



Investnet Institute in Classrooms Impact Report 2019-2020 School Year

From Ray Martinez, President and Co-Founder

During the past few months, the COVID-19 pandemic has brought unprecedented changes to our daily lives, including the school closures we've seen all across the country that have placed unforeseen burdens on our teachers, students, families, employees, and communities. In particular, this crisis has exposed major fault lines in how prepared and resourced our local schools are to effectively manage an unexpected remote learning environment.

In addition, the pandemic has amplified the disadvantages faced by our most vulnerable communities – lack of internet access, inadequate technology and distance learning solutions, and the absence of after school and summer programs – and have hit them the hardest. It is unequivocal, now more than ever, that an effective education response will be necessary to keep students on track.

EVERFI is more committed – and ready – than ever to meet students, families, and employees where they are and to join hands with financial institutions like yours to deliver impactful digital education that will reinforce the core skills everyone needs to be successful, now and in the future.

Together with your support and commitment to your communities, we've created a foundational safety net for this heightened time of need through our national K-12 network and our ability to deliver meaningful learning programs. We are collectively well-positioned to respond and meet the needs of all communities, and we could not be prouder to continue our partnership and work together to address critical needs at this moment in time across the education space.

In partnership,



A handwritten signature in black ink that reads "Ray M Martinez".

Ray Martinez
President and Co-Founder

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Financial Capability

When an individual is **financially literate**, they understand basic financial ideas. When they are **financially capable**, they have good financial habits and believe they can manage their finances. When they are **financially well**, they actively make financial decisions with their present and future in mind.

EVERFI financial education is designed for financial capability. Learners build confidence and begin to develop the habits they need to support financial well-being.

Financial Literacy

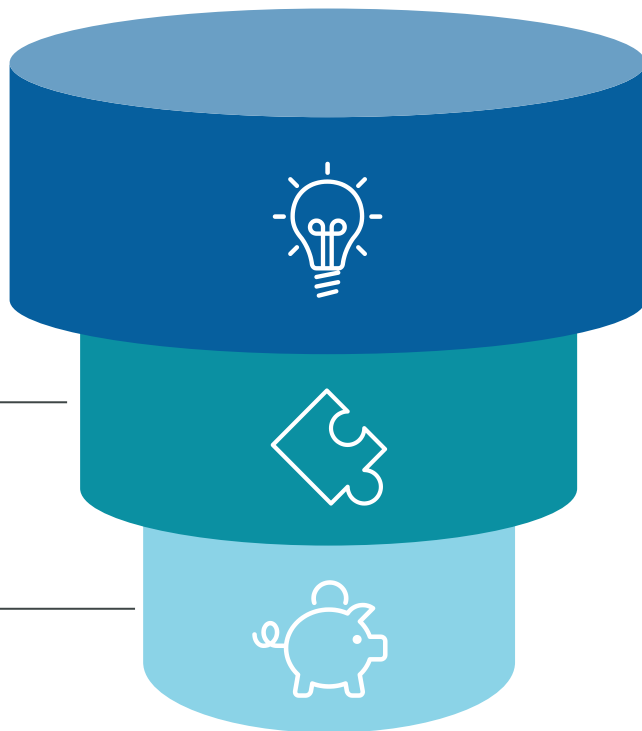
The ability to understand how money works.

Financial Capability

The set of **knowledge, habits, and confidence** in one's ability that is needed to develop financial well-being.

