

Financial Wellness Newsletter

EVERFI REPORT

Since 2017, Connexus Association has partnered with EVERFI to introduce two new programs: the Financial Wellness Center and the Financial Scholars Program. The Financial Wellness Center is a financial education program geared towards adults and available to all members of the Connexus Association. The program is comprised of a series of short interactive learning experiences to help you get a clear understanding of critical financial topics including saving, investing, credit scores & reports, insurance & taxes, and identity protection.

The Financial Scholars Program reaches students through a web-based, interactive course that provides students real-life financial scenarios designed to supply young people with the essential skills needed to make sound financial decisions. Each topic is broken down so it is easy for students to understand. Additionally, the students can progress through each course at their own pace. EVERFI's Financial Scholars Program was designed to help students grow and learn how to be financially capable.

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. Learners build confidence and begin to develop the habits they need to support financial well-being.

Growing Financial Capability: Nationally, students report knowing more and feeling more prepared for their financial futures after receiving financial education. This is critical at an age when students' engagement with the financial system is increasing. In the 2019-2020 Impact Report, you'll see how we're making a difference or building financial capability in learners' knowledge, confidence, and habits.

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.

(Impact report for 2019-2020 Academic Year provided to Connexus Association by Everfi continued on page 2)

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Financial Scholars Program 2019-2020 Student Impact Summary

2019-2020

Students

326

Schools

10

Hours of Learning

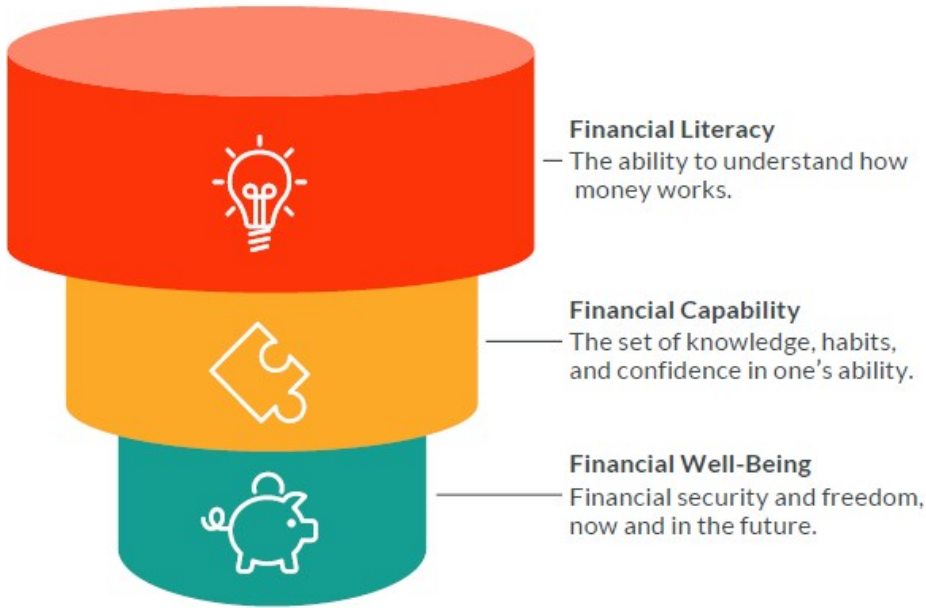
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Amidst a pandemic, digital education is more critical than ever.

The COVID-19 pandemic caused unprecedented school closures nationwide, impacting more than 55.1 million students across 124,000 schools. Throughout the pandemic, Connexus Association, empowered teachers and students across Central Wisconsin with a choice of 3 financial learning programs, accessible at any time, in any location, and at no cost. Vault, was offered to elementary schools while high schools chose from EVERFI or Venture programs.

Connexus Association has proudly partnered with social impact innovator EVERFI to provide digital education to schools in the communities we serve. This summary provides a snapshot of our educational impact from the 2019-2020 school year.

Connexus Association provides financial education at scale, delivering community-wide financial capability and impacting financial well-being.



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



Financial Knowledge

Assessment scores increase by 33%.

Direct instruction teaches learners about money and the financial system.



Financial Confidence

71% are now confident they can set up and follow a budget.

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



Financial Habits

Savings Account

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



More students now have or plan to have savings accounts.

College Savings Account



■ Have Now ■ Plan to Have Now

CONNEXUS ASSOCIATION

The primary purpose of Connexus Association is to provide scholarships for education, to assist educational institutions and to provide financial literacy education to help borrowers and savers reach their financial goals. Members of the Connexus Association consist of organizations or individuals who pay dues. Dues will be \$5.00 and will allow membership for two years. Members may renew their membership every two years with dues of \$5.00.

Please contact us with questions.

CONNEXUS ASSOCIATION 2020 UPDATE

Although many of the organizations we support had to cancel fund raising events for 2020, Connexus Association was able to honor all commitments regardless of an event occurring. These are organizations such as the Women’s Community, Aspirus Hospital, and Junior Achievement which have helped support those most impacted by COVID-19.

As 2020 progresses, many organizations have revamped fall of 2020 fundraising events into virtual events. Most recently Connexus Association has become a sponsor for a virtual auction to raise money for Big Brothers Big Sisters and a virtual Gala to raise money for Community Matters/Education Matters.

As always, education remains one of our most important missions. In the last months of 2020, Connexus Association will be considering how to best support our local schools. We will also continue to partner with EVERFI to bring free digital education to schools in our community. They recently made a historic announcement – investing \$100M in K-12 education courses and will be rapidly expanding their K-12 course catalog in topic areas that address 12 of the most critical life skills for young people today.

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