



Press Kit | K12 Courses

Vault: Understanding Money

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 elementary 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 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 elementary-school students with personal finance knowledge
- Commitment to building financial literacy and financial capacity at a young age

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 interactive, new-media learning platform specifically designed to introduce financial literacy skills early in a child’s cognitive development.

By leveraging performance-based games, the course immerses students in real-life financial scenarios that focus on skill building and responsible decision making. Covering everything from goal setting to making a budget, **[PROGRAM NAME]** delivers critical financial concepts in an engaging and fun way. The 2.5+ hour web-based curriculum aligns with state and national financial education standards. Topics include responsible money choices, credit and debt, and budgeting.

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 64% of Americans, money is a significant 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 regional to provide quality, easy to implement financial education.

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

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

EVERFI is the leading education technology company that provides learners of all ages education for the real world through innovative and scalable digital learning. EVERFI powers community focused financial education for 750 financial institutions across the country. Founded in 2008, EVERFI is fueled by its Software-as-a-Service (SaaS) subscription model and has certified over 18 million learners in critical skill areas. 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, TPG Growth, The Rise Fund, Advance Publications, and Rethink Education, and Rethink Impact. The EVERFI Education Network powers more than 4,300 partners in their education initiatives across all 50 states and Canada. Learn more at everfi.com.