

INVESTING IN FLORIDA'S FUTURE YEAR END REPORT

2022-2023



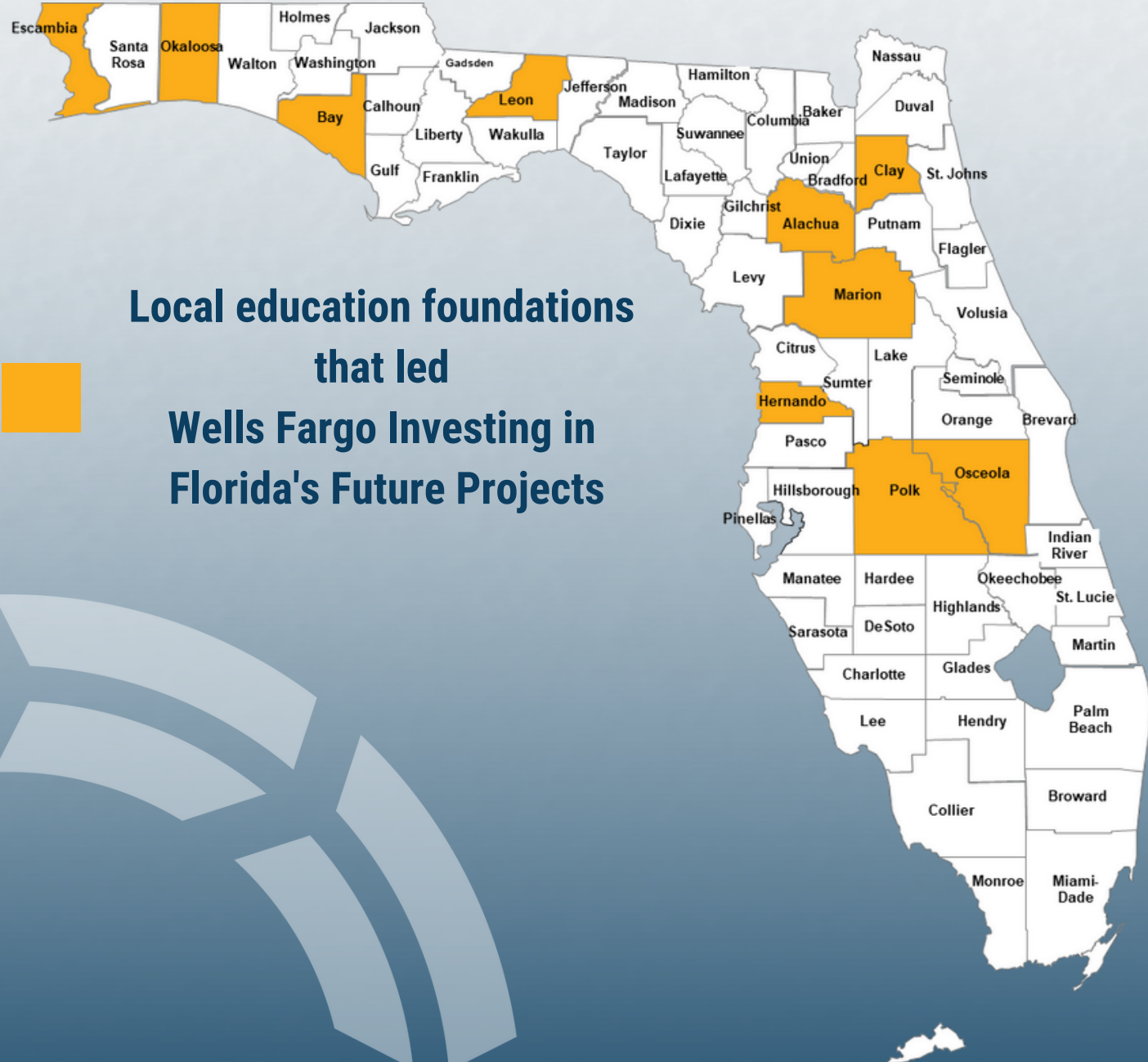
**WELLS
FARGO**

**FINAL GRANT REPORT
SUBMITTED TO WELLS FARGO
AUGUST 2023**



**CONSORTIUM
OF FLORIDA EDUCATION
FOUNDATIONS**

2022-2023 PROJECTS



**Local education foundations
that led
Wells Fargo Investing in
Florida's Future Projects**



PROJECT HIGHLIGHTS

74%

of student participants increased financial knowledge

25%

of student participants opened a bank account

73%

of participating students completed a budget

73%

of participating students indicated an intent to save money

73%

of participating students gained confidence in finances

In 2022-2023, Wells Fargo's investment impacted:

