



Key Players in Financial Education



Financial Service Industry Participation

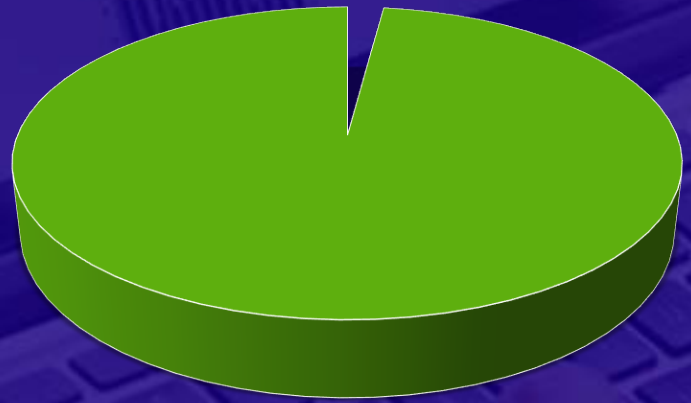
As a nation, we spend about \$670 million a year on financial education. The growing demand is spurred by regulatory pressures, increased funding, social interest, and increased competition among corporate and nonprofit stakeholders.

Financial Service providers share common goals for promoting financial education:

- Desire to help people
- Client acquisition
- Meeting regulatory guidelines
- Brand enhancement
- Media exposure & community goodwill
- Philanthropic goals
- Public speaking opportunities
- Client education
- Personnel training

Financial service providers with clear financial education revenue models build sustainable, scalable programs.

Service Marketing vs. Financial Education



According to the Consumer Financial Protection Bureau, the financial services industry spends \$17 billion marketing consumer financial services – but less than 1% on financial education.

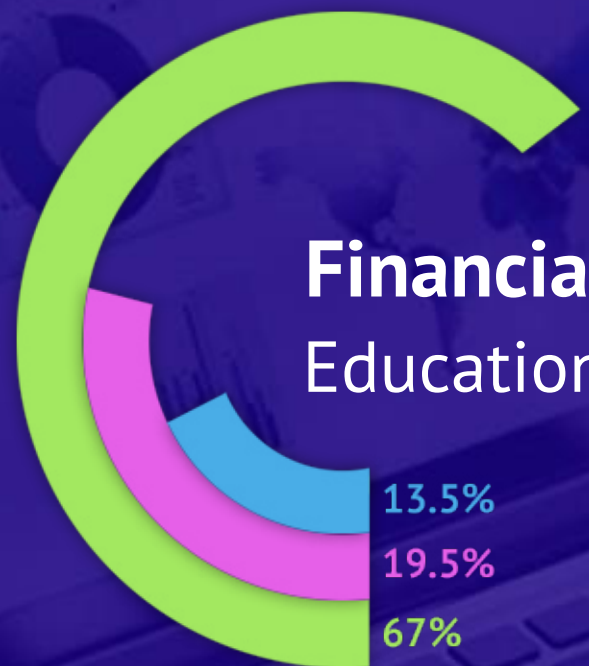
How Schools Participate in Financial Education

As a nation, we spend about \$670 million per year on financial education to meet the growing demand being spurred by regulatory pressures, increased funding and social interest, and growing competition among various corporate and nonprofit stakeholders.

Teaching personal finance coursework is not federally mandated. Some states do require a few lessons to be taught – but the most comprehensive, Utah, only requires 1 semester.

Considering that over \$2 billion is invested in STEM coursework from the federal government alone, the need for additional financial education funding is clear. The growing demand for financial education could create a new avenue for schools to get involved.

Financial Education



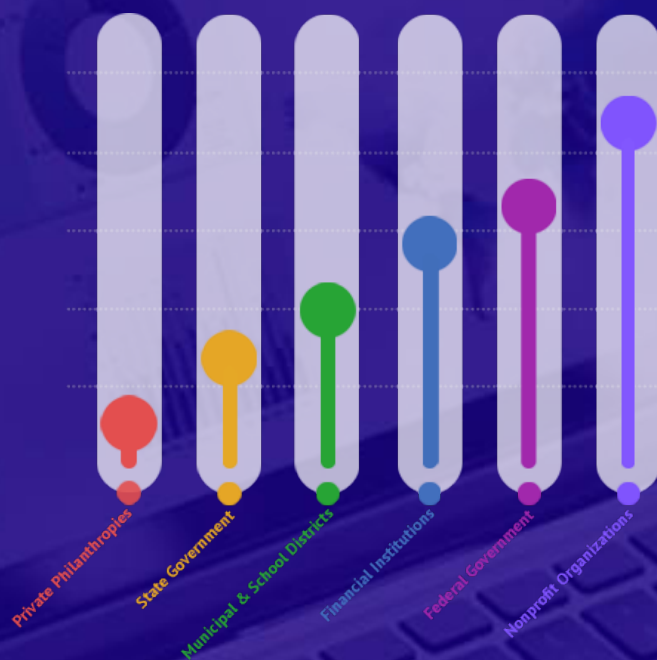
Per the Consumer Financial Protection Bureau, federal funding for financial education totals \$230 million, state funding across all states is \$67 million, and municipal school districts receive \$46 million.

