



Deliver Measurable, Lasting Impact at Scale

Build brand trust and loyalty with the next generation through personal finance education



At Everfi®, we believe financial education is the most powerful way to build trust, drive opportunity, and deliver lasting change. That’s why we connect financial institutions to the communities they serve—through personal finance education that delivers measurable value to the community.

Three in five school districts, including the one hundred largest districts, use Everfi’s instructional resources. This is the direct result of our long track record of delivering highly effective, standards-aligned educational content and securing hundreds of signed agreements with districts. In fact, Everfi was recently selected as one of two vetted high school financial education resources for New York City Public Schools, the nation’s largest school district, based on findings from a recent multi-stakeholder review.

Hundreds of financial institutions trust Everfi to help them reach new communities to increase brand awareness, build trust, fulfill regulatory requirements, and make a meaningful impact on students.

Bridge the Gap

The number of U.S. states requiring a standalone personal finance course for high school graduation has more than doubled in the last three years—from 14 states in 2022 to 29 states in 2025.

This surge reflects a growing national consensus that high-quality financial education is essential for young people.

Schools need effective resources to deliver on these mandates. This is your moment to empower the next generation.

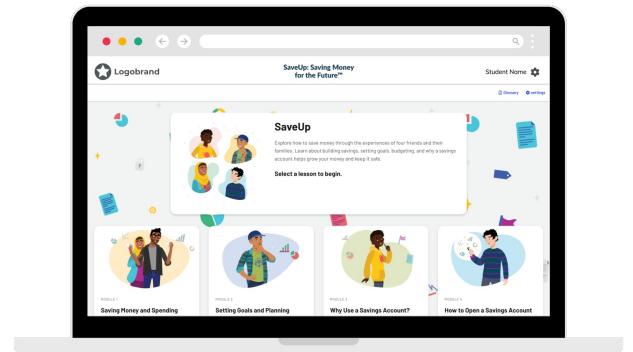
Content That Delivers

Our educational content has been proven to improve learner attitudes and behaviors and has earned the prestigious ISTE Seal for high-quality learning design and Digital Promise certification for research-based content. This signals to school and district leaders that research informs our product design.



Financial Education

- Topics covered include:
- Financial foundations
 - Investing basics
 - Financing higher ed
 - Safe digital banking
 - Career exploration



Benefits of Sponsoring Education with Everfi



Brand Engagement

Showcase your brand prominently by white-labeling the in-platform student and teacher experience.



Impact Data and Reporting

Leverage robust data insights and reporting to share with key stakeholders or to satisfy regulatory requirements.



Access Opportunities

Provide students with a broad set of opportunities from your financial institution, such as youth engagement programs.



Implementation Support

Build trust with local schools and districts. Our experienced, on-the-ground K-12 team will ensure maximum impact.

Trusted ecosystem of students, educators, and school districts.



Impact data from school year 2024–25:

6.5+ million
student learners

44,700+
educators

21,700+
K–12 schools

8,400+
school districts

47% of these schools serve low- to moderate-income (LMI) communities.

Grounded in Community

With a dedicated K–12 team—many of whom are former educators—on the ground nationwide, we have a deep, region-specific understanding of classroom and community needs.



In addition to providing teachers with free training and support, our K–12 team fosters relationships with school districts, State Education Agencies (SEAs), and Local Education Agency (LEAs) to assure alignment of our courses with their scope and sequence and academic standards.

Longitudinal Study on Financial Capability

From 2021 to 2024, the Everfi Research team conducted a longitudinal study, sponsored by the MassMutual Foundation, on the effects of six financial education courses for middle and high school students. The study provides evidence that multiple financial education interventions are key to making sustainable, long-term improvements in financial self-efficacy and desirable behaviors. It found that multiple course participation led to...

21% increase in financial confidence

10% increase in healthy financial behaviors

9% increase in family financial conversations

Results from this study underscore the impact of Everfi's curriculum on the development of financial capability among adolescents.

Satisfy Regulatory Requirements

Our deep experience working with the banking industry and flexible suite of financial education solutions help you reach your community commitments and stay in compliance with changing industry standards.

Whether you're working to meet benchmarks for the Community Reinvestment Act (CRA) or any additional requirements that may emerge in the future, Everfi offers the resources and support that enable you to confidently navigate the complex and ever-changing banking landscape.

Program Components

Sponsorship Core Elements

Connect your brand to communities ready to learn through a K–12 sponsorship package from Everfi that aligns with your unique business goals. Core components of a sponsorship package include:

- **Logo displayed** throughout the platform for students and teachers
- **Dedicated team** handles course activation in sponsored schools
- **On-demand dashboard** with current data on the impact of their program
- Comprehensive **year-end report** on program reach and student gains
- **Marketing hub** with customizable templates and resources to help promote your program's impact

Brand Engagement Opportunities

There are multiple configurable branding opportunities throughout the student and teacher experience to amplify your brand. These include:

- Adding a personalized **welcome and/or exit message** from your financial institution to students within the digital course
- Incorporating your logo and branding on **student certificates** of completion
- Including a **brief video** from your financial institution to introduce the course content to students
- Sharing an **instructional resource** from your financial institution with teachers via the learning platform

Next-level Impact

Deepen the impact of the coursework for students and strengthen community connections by matching your local employees to virtual or in-person classroom volunteer opportunities.

Through **Classroom Connect™**, teachers can request guest speakers, creating meaningful opportunities for your employees to share their expertise while exposing students in your markets to diverse career paths.



Interested in learning more?

everfi.com/sponsorship

Since 2008, Everfi has connected businesses to communities by providing essential education that builds trust and drives measurable impact. To learn more about Everfi, please visit everfi.com or follow us on LinkedIn or Instagram @Everfi.