- 10 School Districts
- 1,667 Students

TAKE STOCK IN YOUR FINANCIAL FUTURE



**387 Students
Grades 7-12**



This project supplemented services to Take Stock in Children students through additional workshops and trainings with the goal of exposing them to financial literacy and supporting them in taking actionable steps toward securing their own financial stability, including opening a bank account and establishing a budget. These activities included in-person events with food and fellowship, hands on support filling out financial aid, group mentoring led by financial experts, and college readiness discussions.

Financial Aid Night, where students were supported in completing the FAFSA for college, also included this year sessions on: budgeting, financial independence and its importance in relationships, and financial aid and making college more affordable.

Wells Fargo representatives were engaged to participate in group mentoring and discussions in financial curriculum.

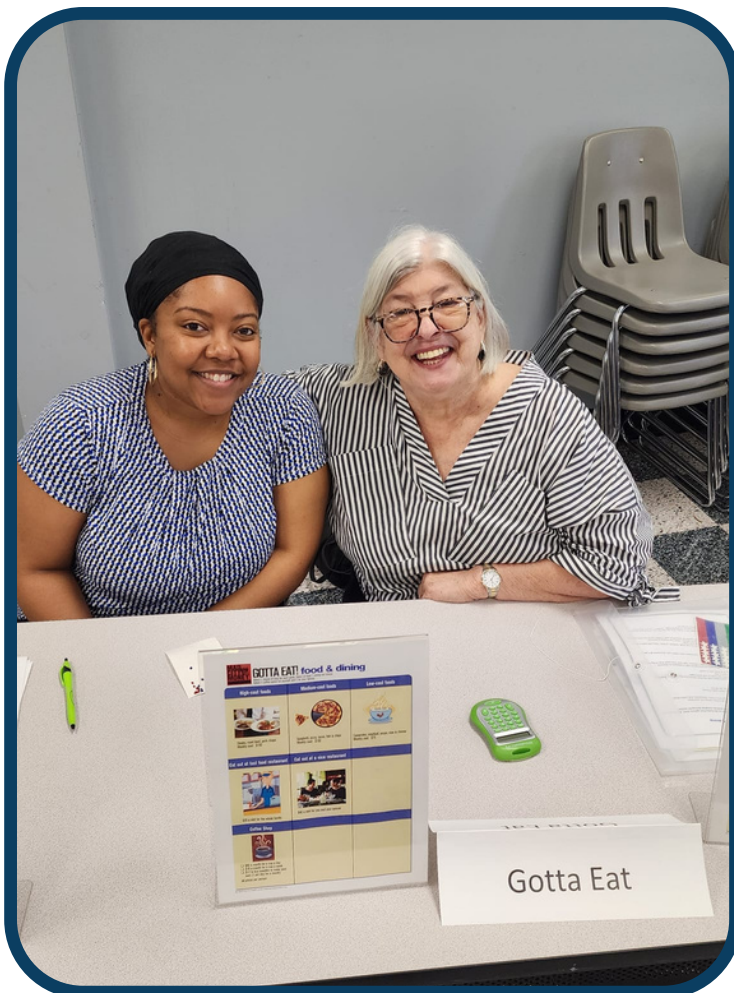
Outcome Highlight: 82% of students increased financial knowledge.

PROJECT NEST EGG



BAY EDUCATION
FOUNDATION

108 Students
Grades 9-12



This project supplemented services to Take Stock in Children students through additional budgeting and saving-for-college/career components. Activities included:

- Parental involvement in helping students open bank accounts
- Mad City Money Workshop where students were given a budget and went to different real-world stations on medical care, childcare, utilities, etc., discerning how to spend their dollars
- Banking Workshop where students learned about interest and savings, how to identify and differentiate the different kinds of bank accounts and setting SMART goals.

Wells Fargo representatives served as instructors during the workshops and helped students work through individual budgets and SMART goal setting.

