

## 2021-2022 Executive Summary

# Zelle® Financial Education Impact Report



The best thing that I learned was how to prevent scams, as well as some tips and tricks you can use to keep yourself safe. It is great that people are teaching the youth about protecting themselves and their parents from being scammed."

**STUDENT, CA**

### Ahead of the Curve: A Commitment to Education

Over the last year, individuals have experienced a shock to their financial well-being due to staggering inflation rates, extreme volatility in the stock market, and the rise in total dollars lost from sophisticated frauds and scams. In fact, in the first half of 2022, the U.S. has seen over 166,000 fraud reports and a reported loss of \$616 million<sup>1</sup>. This underscores why Zelle® and

EVERFI, the leading education technology innovator, entered into a strategic partnership in 2019 to teach high school students nationwide about modern banking, digital payment safety and the importance of protecting their personal identities.

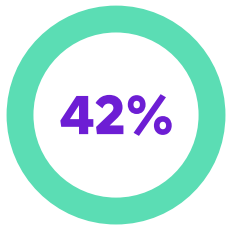
Zelle® is providing these important skills to students at zero cost to the schools. As educators evaluate and prioritize the needs of students and their families, they continue to utilize the **Money Moves: Modern Banking & Identity Protection®** digital course. Educators recognize it as a critical component to ensure the next generation has access to the practical knowledge they need to make smart financial decisions and thrive in an ever-changing digital world.



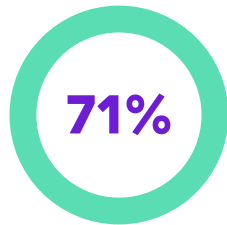
Module from Money Moves: Modern Banking & Identity Protection®

### Empowering Students to Bank Safely and Responsibly

During the 2021-2022 school year, Zelle® and EVERFI empowered a diverse group of students across 49 states, Washington, D.C., and Puerto Rico, while **achieving 255% of the annual school activation goal**.



**Schools Reached are Low- to Moderate-Income Schools**



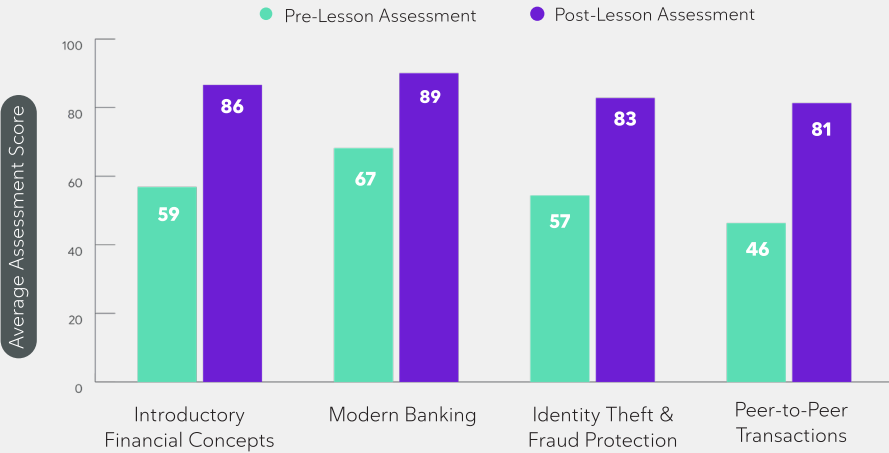
**Students at LMI Schools Identify as Minorities**

School Year	Students Reached	Schools Nationwide	Hours of Learning
2019-20	11,102	233	32,707
2020-21	66,558	1,443	100,403
2021-22	131,193	2,546	184,087
<b>Total</b>	<b>208,853</b>	<b>4,222</b>	<b>317,197</b>

<sup>1</sup>Federal Trade Commission Fraud Reports 2022. <https://public.tableau.com/app/profile/federal.trade.commission/viz/FraudReports/FraudFacts>

## Knowledge Gains and Attitudinal Shifts

**Money Moves: Modern Banking & Identity Protection®** is a four module digital course that digs deeper into modern banking concepts and equips students with the information they need to protect themselves and keep their money secure. After the course, fewer students described financial institutions and tools as *confusing*, *intimidating*, or *difficult to use*.



**76%**

Students' overall assessment scores increased by **49%** (from 57 to 85 out of 100) and increased by **76%** (46 to 81 out of 100) on the topic of Peer-to-Peer Transactions.

- 22%** decrease in students who say P2P transactions are **confusing**.
- 50%** decrease in students who say financial institutions are **intimidating**.
- 44%** decrease in students who say online banking is **difficult to use**.

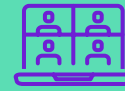
## Community Engagement and Brand Building

### Employee Volunteerism with Students

To help bring the Money Moves program to life, Zelle® and EVERFI hosted a series of virtual events with schools in California, Georgia, Michigan, and North Carolina. This community service and volunteer initiative allowed Zelle® employees to participate in a career panel discussion with students who had already completed the digital course curriculum.



**192**  
Students engaged



**8**  
Events hosted



**5**  
Schools participated

### Community Engagement and Thought Leadership

Zelle® further showed they were a leader in providing financial education through noteworthy engagements with educators and the general public. This included presenting at EVERFI's LearnOn conference to 3,500+ educators, serving as a featured guest on The Financial Brand's *Engaging Young Consumers with Financial Education* webinar for 250+ attendees, and co-hosting a Facebook Live with EVERFI titled: *3 Tips to Empower Teenagers in a Modern Economy for Educators*.

### Recognition for Commitment to Financial Literacy

In recognition of their innovative partnership, Zelle® was awarded the *EVERFI 2022 Outstanding Commitment to Financial Literacy Award* by EVERFI President & Co-Founder Ray Martinez during Financial Literacy Month in April.



To learn more about this program, visit [zellemoneymoves.everfi.com](https://zellemoneymoves.everfi.com)

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