Financial Wellbeing

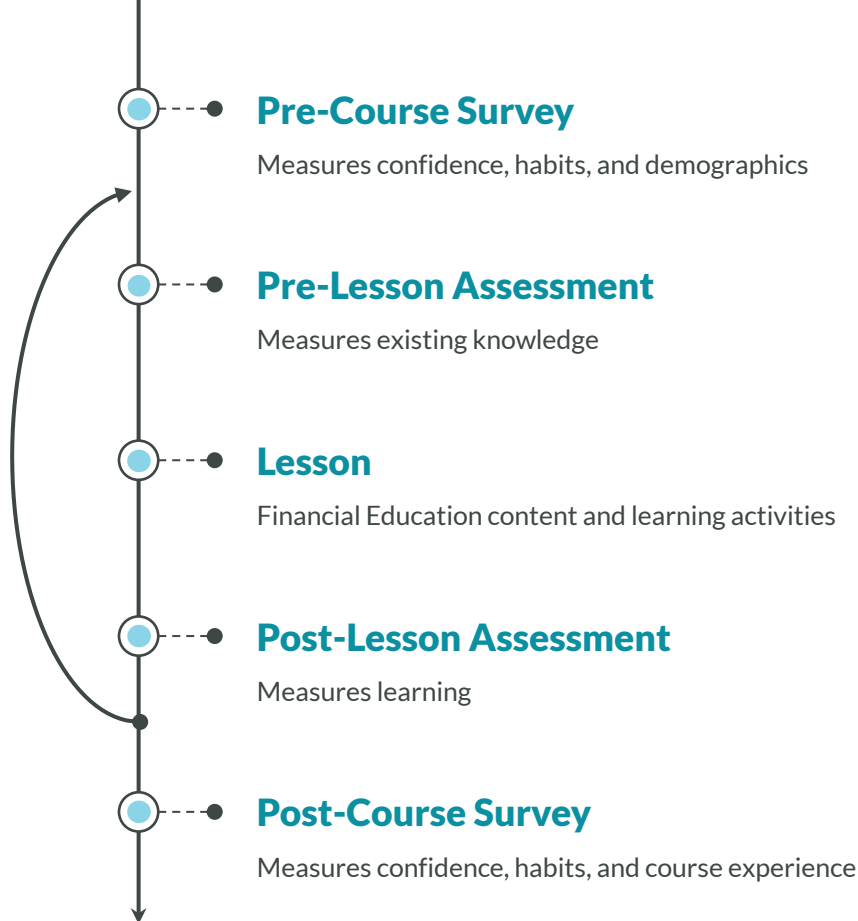
The ability and willingness to make financial decisions that increase financial security and freedom, now and in the future.



Measuring Financial Capability

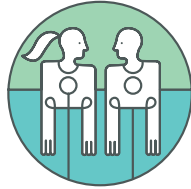
To measure impact on learners' financial capability, EVERFI courses include pre- and post-lesson assessments for each topic, which measure student knowledge and learning.

Courses for older learners also include pre- and post-course surveys that ask about attitudes and behaviors toward course topics.



Reach and Impact

Investnet Institute in Classrooms Reach



Marketplaces
Grades 9 - 12

334
Students



Vault
Grades 4 - 6

316
Students

13
Schools

8
Schools

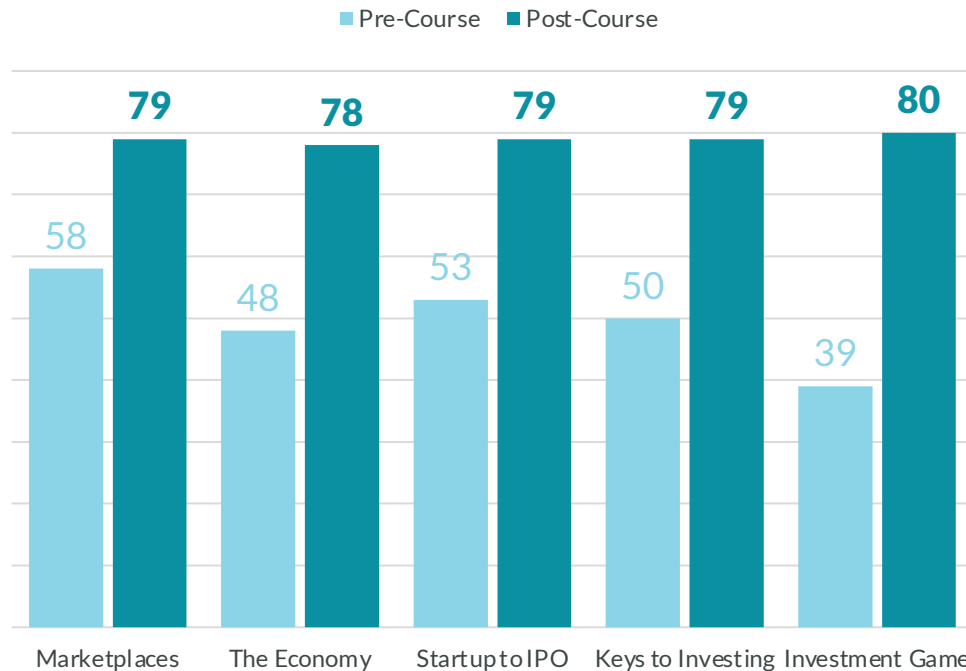
**Investnet Institute
in Classrooms**
*reached 480 students
in 14 LMI schools.*