Outcome Highlight: 100% of students completed a budget, increased their financial knowledge, gained confidence in finances and indicated an intent to save money.

FUTURE READY CLAY: FINANCIAL LITERACY



300 Students
Grades 9-12

This project supported the expansion of the education foundation's Future Ready Clay initiative to include financial literacy resources and events for students and families.

At three Reality Fairs, students were assigned different life situations--married or single, number of children, profession, and monthly income--and "good" or "bad" credit. Students visited stations that included housing, transportation, insurance, and childcare, and had to make decisions in line with their circumstances and personal budget. Wells Fargo employees supported the fair held at Keystone Heights High School by manning a check point that students had to stop by and get their budget forms signed. Community members and financial partners manned the stations and offered their expertise as students made decisions. At the credit union station, students were taught how to write a check and at two of the fairs, they had the opportunity to open a savings account at their in-school bank branch.

A Career Fair was hosted by the Career and Technical Education Department of the district for graduating seniors. Seniors were transported by bus so that everyone could attend, and students were offered additional opportunities to expand their financial literacy by visiting booths of participating banks and credit unions.

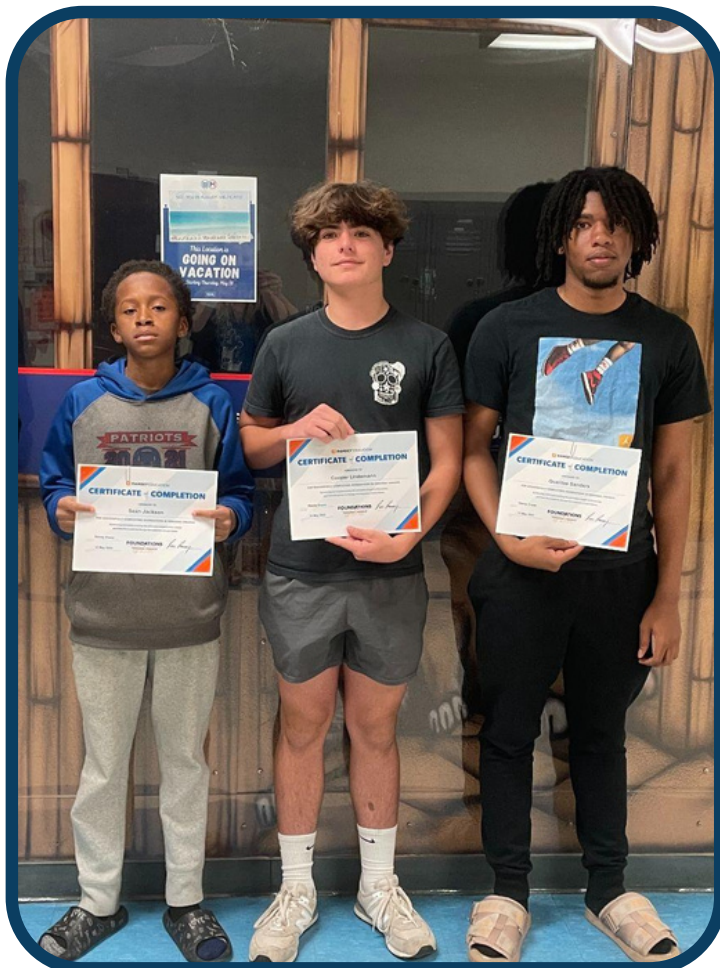


Outcome Highlight: 100% of students completed a budget, increased their financial knowledge and indicated an intent to save money.

BANKING, INVESTING, CREDIT, COLLEGE AND THE VALUE OF MONEY



110 Students
Grades 9-12



The goal of the program was to teach financial literacy to students at Booker T. Washington High School, so they understand what services banks and credit unions offer, how to open various accounts, how to maintain and reconcile a check register, how to budget, the basics of investing and the value of money.

Project activities included a series of four 90-minute lunch seminars with guest speakers from banks and other local financial institutions that provided interesting and interactive activities on the following topics:

- **Banking 101:** Learned what services banks and credit unions offer, opening various accounts and how to maintain a check register/reconciliation preparing monthly budget.
- **Investing:** Learned the different tools available to evaluate all of the various investing options. Play the stock market game, understand the time value of money.
- **College and Credit:** Explored how much credit will really cost when used loans for college or credit cards.
- **Dinner and Dollars:** A luncheon where students reflected and showed their gained confidence in managing finances.