How Colleges & Trade Schools Participate in Financial Education

As a nation, we spend about \$670 million per year on financial education to meet the growing demand spurred by regulatory pressures, increased funding and social interest, and growing competition among corporate and nonprofit stakeholders.

Higher learning institutions share similar goals for teaching personal finance:

- Improving student's financial knowledge
- Student recruitment
- Reducing student loan defaults
- Connecting with parents
- Building community goodwill
- Adding for-credit financial education courses
- Attracting media attention
- Adding a revenue center (sponsorships & grants)

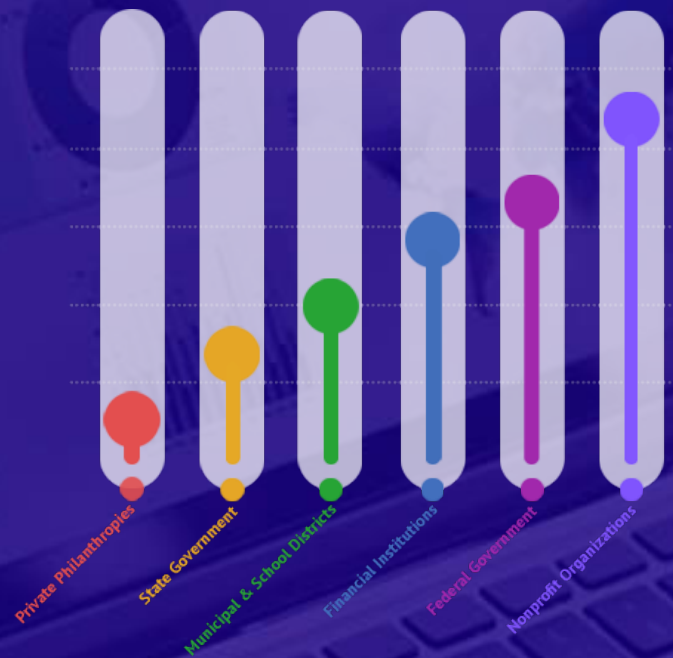


Currently colleges and trade schools make up only a small portion of financial education programming. Many opportunities exist for higher learning institutions to empower students with real-world financial skill sets.

Nonprofit Organizations

As a nation, we spend about \$670 million per year on financial education to meet the growing demand spurred by regulatory pressures, increased funding and social interest, and growing competition among corporate and nonprofit stakeholders.

Nonprofit organizations and other providers share common goals: raising funds, garnering community recognition, and gaining volunteer support while they educate members of their communities. It is the NFEC's goal to contribute to our clients' bottom line as they contribute to the overall financial wellness of the communities they serve.

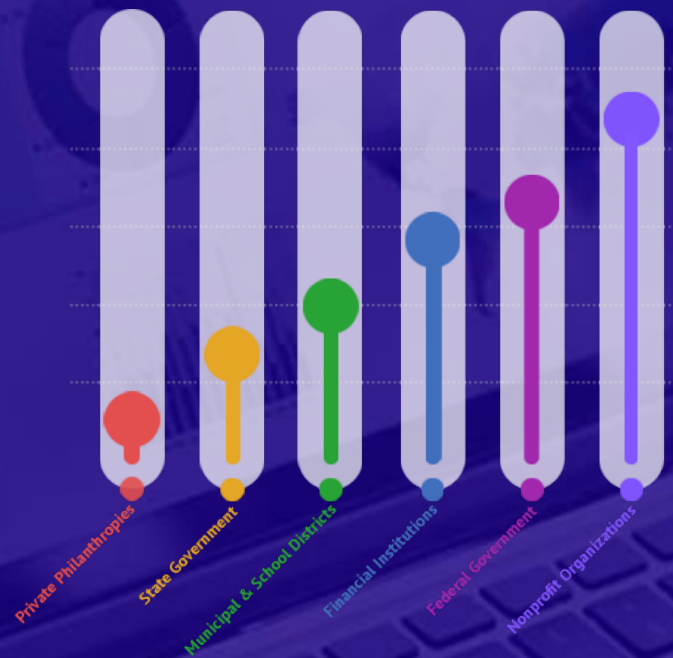


Currently nonprofit organizations make up the largest share of financial education programming delivery. For some groups, financial education is the main organizational goal; for others it's just one piece of their overall programming.

Government Organizations

As a nation, we spend about \$670 million per year on financial education to meet the growing demand spurred by regulatory pressures, increased funding and social interest, and growing competition among corporate and nonprofit stakeholders.

Government organizations share common goals: strengthening communities, garnering recognition, improving citizens' financial situations, and reducing benefits and increasing tax revenues over the long-term. It is the NFEC's goal to contribute to our clients' bottom line as they contribute to the overall financial wellness of the communities they serve.



