R Block that extends support beyond the tax moment into daily financial life. This reflects customer demand for financial tools that provide ongoing value rather than one-time transactions. By focusing on consistent use, Spruce builds trust and supports sustained engagement.

Purpose and role in Financial Freedom

Spruce supports H&R Block's vision of financial freedom. Financial freedom means having the skills, resources, tools, and confidence to pursue the life you want through good times and bad. It is grounded in financial health and built through consistent progress rather than one-time outcomes.

Financial stress is often driven by systemic unpredictability in income, expenses, and access to financial buffers. Spruce is designed to address these challenges directly. It helps customers access their money when they need it, understand where it goes, and build great habits that support their financial health.

Spruce meets customers where they are financially, whether that means stabilizing cash flow, building savings, or improving credit score awareness. The platform supports small, achievable steps that build momentum over time. By reducing complexity and avoiding judgment, Spruce supports customer agency by making financial engagement clear and more accessible.

As a trusted financial platform, Spruce can create the foundation for additional tools, guidance, and services as customer needs evolve. Ongoing engagement will enable more relevant support while strengthening long-term customer relationships.

Spruce At a Glance

- Launched in 2022
- 900,000+ customer sign-ups
- Nearly $1B in deposits last fiscal year
- 4.5-star App Store rating

Impact on Financial Health

Spruce is built around four connected pillars of financial health: spending, saving, borrowing, and planning.

- **Spending:** Spruce helps customers reduce cash-flow stress and increase control. Early access to paychecks and tax refunds, digital cards, and transaction insights help customers manage everyday spending with greater predictability.
- **Saving:** In addition to a checking account, every Spruce customer receives a high-yield savings account. Goal-based sub-accounts, automated savings, round-ups, and incentive-based programs make saving achievable, even in small amounts.
- **Borrowing awareness:** Customers can monitor their credit score and see clear explanations of what influences changes over time. This visibility supports understanding and more informed decisions.
- **Planning:** Budgeting tools allow customers to set spending intentions and track progress month to month. This reinforces mindful money management rather than reactive decision-making.

Together, these tools support financial stability today and help customers build confidence for the future.

Feature deep dive – Savings Surge Sweepstakes

Savings Surge Sweepstakes is designed to lower the barrier to saving and reinforce consistent behavior through positive incentives. Customers earn sweepstakes entries by saving regularly or setting up automated savings, which encourages participation without requiring large balances.

Early results demonstrated how incentive-based design can drive participation and incremental savings behavior. Programs like Savings Surge Sweepstakes support financial resilience while also increasing engagement and deposits.

Head to the Spruce Sweepstakes page to see official terms and how to enter.