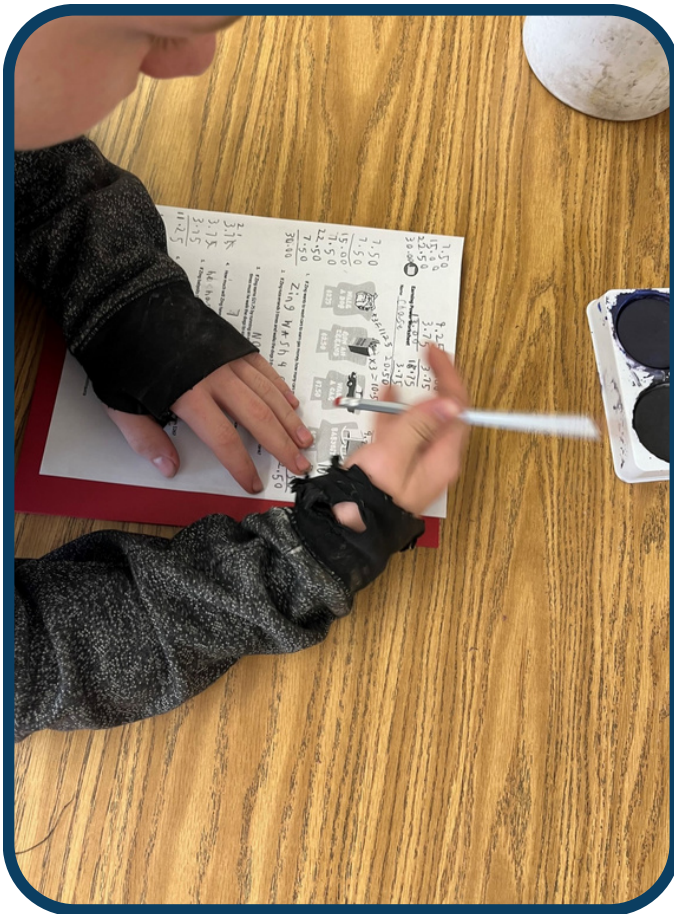
Students kept a reflection journal and demonstrated internalization of course concepts and creating individual goals and the ability to explain to others what they learned.

Outcome Highlight: 98% of students increased their financial knowledge.

YOU CAN COUNT ON CHANGE: FINANCIAL LITERACY PROGRAM



**100 Students
Grades K-5**



The goal of this project was to help elementary students gain a better understanding of financial life skills through project-based learning strategies. Activities included worksheets and teacher-led discussions on learning to make spending decisions, earning and learning what money is and the value of a dollar, creating an allowance and effective spending plans/budgets, money responsibility, saving and investing, comparison shopping, learning basic banking skills, learning to make good financial choices, and learning how to set up and manage a savings account.

Students had hands-on learning opportunities to practice filling out deposit slips, checks, and account registry, use play money, coins, checkbook, deposit slips and debit card at a mock store, ATM and bank.

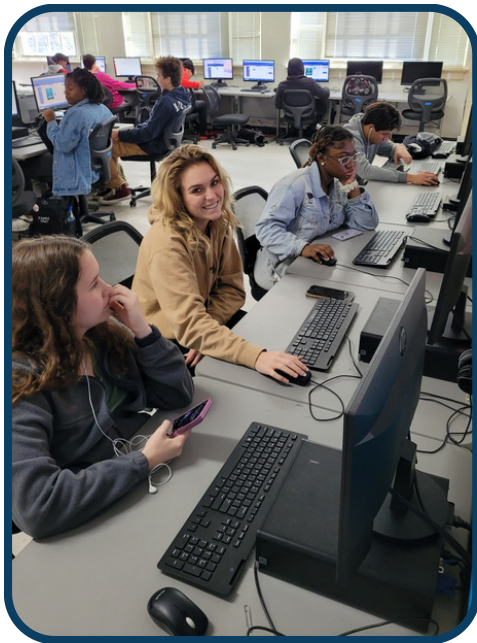
Wells Fargo employees engaged with students and teachers in discussions of the role of banks vs. Credit Unions to supplement the Why Banking Lesson. They explained what a banker does and gave important tips on setting up a mock banking center in the classroom for students to practice using banking skills. Wells Fargo contributed the curriculum and additional video resources for the project and engaged with the teachers to provide support by giving real world insight on the Banking World and hands on application ideas to apply within the lessons to encourage learning.

