



Canvas Credit Union AND Everfi

Championing Financial Empowerment Through Community-Centered Education



At Canvas Credit Union, financial empowerment is more than a mission - it's a movement. Originally chartered in 1938 as Public Service Employees Credit Union to serve utility and energy workers, Canvas has evolved into one of Colorado's most community-driven financial institutions. In 2018 they rebranded as Canvas Credit Union, expanding membership eligibility to help grow its reach across the state, without losing sight of its community roots. Canvas is committed to making every financial journey easier to understand and more accessible to all. That commitment is brought to life through its robust community programs - especially its focus on K-12 financial education. To meet the evolving needs of its members and communities, Canvas selected Everfi to help them deliver scalable, digital learning experiences that build lifelong financial confidence.

CHALLENGE: Reaching the Next Generation of Financial Decision Makers

As a longtime advocate for financial wellness, Canvas Credit Union recognized the growing gaps in financial education across its eight-county service area. From young adults entering college to underserved families facing generational wealth barriers, many Coloradans struggle with basic financial concepts like budgeting and credit to saving and investing.

Canvas had a dedicated but small two-person team that was responsible for managing their entire previous financial education program, from cold-emailing teachers and principals, to setting up individual classroom visits, and customizing presentations based on each teacher's needs. The amount of customization, combined with the need to travel to each school in person, meant the team could only support a limited number of classrooms each year.

Because employee volunteerism is a core value at Canvas, there was a passion to be able to provide financial education to more students at more schools.



We had two employees trying to reach as many schools as possible, building the program on the fly, and doing it all face-to-face. We could only be in so many places at once.

Malcolm Johnson

Vice President of Community Engagement
Canvas Credit Union

Canvas needed a smarter, more scalable way to grow their program. They wanted to expand their reach beyond their immediate footprint, offer a consistent and engaging curriculum and experience across grade levels, and create opportunities for more employees to volunteer in their communities. But with limited staff and a highly manual approach, they simply couldn't meet the demand or realize their full impact potential.

SOLUTION: Real-Life Learning with Real Time Impact

In 2016, Canvas Credit Union began working with Everfi to scale their efforts and deepen their reach. What stood out was the platform's ease of use, bilingual capabilities, and the ability to scale without losing brand visibility - Canvas' logo remained present throughout the learning experience.

"Everfi outshined everyone," said Johnson. "The modules were easy to use, easy to explain, and let us be present—even when we couldn't physically be in the classroom."

Canvas launched with *Everfi: Financial Literacy for High School* and later added *Keys to Your Future*, which both provided meaningful, age-appropriate financial lessons for high school students. Bilingual features helped them connect with Spanish-speaking learners, and detailed impact reports gave them the ability to measure outcomes and report on success.

IMPACT: Growing Access and Financial Confidence

Canvas set a goal to reach 60 schools with personal finance education—and they're delivering on that vision. Everfi's platform and deep school and district relationships have allowed Canvas to scale their impact across their target region, reaching more than 5,000 students and 300 classrooms in the 2024-2025 school year. Last school year alone, Canvas employees supported financial education efforts in more than 300 classrooms throughout their footprint in Colorado, contributing over 4,000 volunteer hours.

Employees across the credit union have had the opportunity to go into classrooms and guide students through real-life financial scenarios—furthering engagement and impact. Volunteerism is a central part of Canvas' culture: every full-time employee receives 12 paid hours per year to give back, and financial education has become a natural fit. Impressively, 70–75% of employees use their volunteer time each year, and most come from departments outside of community engagement.

Everfi's broad offerings of [free online education programs](#) for adults and K-12 students help amplify your impact in a meaningful way. Through the support of its corporate sponsors, Everfi has been offering financial literacy education since 2008.

Looking to make a measurable difference in your community?



What's so powerful about this program is that it's not just delivering content—it's creating behavior change. Everfi helps us deliver meaningful learning that sticks, and that translates into better decisions and brighter futures.

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VISION AHEAD: Meeting Diverse Member Needs

Canvas Credit Union's long-term goal is to reach every school along the Front Range - and Everfi is helping make that vision a reality. In 2025, Colorado passed a statewide mandate requiring personal finance education for high school graduation, set to take effect in 2028. While many organizations are still figuring out how to respond, Canvas is already taking action, positioning themselves ahead of the curve. They're actively expanding their school footprint, growing classroom and teacher support, and evolving their offerings to meet the needs of a diverse student population. By getting out in front of the mandate, Canvas is not only reinforcing its leadership in financial wellness but also strengthening its reputation as a community-driven institution that delivers real impact.

"Everfi is a trusted financial education partner for us," said Johnson. "We consider ourselves a leader in this space, and Everfi helps us stay there."

Canvas Credit Union's success proves what's possible when financial institutions lead with purpose and invest in education. By combining innovation, volunteerism, and a deep commitment to community, Canvas and Everfi are helping students build financial confidence - and laying the foundation for generational change.

Explore Everfi's innovative financial education solutions [here](#).