Investing Knowledge

Investing Education

Marketplaces, an investing course, goes beyond personal finance basics to teach students about market principles and investing concepts.

Investnet students' assessment scores increased by 58% (from 50 to 79 out of 100).



Investing Confidence

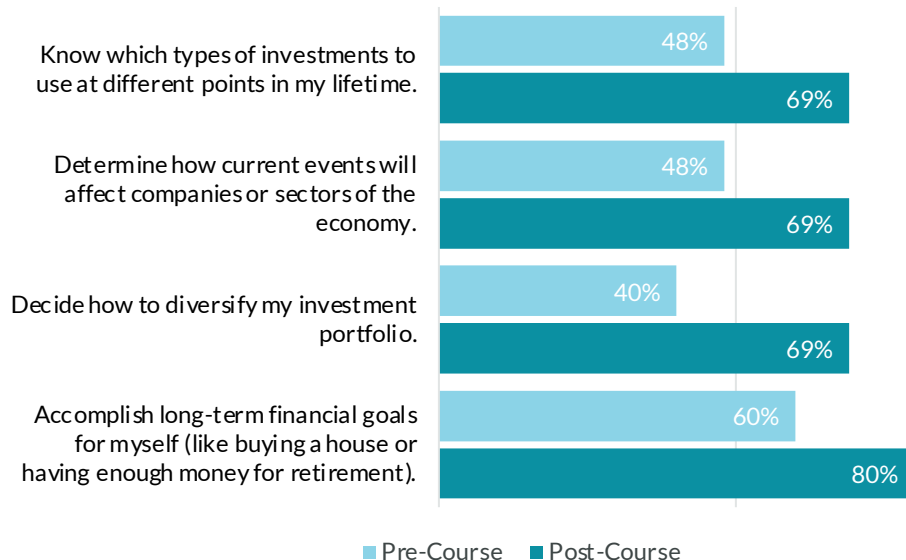
Preparing to Invest

Lack of confidence can impact the decision to invest; research shows as many as half of young adults aren't confident in their decision making.*

After Marketplaces, students report increased confidence in their decision making in situations they'll encounter across a lifetime of investing decisions.

80% of Investnet students are **confident they can achieve their goals.**

Students who are prepared or very prepared to ...