Outcome Highlight: 100% of students completed a budget, increased their financial knowledge, gained confidence in finances and indicated an intent to save money.

LION FINANCIAL LITERACY



125 Students
Grades 11-12



"The students love the games, especially the budgeting game. We now dedicate Fridays to Personal Finance Lab. The students are getting competitive with their rankings and scores. They like the turn-based nature to it and the way that information is presented. I definitely would like to use this platform again next year."

Matthew Williams
Teacher, Leon High School

The purpose of this program was for students to develop life-long skills in financial literacy through engaging in the Personal Budgeting Game, an engaging learning experience that teaches financial literacy skills with real-life scenarios and consequences. It is an online atmosphere that allows the classroom teacher to establish the rules of the game.

Using a budget and life simulator, students were able to make choices on what kind of lifestyle they wanted to have and the financial impacts of that lifestyle. The simulation started off in a college scenario with a part-time job moving to a full-time job. Students experienced different budgetary expenses and bills and had to work on balancing their income with expenses. Overall, the students felt that the budget game gave them an insight into how life throws unexpected events at you and how important having the ability to navigate financial choices is. Students were able to try out the stock market game but were frustrated with the overall low performance of stocks. During the few months they engaged with the stock market, stocks were generally down, and students could see the realities of short-term investing and understood that stocks are a long-term investment.

Outcome Highlight: 100% of students completed a budget, increased their financial knowledge, gained confidence in finances and indicated an intent to save.

FUNDING MY FUTURE



**110 Students
Grades 9-12**



The goal of this project was to prepare low-income, at-risk students with the knowledge, skillset and personal accountability to be financially literate. Activities included:

- Virtual workshops hosted by College Coaches and a Wells Fargo Wealth Advisor on the importance of a working budget, and how to build financial confidence, credit management. Students were encouraged to prioritize scholarships and grants and take/retake the ACT or SAT for Bright Futures and merit-based institutional funding.
- Juniors, Seniors and their volunteer mentors received communications throughout the year encouraging them to continue to work on a budget and look for eligibility for scholarships and grants to help complete college as debt free as possible, including but not limited to Florida Bright Futures opportunities.
- A pizza-themed meeting was hosted at the College of Central Florida for Seniors utilizing the principles of the "I Want More Pizza" book, as well as Wells Fargo financial literacy resources. Students also met with financial aid experts and student activities boards, to learn about additional financial opportunities.

Outcome Highlight: 34% of students opened a bank account.

CASH: CREATING ADMIRABLE SPENDING HABITS



**100 Students
Grades 9-12**



The purpose of this project was to facilitate a simulated adult experience for students to better comprehend what it means to develop a budget, the discipline to stick to it, and understand the consequences for going astray. Foundation staff and volunteers created a "Reality Check" event to illustrate all the possibilities for spending income as an adult.

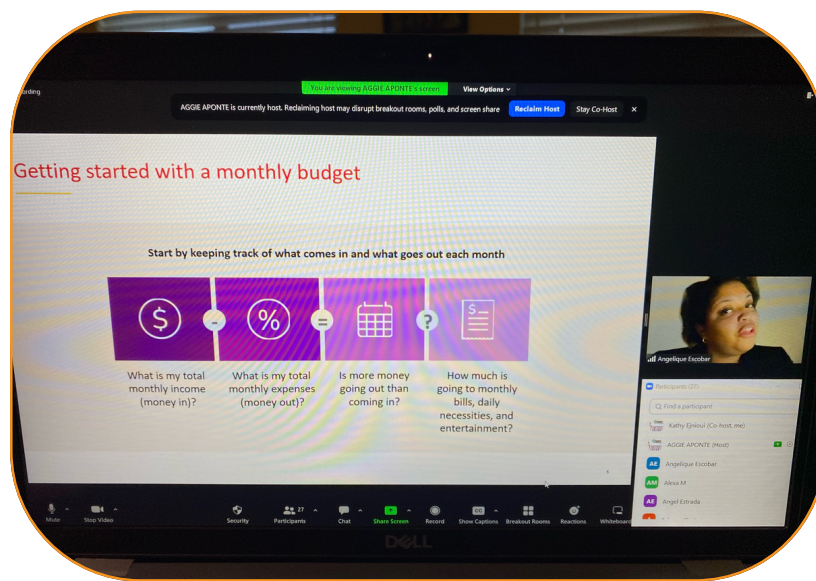
Enrolled students participated in Ramsey's Foundations in Personal Finance program classes prior to the event. At "Reality Check" students were given an annual salary amount and asked to spend those funds on what they deemed necessities at booths for housing, transportation, entertainment, groceries and communications. Students with funds left over after visiting each booth received a 100 Grand candy bar. Those who spent beyond their means received a donut.

