



EVER GREEN

BY RESEDA GROUP

Financial  
Education  
Solutions That  
Make an Impact





# Who We Are

- Ever Green is a product that was created to help financial institutions establish **better engagement, loyalty, and lifelong relationships** with their consumers through financial education solutions. Our financial literacy platform is full of engaging content you can leverage. **Blog articles, podcasts, and more**, all created by **certified financial educators** specifically geared toward teens and young adults.

# Financial Education Matters

- **Member Retention:** Analysis finds that customers who “agree strongly” that their Primary Financial Institution (PFI) helps to improve their financial health are nearly **three times more likely to be “very satisfied” with their PFI and are more likely to stay with their PFI for the next 5 years.**
- **More valuable members:** People who “agree strongly” that their PFI helps improve their financial health are **more likely to use other products and services** beyond core checking and savings.
- **More consumers:** Consumers are nearly **three times more likely to recommend their PFI to others** when they think their PFI helps improve their financial health.



# What Makes Ever Green, by Reseda Group Different?

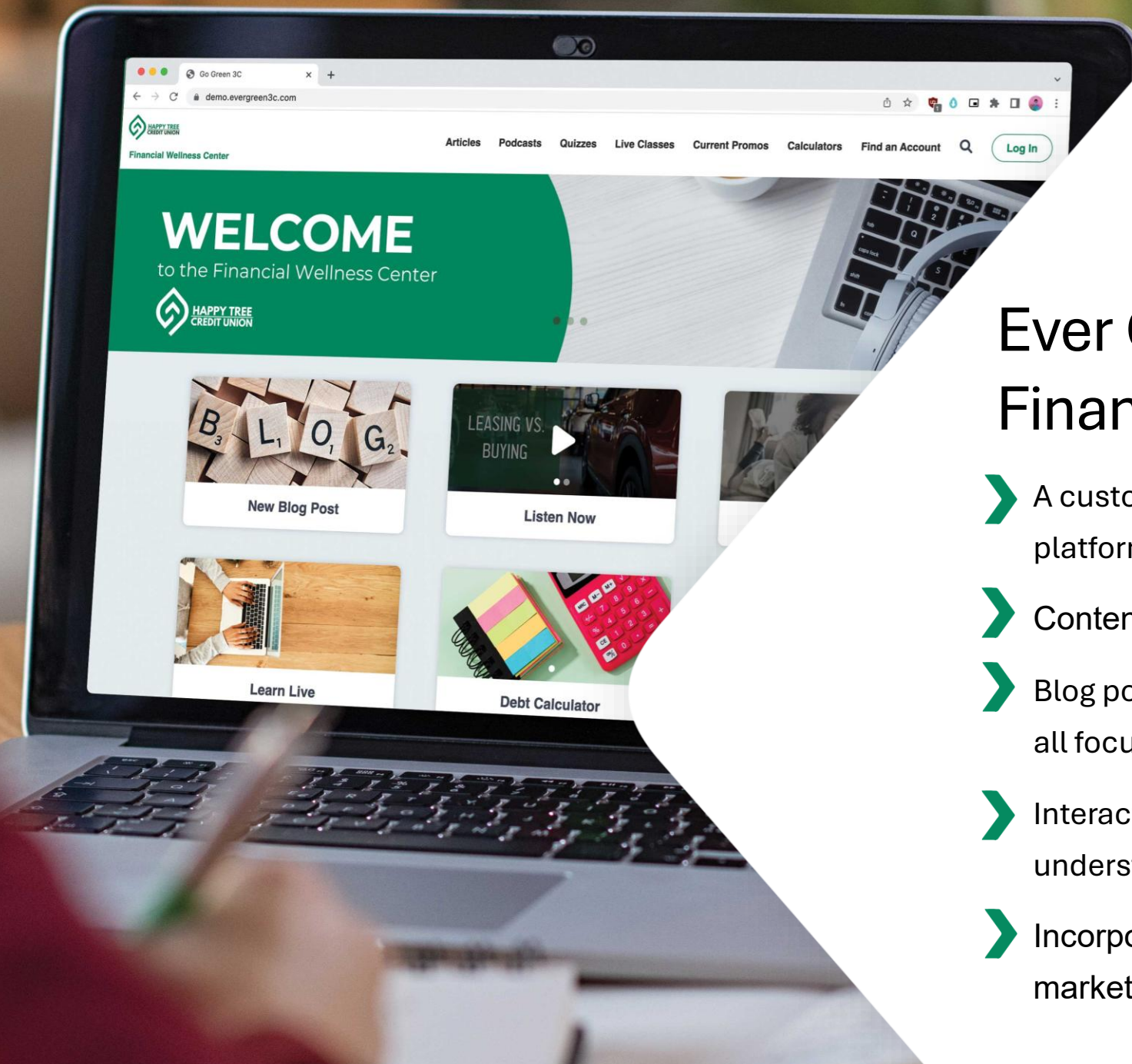
- Developed out of MSUFCU's Educational Outreach Program
- Our content is created by certified financial educators
- Our product provides a complete solution with multiple use cases



# Our Solutions

- **Financial Wellness Center (FWC):** A white labeled, digital financial education platform for web and mobile designed to empower consumers with a wealth of financial knowledge.
- **Financial Wellness Center API:** Designed to seamlessly integrate with your platform to provide a wealth of financial education content.
- **Classroom Workbooks and Teacher Guides:** Assist teachers with financial education lesson planning for K-12 students that can be customized with your logo for district sponsorships and community engagement.





## Ever Green's Financial Wellness Center

- A custom labeled, digital financial education platform for web and mobile
- Content that is also available via an API
- Blog posts, podcasts, videos, and quizzes all focused on financial education
- Interactive calculators to help budget and understand finances
- Incorporate your own events and contests, marketplaces, etc.

# We Bring Financial Wellness to the Classroom!

- Bring your brand into the community by sponsoring districts.
- The series consists of four courses (K-2nd, 3<sup>rd</sup>-5<sup>th</sup>, 6<sup>th</sup>-8<sup>th</sup>, and 9<sup>th</sup>-12<sup>th</sup>), each comprised of a student activity workbook and a corresponding teacher's guide.
- Can be customized with your institution's logo.





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