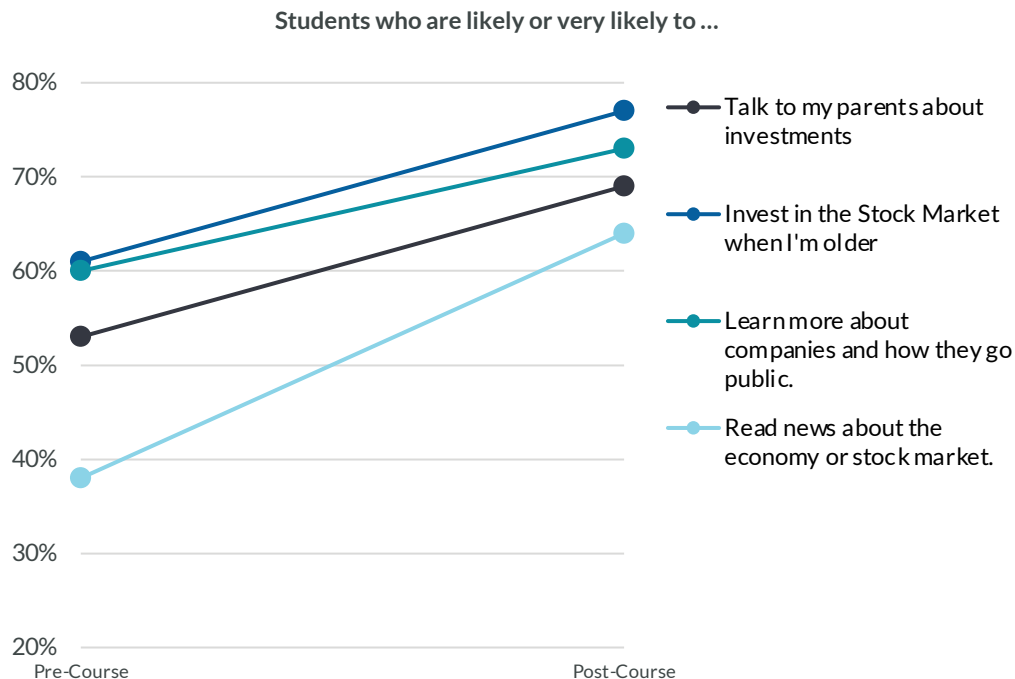
Investing Habits

Engaging with Investing Information

Investing can be intimidating – a study from the FINRA Foundation found that lack of knowledge is a significant barrier to investing among young adults.*

After the course, more students say they are likely to engage with economic and investing information.

77% of Investnet learners say they are likely to invest in the stock market in the future.

