



Press Kit | K12 Courses

EVERFI: Financial Literacy

About Your Initiative:

Begin your press release with newsworthy information highlighting your Financial Education initiative or partnership. Be sure to include a date and any key information about your institution's goals.

Month, Date, Year - [INSTITUTION NAME] is proud to announce the launch of [PROGRAM NAME], a new personal finance education program for high school students. [INSTITUTION NAME] is collaborating with education technology company, EVERFI, Inc., to launch the financial education initiative in:

- # of schools across our footprint
- # of counties across our footprint
- # of states across our footprint

The institution aims to reach [# OF STUDENTS] annually through cutting-edge, web-based instruction offered in classrooms.

About Your Mission:

You second paragraph should include more information about your mission or larger community commitment. This is an ideal space to communicate ideas through a quote from a senior executive or stakeholder.

With its mission to improve the financial well-being of the communities that we serve, the new financial education initiative is a key piece of the institution's larger commitment to its community/members.

Include a quote from a Senior Executive or Stakeholder to cover:

- Emphasis on your institution's commitment to community
- Importance of reaching high-school students with personal finance knowledge
- Commitment to building financial literacy and capacity skills in high school

About the Course:

After highlighting the initiative goals and a quote from a senior executive, transition to cover the unique details of the course.

[PROGRAM NAME] features an immersive experience specifically designed to introduce key financial literacy skills and help students develop actionable strategies to reach financial well-being over their lifetimes.

Through the web-based course, students learn to navigate real-life financial scenarios and documentation. Each lesson allows students to move at their own pace, providing interactive digital activities that make the topics approachable and relatable. Complicated processes – like creating a budget or filling out the FAFSA form – are broken down for the student in an easy-to-understand way. Additional topics include making informed purchases, monitoring and protecting their money, and navigating financial institutions and financial products.

The platform uniquely tracks the progress and performance of every student. Educators are able to see real-time data on student performance, while the technology aggregates crucial data on hours of learning completed and knowledge gains.

Financial Education Statistics:

Include third party research to lend credibility to your initiative announcement and executive quotes.

- For 44% of Americans, money is the biggest source of stress. [Source.](#)
- Only 43% of parents describe themselves as “well prepared” to discuss money with their children. [Source.](#)
- 95% of parents agree that students should learn about personal finance in school. [Source.](#)

Program Impact

If your program is more than a year old, or you have gathered early impact numbers from your EVERFI Customer Success Representative, think about highlighting the impact.

- **Knowledge Gains.** *Ex:* Students who completed **[PROGRAM NAME]** increased their scores on financial literacy assessments from **[a D average to a B+]**.

- **Cumulative Reach: Ex.** The program has already helped **[more than 100 schools]** in the region to provide quality, easy to implement financial education.
- **Attitudinal Changes: Ex.** After taking the course, **[nearly 70% of students]** reported to checking their credit scores and understanding what they meant.

Quotes from EVERFI Executives:

You are welcome to include the following quotes from EVERFI executives in your press release.

“Every day in schools across the country, EVERFI works with teachers and students to bring these lessons to life harnessing the power of technology. Whether it’s saving for the future or financing a student loan, it is vital that we empower all young people to prioritize financial wellness” said EVERFI Co-Founder and President of Financial Education, Ray Martinez.

“It’s imperative that today’s students are better prepared for their financial futures, and we’re grateful to our many private-sector partners that have stepped up to be part of the solution.” said EVERFI CEO Tom Davidson

About EVERFI, Inc.

The following boilerplate language should be used in the “About EVERFI, Inc” section of your press release.

EVERFI is a technology company driving social change through education that addresses the biggest issues affecting society ranging from financial wellness to prescription drug safety to workplace conduct. Founded in 2008, EVERFI is fueled by its Software-as-a-Service (SaaS) platform and has reached more than 30 million learners across the U.S. and Canada. EVERFI’s [Networks](#) bring together financial institutions, colleges and universities, and some of the largest corporations to leverage insights and connections to drive impact. Some of America's leading CEOs and venture capital firms are EVERFI investors including Amazon founder and CEO Jeff Bezos, Google Chairman Eric Schmidt, Twitter founder Evan Williams, Advance Publications, Rethink Education and Rethink Impact. To learn more about EVERFI visit everfi.com or follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), or [Twitter](#) @EVERFI.