The federal government spends less than \$130 million on financial education; in comparison, more than \$2 billion is spent on STEM coursework. Funding STEM is important; but it helps about 8% of the population get a job – while financial education benefits everyone.

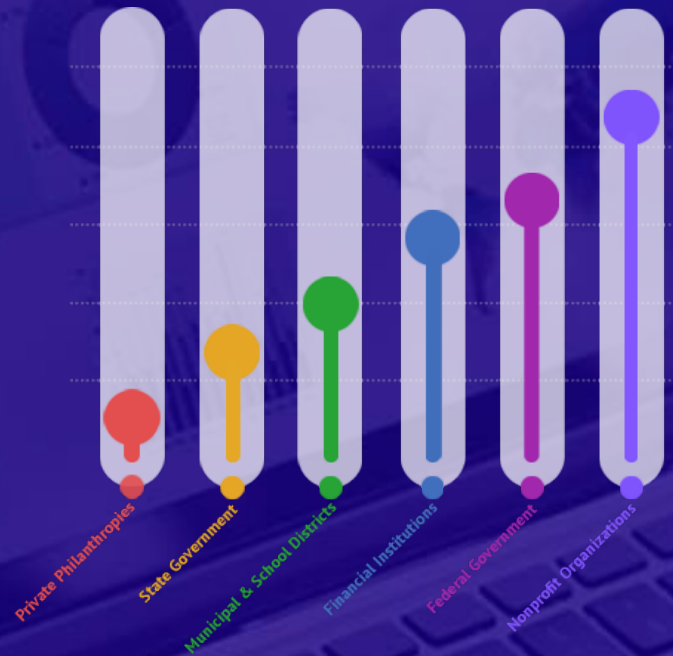
Faith-based Organizations

As a nation, we spend about \$670 million per year on financial education to meet the growing demand spurred by regulatory pressures, increased funding and social interest, and growing competition among corporate and nonprofit stakeholders.

Currently faith-based organizations make up a small portion of financial education programming.

Faith-based organizations and spiritual providers share common goals:

- Reaching community members
- Raising funds
- Gaining volunteer support
- Educating their followers
- Youth programming



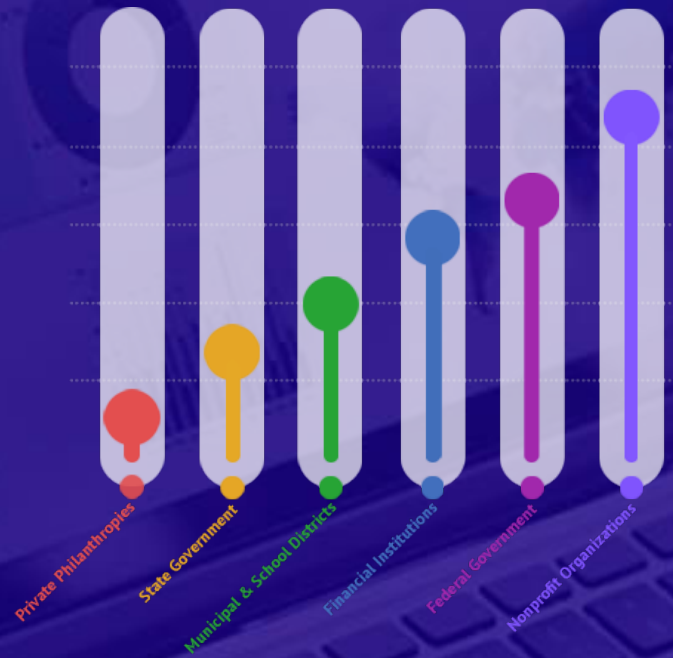
There are funding opportunities available from various stakeholders for faith-based organizations to build financial education programs.

Individuals & Entrepreneurs

As a nation, we spend about \$670 million per year on financial education to meet the growing demand spurred by regulatory pressures, increased funding and social interest, and growing competition among corporate and nonprofit stakeholders.

The various organizations that provide funding and work with entrepreneurs and concerned citizens to participate in a variety of roles. These entrepreneurs are compensated through various methods including:

- Speaking fees
- Sponsorships
- Grants (from partnerships with nonprofits)
- Event hosting
- Hired by organizations
- Marketing products
- Marketing services (coaching, consulting, etc.)
- Accountability programs
- End-user paid events



Of the \$670 million spent annually on financial education, the chart shows who funds programming and how that money is used.

Workplace

Providing for employee financial wellness is the cornerstone of any workplace wellness program. Personal finance issues increase your employees' stress levels, affect productivity, and contribute to the overall work environment. Employee financial stress costs your company money.

Proactively addressing employees' financial concerns can improve their sense of well-being and transform your work environment. Comprehensive employee financial education programs help you comply with ERISA and DoL regulations.

"The most critical unaddressed workplace issue."

The Cambridge Human Resource Group

"The addition of a financial wellness component can offer significant advantages for a company's bottom line and increase appreciation for the benefits they already offer."

Met Life report: Financial Education—An Essential Component of Your Wellness Strategy

WORKPLACE