PenFed Credit Union

Investing in Puerto Rico's Financial Future



Since 1935, PenFed Credit Union has been guided by a simple but powerful belief: that people helping people can change lives, strengthen families, and build stronger communities. For PenFed, teaching young people how to manage money is a direct expression of the credit union's founding purpose—giving the next generation the knowledge and confidence to make informed financial decisions. Through its partnership with Everfi, PenFed has brought that commitment to life in Puerto Rico with the "Tu Dinero, Tu Sueño" ("Your Money, Your Dreams") program that combines interactive digital financial education with scholarship opportunities and hands-on community engagement. What began as a targeted initiative has grown into an island-wide commitment, one that's helping build a stronger financial future for the next generation in Puerto Rico.

The Challenge: Closing the Financial Literacy Gap

Financial knowledge gaps cut across every socioeconomic line. Too often, young people learn about money informally, from parents or peers, rather than through consistent, reliable instruction. The effects can last for years, from accumulating debt to building credit habits that are difficult to reverse. PenFed saw an opportunity to change that trajectory by reaching students early, when strong financial habits are easiest to form.

In Puerto Rico, that need is both recognized and growing. The island has a legislative mandate supporting financial education across K-12, and financial literacy has become an increasing priority at the secondary level through economics, career pathways, and financial education electives. PenFed was well positioned to help meet that demand in a community where it had already built deep roots but lacked a formal financial education program.

Before partnering with Everfi, PenFed's financial education efforts were built around self-created presentations delivered on a one-off basis, primarily stateside, with no continuous program in place.

PenFed wanted to move beyond occasional sessions and build a consistent, curriculum-based program it could deliver reliably across schools.

> **Financial literacy is the great equalizer. When you understand how to manage money, you can change the entire trajectory of your life.**
>
> **Jamie Gayton**
> **Executive Vice President**
> **PenFed Credit Union**

The Solution: Trusted Curriculum Delivered Through Real Connection

PenFed evaluated several financial education providers before selecting Everfi in 2019, drawn to the clarity of the platform's content and how effectively it resonated with students. The partnership launched with Everfi's Financial Literacy for High School course in a small number of schools and has since grown into an island-wide commitment, with a goal of reaching 60 schools across Puerto Rico.

Over the course of the partnership, the program has already reached more than 5,000 students and 46 schools, at no cost to the students, their families, or the schools. The curriculum teaches students how to make smart financial decisions across the areas that shape their futures: saving and checking, building and maintaining healthy credit, planning for major purchases, investing and retirement, and funding higher education. PenFed is just as intentional about reach as it is about content, bringing the program to schools across urban, rural, and underserved communities to ensure the opportunity is available widely across the island.

"We chose Everfi because the platform makes financial concepts clear and easy to engage with. Students not only understand the material—they connect with how it's taught." — Jamie Gayton, Executive Vice President, PenFed Credit Union

That digital learning comes to life through in-person signature events and the "Tu Dinero, Tu Sueño" scholarship contest. In April 2026, PenFed hosted its sixth signature event in Puerto Rico, welcoming more than 50 twelfth-grade students from the Anita Otero Hernández Specialized School of Fine Arts who had recently completed the program. Students sat down with PenFed financial center managers, wealth managers, and mortgage specialists for "speed-networking" conversations that connected the curriculum to real life, and two students were awarded $1,250 scholarships in recognition of their work.

The Impact: Learning That Extends from the Classroom to the Community

PenFed measures the success of the program through its impact on students, families, and the broader Puerto Rican community. The program is producing measurable gains in what students know and how ready they feel to act on it.

Students who completed the program saw their financial knowledge scores rise from 42% pre-lesson to 91% post-lesson, a 49-percentage-point-increase, compared to a national average gain of 40 percentage points. That impact is most visible in how learning extends beyond the classroom: students sharing financial lessons with their families, sparking financial conversations between generations, and some parents have visited PenFed financial centers for additional education alongside their children. School administrators have echoed that impact directly, with educators regularly attending signature events on their own time to see the program in action.

PenFed has also built new touchpoints to extend learning beyond the classroom, including a "dinner table conversation sheet" that gives students a way to bring financial lessons home, along with invitations for parents to visit PenFed financial centers for further education. That ripple effect, from student to family to community, has become one of the most meaningful outcomes of the program.

> **What I value most is the chance to reach students early, giving them a strong foundation to navigate the financial decisions ahead of them.**
>
> **Monica Brooks**
> **Assistant Vice President, Branches**
> **PenFed Credit Union**

The visibility of the initiative has also strengthened PenFed's standing across Puerto Rico. Following the program's first year, PenFed has since seen tangible signs of increased community trust, including stronger branch engagement across the island. That goodwill, paired with firsthand stories from signature events, has helped PenFed secure continued support for the program year after year.

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.

Learn how you can sponsor Everfi's innovative K-12 financial education solutions here.

Looking to make a measurable difference in your community?

everfi