

Hire Ready, Not Just Diploma-Ready:

THE CASE FOR K-12 INVESTMENT

The Workforce Readiness Challenge



71% of employers

say soft skills like communication and adaptability are more important than ever



Mental health concerns

are rising among young people, affecting workplace performance



Only 43% of high school students

feel prepared for financial independence



The landscape of financial products and the ease with which technology can facilitate financial transactions have changed dramatically in recent years. Financial systems can be complex for those that are inexperienced with them. It is important to have a foundational understanding of financial concepts and the confidence to apply them in individual situations.”

Sourced from Everfi’s *Survey of High School Juniors and Seniors Reveals Low Levels of Financial Preparedness*

The Power of Early Investment in K-12

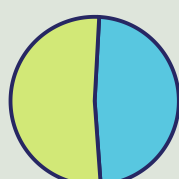
\$11 ROI for every \$1

invested in character education programs



48% of corporate social impact programs

focus on K-12 or health—showing that companies already recognize this need

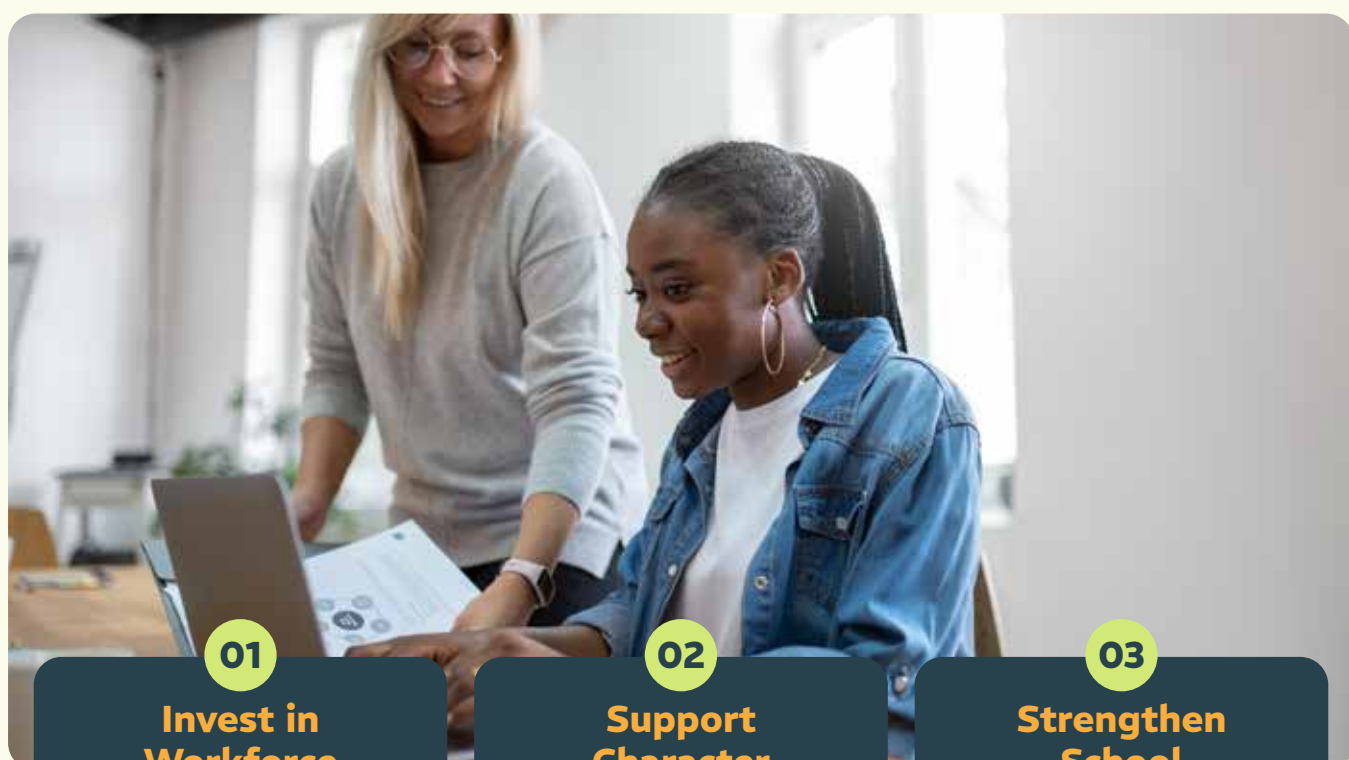


Whole-person education

leads to better health, increased earnings, and long-term success



What Companies Can Do



01

Invest in Workforce Readiness

that equips students with financial capability, career exposure, and real-world skills.

02

Support Character Development

that builds problem-solving, communication, resilience, and adaptability skills.

03

Strengthen School Partnerships

to help students graduate fully prepared for college, career, and long-term success.

The Future Starts Now

By investing in programs like Everfi in the communities you serve, companies secure a more engaged, capable, and resilient workforce while introducing their brand to the next generation as a great place to work as they enter adulthood and take the first steps in their careers.

Ready to make an impact?

Build stronger community connections by sponsoring K-12 financial and life skills education.

[Discover More Here](#)