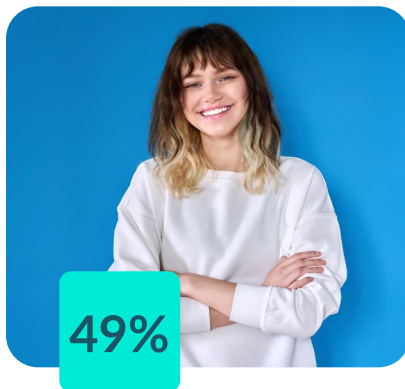
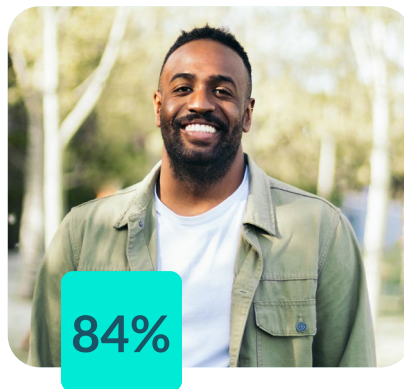


Brand Partner Guide for Marketing Success: Building Awareness, Affinity & Trust with The Next Generation of Customers



49% of U.S. teens aged 13–17 have a bank account



84% of young adults have a bank account by age 25



72% of Gen Z have a checking account, and 57% have a savings account

EVERFI's award-winning financial education courses have empowered more than 23 million students since 2008.

By delivering life-changing education in a trusted school environment, banks and credit unions can target these younger demographics while building brand awareness, affinity, and trust.

Tap into the Student Market to Drive Brand Awareness & Engagement

Reaching students in a trusted setting, free from outside distractions and online misinformation, is crucial. EVERFI puts your brand front and center, in the classroom.

Trusted by 23,000+ schools and 7,000+ school districts, our team ensures compliance with state and local standards with careful attention to how to appropriately connect your brand with students.

By removing the red tape of public-school bureaucracy through effective engagement that is legal, compliant and ethical, you have an entirely new way to reach the next generation of customers.



Showcase Your Brand

Partnering with EVERFI helps your brand connect with the next generation and positively impact communities. We streamline access to public schools, enhancing your engagement, trust, and visibility.



AVERAGE OF 49 MINUTES
of logo visibility with students during your branded course



18% CLICK THROUGH RATE
on custom moments that link to your microsite or other offer



5.9 MILLION STUDENTS
in our network

Brand engagement deliverables include:

Intro Video to introduce students to your brand, mission and commitment to empowering students with financial capability skills

Custom-Branded Lessons & Resources that enable teachers to deliver course content effectively to students

Customer Toolkit that allows you to speak directly to your community about financial education, including email copy, social media graphics, ad banners, and more.

Provide Life-Changing Financial Education

EVERFI's financial education courses are proven to increase student knowledge and positively change students' attitudes and behaviors.

During the 2023-2024 school year, for EVERFI's Financial Literacy course, there were:

638K+ active students

3.6M+ modules completed

1M+ hours of learning

Findings from a two-year study of the efficacy of financial education on middle school students by the University of Massachusetts Donahue Institute (UMDI) affirm significant knowledge gain in the subject matter. Researchers also found significant and consistent gains in financial knowledge for all students, regardless of demographics including race, age, gender, school year, and socio-economic status.

Average Learning Gains by School Level

20%

Elementary Topics include responsible decision making, income & careers, budgeting

25%–35%

Middle Topics include financial values, goal setting, budgeting, savings, taxes, economics

24%–51%

High Topics include credit, debit, budgeting, investing, entrepreneurship, financial aid

Set up and follow a budget to manage spending and saving



Check credit scores and maintain good credit over time



Figure out take-home pay from a paycheck



● Before Course ● After Course

After taking EVERFI-Financial Literacy, share of students who are at least somewhat prepared to

EVERFI's financial education programs create an almost \$1B in future value for our students each year.

Create Authentic Employee Volunteer Opportunities

Employee volunteering is a major driver of job satisfaction. A 2023 Gallup survey found that companies with highly engaged employees have 30% less turnover, 18% higher sales, and 23% higher profitability.

EVERFI will provide you with a custom package based on the number of schools you sponsor and your volunteering goals, along with virtual and in-person employee volunteer opportunities through Classroom Connect, and Volunteer Training for employees.

EVERFI's Unmatched Reach

Build brand awareness, affinity, and trust while making a life-changing educational impact on students. Stay ahead of the competition by owning the school channel.

- 23,000 active K-12 schools
- 50,000+ teachers
- 7,000 school districts
- 42% of active schools are low- to moderate-income
- 1 in 4 schools in the US use EVERFI courses