Outcome Highlight: 66% of students created a budget, increased their financial knowledge, gained confidence in finances and indicated an intent to save.

TAKING "ACCOUNT" OF OUR STUDENTS



102 Students
Grades 9-12



The goal of this project was to ensure students are equipped with the tools needed to remain successful, not only during school, but also throughout their transition into the "adult" world.

Students had the opportunity to learn from local financial experts via online Zoom conference calls about the basics of banking and personal financial responsibility. They were provided tips and tricks for operating within a budget, what to look for when opening a bank account, how to be responsible with personal financial information, how to build credit, and more. The topics and ideas will serve students well as they transition into their post-secondary plans and begin carrying more financial responsibility. During the webinar, students had the opportunity to complete a budget and ask questions to the speakers.

Wells Fargo employees joined two Zoom calls to speak with different groups of students, providing them with valuable knowledge for their future. Those team members also allowed us to share their information with the students in the event questions came up later on about the topics discussed.

Outcome Highlight: 100% of students indicated an increased interest in life skills, having a better understanding of budgets, and indicated an intent to save money.

MASTERING FINANCIAL LITERACY



**225 Students
Grades 11-12**



The purpose of this project was to support students in learning how to navigate the many facets of financial wellbeing. In a multifaceted approach, students completed seven different Everfi financial literacy modules, including budgeting and taxes and developing their own budget spreadsheet.

Students completed a personal or family budget for one year as well as sample tax return form to better prepare them for reporting and paying taxes. Students also reviewed how to create a savings account using the Wells Fargo website and student account information. In addition, students were required to complete the State of Florida Financial Freedom workbook, as a self-study guide to financial literacy.

Students showed their new financial literacy knowledge in different ways. They created posters showing what they have learned about becoming one in three Americans not living paycheck to paycheck. The culminating activity was a field trip to Southeastern University to listen to a financial focused presentation on enrolling in college and how to minimize debt while attending. Students learned about the pluses and minuses of the scholarship and loan process. Students met with Professor Dennis Ross, former U.S. Congressman, who discussed the importance of individual financial security and implications of taxes.

Outcome Highlight: 100% of students completed a budget, increased their financial knowledge, gained confidence in finances and indicated an intent to save.

PUBLICITY AND ADDITIONAL PROJECT MATERIALS

- Social Media spotlights
- Website Exposure
- Press Releases and Media Coverage
- Foundation Forum Articles (Audience 6,000+)
- Member Minute Articles (Internal 400+)

SOCIAL MEDIA SPOTLIGHTS



The Education Foundation of Alachua County ...

Posted by Tatila Paul
Oct 7, 2022 · 🌐

Thank you to Wells Fargo for \$5,000 in funding for our Take Stock in Your Financial Future project for a second year. This project aims to formaliz... See more



👍❤️ 8

2 shares



Bay Education Foundation 15h · 🌐

Today BDS Take Stock Scholars spent the morning learning about Financial Literacy through a Mad City Money Workshop and a Savings & Investment Masterclass funded by a grant through Wells Fargo. A big thank-you to the many volunteers who joined us for the event!
Students visited stations where they made choices about what they could (and could not) afford to buy based on a fake profile. The video gives a sampling of what our students needed to do to complete their budgets. ... See more



👍❤️ 54

6 comments 7 shares

👍 Like

💬 Comment

🔗 Share



SOCIAL MEDIA SPOTLIGHTS



Clay Education Foundation

Posted by Heather Obermiller

Dec 2, 2022 · 🌐

We were happy to support Reality Check today at [Keystone Heights Junior/Senior High School](#)! Students made a budget and visited each table making financial choices based on an assigned salary/career! Thank you Wells Fargo for allowing us to support financial literacy for Clay students!



