

The Opportunity to Make a Difference: EVERFI Financial Education Partnerships

Financial literacy is a crucial life skill that can help students achieve their personal and professional goals, as well as contribute to the economic and social well-being of their communities.

States are taking notice. In Maryland, Allegany, Calvert, Caroline, Carroll, Charles, Frederick, Garrett, and Prince George's counties require personal finance education for graduation. Students learn age-appropriate skills to manage their finances, plan for their future, and avoid financial pitfalls.

The Big Opportunity

Ready to make your mark? Help Maryland schools take financial education to the next level by partnering with EVERFI®. With turnkey financial education sponsorship programs, we enable our partners to:

- Make a direct impact on the communities that matter most to them, while working with school districts to activate financial education courses on your behalf.
- Align their brand to critical, required financial education content, highlighting their commitment to meeting an urgent and immediate need in classrooms.
- Create brand affinity with the next generation through branded course work and integrated volunteer opportunities.
- Meet regulatory requirements such as those stipulated in the Community Reinvestment Act (CRA).



Deep Maryland Education Expertise

EVERFI is at the forefront of delivering education solutions in Maryland schools that make a real, measurable impact.

As of the 2023-2024 school year, 58 schools and more than 16,000 students used EVERFI's free resources to learn critical financial literacy and other skills. EVERFI equips students with real-world skills through a digital platform offering more than 40 interactive, research-based resources. Topics include financial education, health and wellness, STEM, career readiness, character education, and academic readiness.

Available at no cost thanks to strategic partners across the United States and Canada that share our mission, our standards-aligned courses are deployable across an entire grade level. And because metrics matter, we provide an annual report illustrating the impact of our free resources on such metrics as student learning and school usage.

District Spotlight: Prince George's County Public Schools

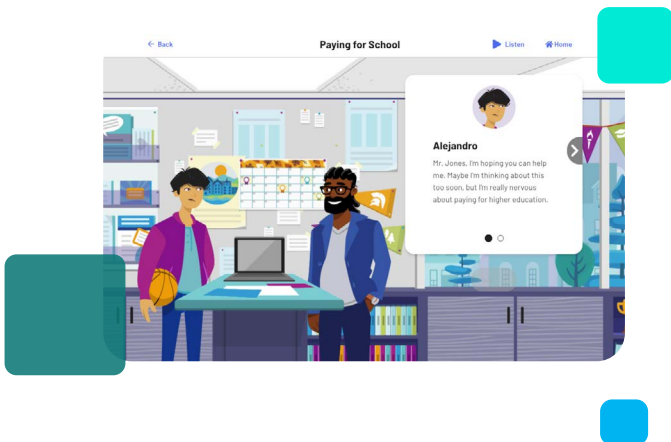
Starting in 2020, Prince George's County became Maryland's eighth school district to require financial literacy for graduation. Having worked with EVERFI for many years, Prince George's County Public Schools

(PGCPS) knew that EVERFI had a robust platform of life skills resources and an attentive District Support Team dedicated to supporting teachers, students, and administrators, all at no cost.

PGCPS approached EVERFI for additional resources and services to help meet the new financial education requirements. EVERFI's District Support Team collaborated with administrators to assess district needs and create an implementation plan. Together, PGCPS and EVERFI ensured teachers had the resources, training, and ongoing support necessary to meet district and state requirements.

EVERFI's educational resources equip students with essential skills and knowledge critical for success in today's world. Integrated into the curriculum, the EVERFI Financial Literacy model allows students to earn certifications in banking, credit, insurance, paychecks, taxes, and budgeting. EVERFI's regular cadence of communication enables the district to quickly respond to teacher needs as well share updates and opportunities for students to win college scholarships.

EVERFI also provides certification for students who successfully complete PGCPS resources, making it easy for PGCPS to offer tangible proof of its students meeting district and state standards. Today, 154 teachers across 58 schools in the county are teaching with EVERFI resources, including personal finance and social-emotional learning. Teachers and administrators regularly express their satisfaction with EVERFI's resources and support. Both appreciate the peace of mind that comes from knowing EVERFI's resources are completely turnkey and free, engaging students through interactive, unbiased, and fact-based lessons. Average learning gains for the more than 16,000 students in the county learning personal finance with EVERFI range from 24% to 47%, depending on the specific resource.



FutureSmart

24% AVERAGE LEARNING GAINS

Through a story-based narrative & interactive exercises, students learn to make real life decisions about their personal finances as well as how to achieve important goals around saving, education, & career planning.

EVERFI: Financial Literacy

27% AVERAGE LEARNING GAINS

Students build foundational financial skills through scenario-based lessons that translate complex financial concepts & help students develop actionable strategies for managing their finances.

Pathways: Financing Higher Education

35% AVERAGE LEARNING GAINS

Students are empowered to become informed consumers as they calculate the true cost of higher education, analyze its return on investment, find ways to reduce costs as well as responsibly borrow and payback loans.

Impact: EVERFI Usage in Maryland

16K+ students learning with EVERFI

58 schools using EVERFI resources

40 EVERFI resources implemented

Empower Maryland's Future:
Partner with Us for Financial
Literacy!

Contact Us!