

Engaging Young Consumers with Financial Education

Proactive, preventative education is the best solution to empower teenagers to safely participate in the modern economy. EVERFI and Zelle® partnered to create Money Moves: Modern Banking & Identity Protection® to teach high school students across the country how to bank responsibly in the constantly changing digital age, protect their identities, and secure their financial futures.

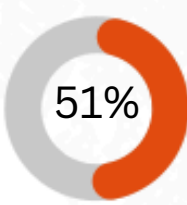
"This is especially important for students from underprivileged groups: according to a study from The George Washington University, more than one-third of current wealth inequality could be accounted for by disparities in financial knowledge."

CEO at Early Warning®
Albert Ko



Gen Z: What We Know

- ▶ Younger consumers are looking for companies they associate themselves with to be making a positive impact on their community.
- ▶ Financial institutions need to marry their community ties with newer digital technology that brings convenience and ease.



Of consumers are not comfortable approaching their Financial Institution because they don't know which questions to ask.



Of these same consumers said financial education would make them more comfortable engaging with their Financial Institution on products or services.

\$ Money Moves By The Numbers

225,000+
students in **4,300**
schools across the
country have utilized
the course since 2020.

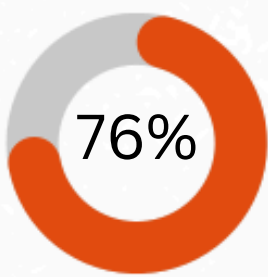
1.3x
as many students
were prepared to
set up and follow
budget following
the course.

330,000+
learning hours
teaching students
how to make
educated financial
decision.

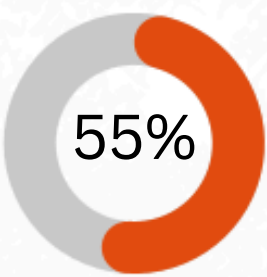
"My favorite part of this course was just the whole thing. It really has gotten me prepared for the future, and taught me so much about money in general. I also love that this course showed people in different ways such as race, disabilities, and others. That made my day!"

Student - Arkansas

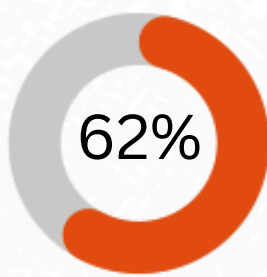
Impact On Student Knowledge and Opinions



increase in students' overall assessment scores on the topic of Peer-to-Peer (P2P) Transactions.



decrease in students who say financial institutions are confusing and intimidating.



of students said they felt comfortable selecting, opening, and managing an account.

Impact on Zelle®

Not only has the course had a profound impact on the students who have taken it, but it has also increased the awareness and positive perception of Zelle® among students and teachers.



10 out of 12 teachers who had never used Zelle® said they were very likely to start using it in the future.

Make Your Impact

Looking to positively impact your brand and community? Join EVERFI by sponsoring Money Moves: Modern Banking & Identity Protection®, sponsoring any of our other courses that cover topics ranging from Health & Wellness to Tech & Career Readiness, or working with EVERFI to create a course that aligns with your company's unique mission.

To get started, visit everfi.com or call (800) 945-2316