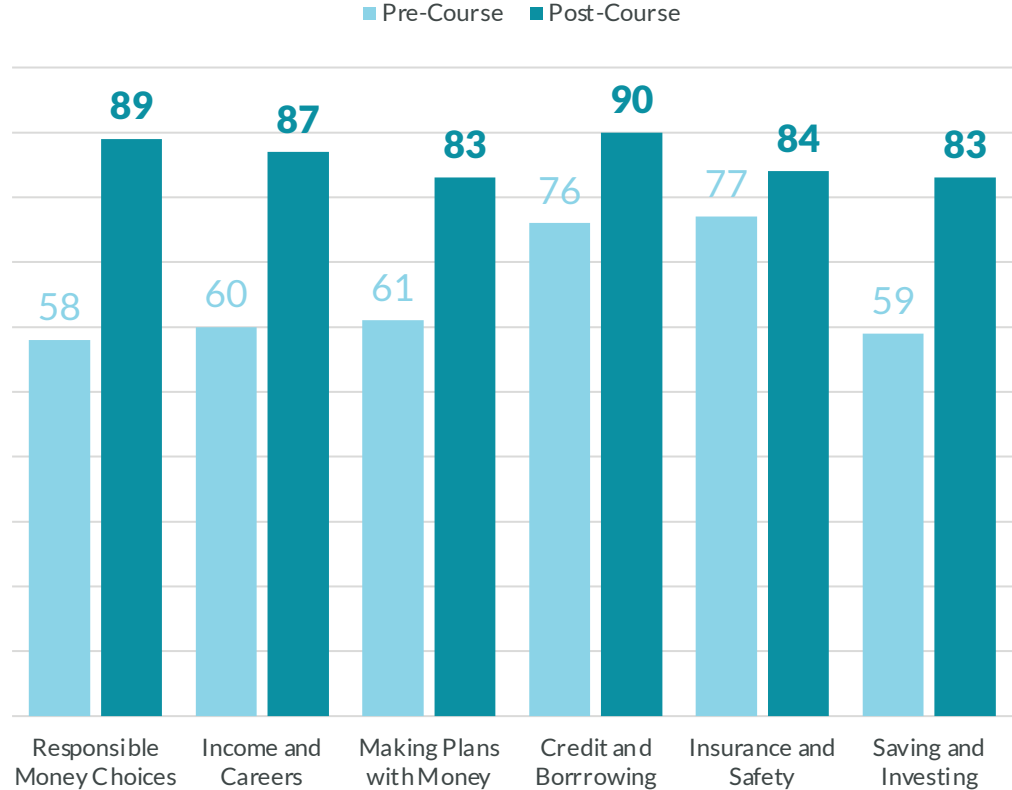


Financial Knowledge

Elementary Financial Education

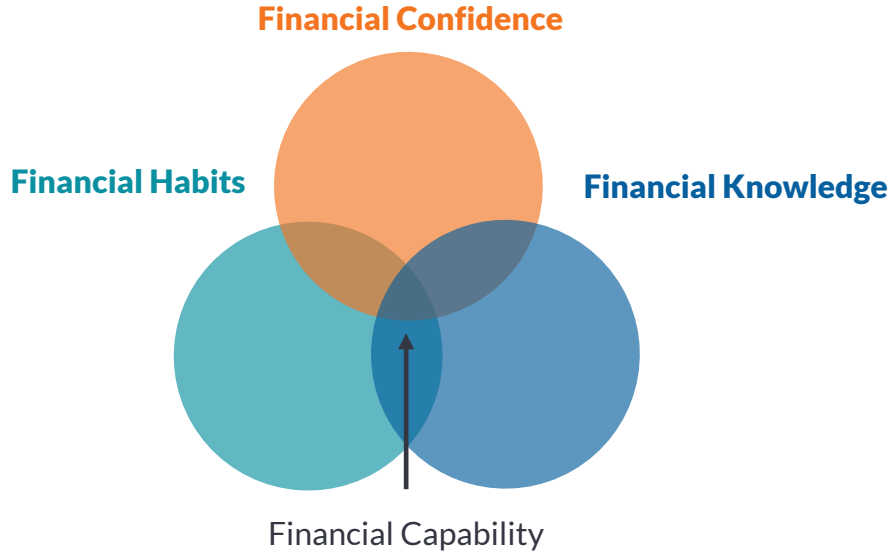
Financial education for elementary school students focuses on foundational knowledge, like understanding what money is and how people use it.

Investnet students' assessment scores increased by 32% (from 65 to 86 out of 100).



Financial Education from Envestnet

The financial education Envestnet provides to their community goes beyond financial literacy to develop financial capability.



Financial Knowledge

Direct instruction teaches learners about money and the financial system.

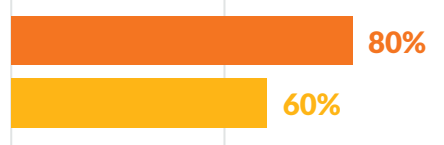
Assessment scores increase by 44%.



Financial Confidence*

Real-world situations and exploring the consequences of choices promote confidence.

80% are prepared to accomplish long-term financial goals for themselves



Financial Habits*

Opportunities to practice decision making help to develop healthy financial habits.



COVID-19, Distance Learning, and Financial Education



EVERFI's Response to COVID-19

An Unprecedented Set of Challenges Facing Public Education

The COVID-19 pandemic drove unprecedented level of school closures nationwide, with more than 55.1 million students across 124,000 schools impacted. School districts faced a new set of challenges -- student access to technology at home, lack of robust remote learning plans, declining student attendance, student safety, food insecurity -- while parents struggled with the homeschool balancing act.

EVERFI was built for this moment. Throughout the pandemic, our focus has remained the same: provide educators and students with critical educational resources -- accessible at any time, in any location, at no cost. We are proud to offer scalable and reliable education solutions for schools across the country, and help lighten the load for teachers and districts during a stressful and unprecedented time.

We were honored when the nation's largest districts, Chicago Public Schools - a key Envestnet Institute in Classrooms school district, New York City DOE, and Los Angeles Unified came to us to help them design their remote learning plans.

