

# 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.

## Gen Z: What We Know

Younger consumers are looking for companies they associate themselves with to be making a positive impact on their community.



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

Financial institutions need to marry their community ties with newer digital technology that brings convenience and ease.



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



"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."

Albert Ko  
CEO, Early Warning®

## Money Moves By The Numbers

**225,000+**

students in 4,300 schools across the country have utilized the course since 2020.

**1.3x**

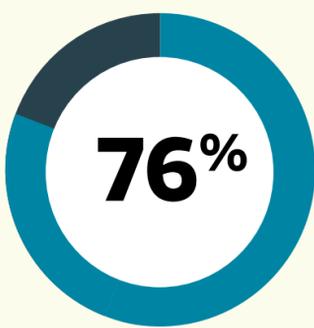
as many students were prepared to set up and follow budget following the course.

**330,000+**

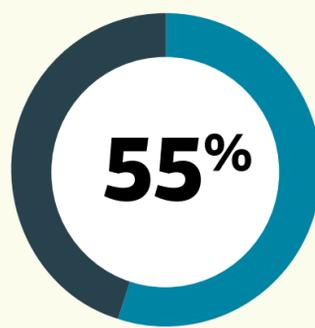
learning hours teaching students how to make educated financial decisions.

"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!"

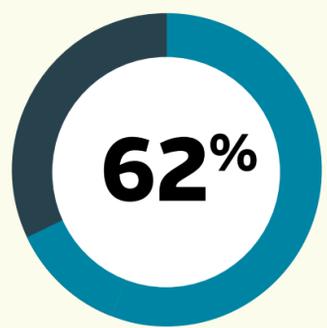
## Impact On Student Knowledge and Opinions



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 connect with your community? Reach out to Everfi to see how you can bring essential financial and life skills education to K-12 schools in your community and across the U.S. and Canada. Real success starts with connection. And connection starts with Everfi.

To get started, visit [everfi.com/sponsorship](https://everfi.com/sponsorship)