



SPONSOR A DIGITAL COURSE

MONEY MOVES: MODERN BANKING & IDENTITY PROTECTION®

About the Program

EVERFI has partnered with Zelle® to create a first-of-its-kind national education initiative, *Money Moves: Modern Banking & Identity Protection*®, to prepare high school students to bank responsibly in the digital age, protect themselves from scams and fraud, and secure their financial futures.

Zelle® is excited to provide an opportunity for your institution to sponsor the program and advance financial literacy for high school students in your community. Sponsorship includes access to exclusive pricing for Zelle® partner banks and credit unions. This program reinforces existing positive attitudes towards P2P, financial institutions and online banking while decreasing barriers and making banking more accessible.

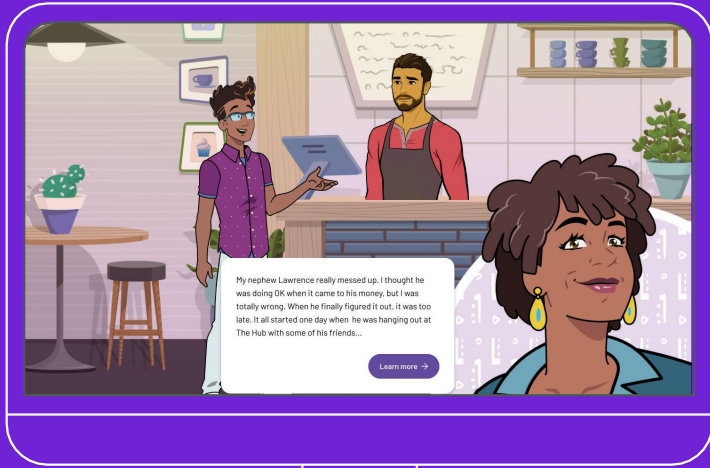
The high school years are when learners begin to make routine financial decisions - spending, saving, and engaging with the financial system - and develop the rules of thumb and habits they'll use through adulthood¹.

Make an Exceptional Impact

During the extremely challenging 2020-2021 school year, Zelle® and EVERFI:

- Reached 47 states and Puerto Rico
- 43% of schools reached are Low-to-Moderate Income Schools
- 71% of students at LMI schools identify as minorities





My nephew Lawrence really messed up. I thought he was doing OK when it came to his money, but I was totally wrong. When he finally figured it out, it was too late. It all started one day when he was hanging out at The Hub with some of his friends...

[Learn more →](#)

Student Attitude Shifts

- 54% decrease in students who say financial institutions are intimidating
- 49% decrease in students who say online banking is difficult to use
- 32% decrease in students who say P2P transactions are confusing

Sponsorship Benefits

- Brand Awareness in High Schools
- Measurable Results
- Proven Community Reinvestment Act (CRA) Strategy
- Dedicated EVERFI Account Management Team
- Additional Classroom Volunteer Opportunities

Interested in Learning More?

For more information about this program, including pricing, product details, and available high schools, please contact EVERFI at (800) 945-2316 or email k12team@everfi.com.