Supporting Students and Teachers with Distance Learning

Tools and Trainings for Educators

EVERFI provided solutions for districts and schools seeking remote learning guidance.

- EVERFI has hosted 27 educator webinars, attracting more than 8,000 participants from March 15 - June 1.
- The most popular webinar, centered around supporting students' Social Emotional Learning (SEL), attracted 1,800 educators.
- EVERFI developed Remote Learning Kits for districts, featuring digital curriculum recommendations, supplemental lessons, and technical guides.



Supporting Investnet Communities with Distance Learning

Family Portal

EVERFI provided parents with direct access to our K-12 learning platform to facilitate digital learning in a home environment.

- Family Portal allowed parents to instantly access 20+ digital courses for their children.
- Investnet was provided the opportunity to promote the Family Portal to their employees' families and community stakeholders.
- Parents registered with their child's school name, allowing EVERFI to create a branded experience in customers' sponsored markets.



Going Above and Beyond to Support Classrooms

Due to COVID-19, Envestnet employees took advantage of the opportunity to engage students virtually. Several employees contributed to a video that was then shared across all 21 active schools. The video will be used in the coming academic year to engage students and classrooms.

The video:

- Showcased a number of employees who hold a variety of roles at Envestnet
- Shared what inspired employees to work in fintech, and specifically why they love working at Envestnet

"For most people, and us here at Envestnet, it's about making it less complicated and lowering the bar for people to have access, and creating more opportunities for everyone to have better outcomes and a higher level of financial wellness."

-Blake Wood, SVP Strategy



COVID-19 Response: Importance of Financial Education

Amid financial stress, students and teachers say financial education is increasingly relevant.

Based on teacher and student survey responses.

A sizeable portion of both students and teachers are more concerned about students' financial futures now than they were before the coronavirus outbreak, and nearly all students and teachers agree that financial education is at least as relevant – if not more – than it was earlier this year.

Students

34%

of students are more concerned about their financial future today. (An additional 50% are just as concerned.)

90%

of students say financial education is at least as relevant to them today as it was before coronavirus.

Teachers

40%

of teachers list financial insecurity among the most pressing topics for their students, second only to mental health and the effects of social media.

99%

of teachers say financial education is at least as relevant today as it was before coronavirus. (Of those, 61% rate it is more relevant.)

Feedback from Teachers and Learners

What Teachers Are Saying

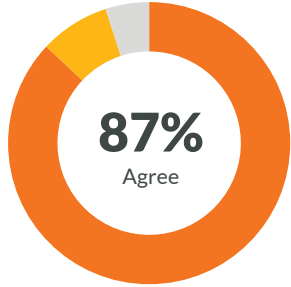
“I like that this presented information is a straightforward and simplified way [for] students to understand.”

-Teacher, Chicago

“My students reported that they were exposed to understanding markets that they neither understood nor even knew existed.”

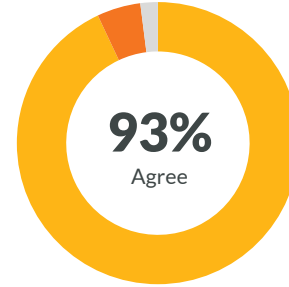
-Teacher, Seattle

Teacher Feedback



Engagement

My students were engaged with the course content.



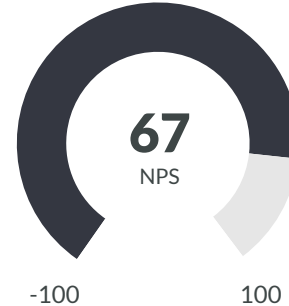
Fit

This course was easy to fit in to my curriculum.



Quality

Overall, how would you rate the quality of the content?



Net Promoter Score

How engaged were your students going through the course?

What Learners Are Saying

“I liked doing the simulation and watching how my money fluctuated based on the investments I made.”

–Student, Richmond

“I liked that I got to learn how to ‘become a stock market person’ and the pros and cons of it.”

–Student, Philadelphia



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