

# Engaging the Next Generation with Innovative Financial Education

Guardian's purpose is to inspire well-being® and in collaboration with Everfi, were able to bring that mission into schools through the financial education course **Minding Your Money: Skills for Life™**. As a first-of-its-kind financial wellness curriculum, the program addresses the intersections of personal finances, relationships, and health. By highlighting the connection between financial and mental wellness, Guardian has inspired the next generation to feel more confident about the money decisions they make in future life stages.

“Guardian is able to leverage the breadth and reach of Everfi’s extensive network to engage high school students across the US in conversations about healthy financial habits. At a time when many states are requiring financial literacy in school, we are proud to offer this free resource across all states to meet this growing need.”



## Gen Z: What We Know

**38%**

Gen Z workers are concerned about being able to pay monthly bills.\*

**33%**

of Gen Z workers claim to be good at managing their finances.\*

## Minding Your Money by the Numbers since 2023



**149,000+ students**

reached by the course nationwide, plus an additional 59,000+ from the course sponsored by Guardian (54% and 57% from low- to moderate-income schools)



**2,900+ schools nationwide**

that delivered this course, plus an additional 850+ schools that delivered the course sponsored by Guardian (50% and 61% from low- to moderate-income schools)



**119,000+ learning hours**

for this course, plus an additional 46,000+ learning hours for the course sponsored by Guardian, teaching students nationwide about the mind and money connection (53% and 54% from low- to moderate-income schools)

“I liked how it didn't just talk about budgeting and going to college but also talked about real life scenarios and mental health issues. I also liked how it was more tailored towards this generation rather than the older generation or older people in general.”

**Student, PA**

## Impact on Student Knowledge and Attitude Upon Course Completion

**33-point increase**

in assessment scores, demonstrating financial knowledge gain

**86% of students**

are at least somewhat confident that they can identify and cope with situations involving financial abuse

**71% say**

they have conversations about money with friends, family, or partners at least sometimes

**89% say**

they have or plan to make financial plans for the next phase of their lives

In the Understanding Your Financial Values module, there was a

**105% increase**

in knowledge gain post-course vs. pre-course.

## Make Your Impact

Looking to introduce your brand to young people while simultaneously benefiting the communities you serve? Bring financial education to a community near you through a strategic partnership with Everfi.

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

\*Sourced from the 14th Annual Guardian Workplace Benefits Study, 2025