Foundation For Leon County Schools

2h · 🌐



Visited Leon High School today to see our Wells Fargo Financial Literacy Grant in action. Students all commented on how much they enjoyed the program and explained some of the cool features.



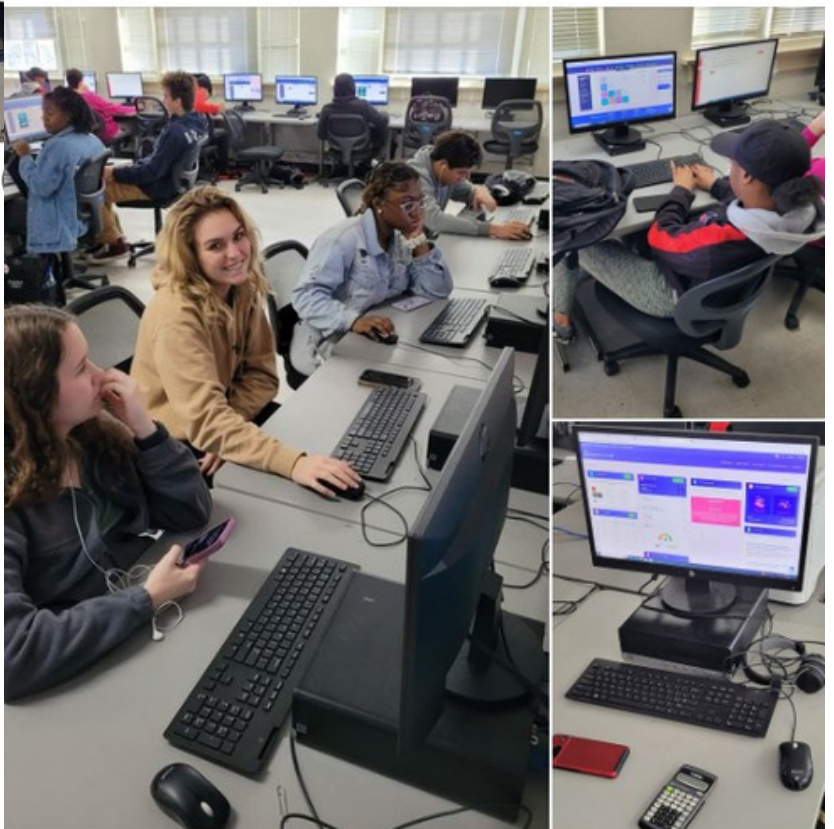
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Ads



Notifications



👍 You and 2 others

SOCIAL MEDIA SPOTLIGHTS



Auburndale High School · Follow

March 11 at 12:21 PM · 🌐

This week Mr. Ball's Dual Enrollment Microeconomics and Economic students took a charter bus to Southeastern University for a tour of the campus. After lunch at the Tuscana Grille on campus, students met with former U.S. Congressman and current Political Science Professor Dennis Ross. Professor Ross challenged the students to start budgeting and saving now. He addressed the need for their generation to be actively involved in their community and be the future leaders that have the ability to understand the need to work with others with different opinions to come to agreements that are necessary for the good of our country. Funds from Wells Fargo Financial literacy grant were used for food, transportation and a Budget tee shirt for all in attendance.



👍👍 Tye Bruno and 14 others



Polk Education Foundation

October 23, 2022 · 🌐

Congratulations Mr. Ball and good luck on the amazing things this Wells Fargo grant will enable you to do with your students!



Auburndale High School

October 21, 2022 · 🌐

Congratulations to Mr. Ball and his students! Mr. Ball applied for a financial literacy grant from the Polk Education Foundation and today was surprised with th... See more

👍👍 You, Susan Sloan Copeland and 9 others

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FINANCIAL HEALTH INITIATIVES

Wells Fargo has been a key Consortium partner for decades and integral partners for local education foundations throughout the state. The employees of Wells Fargo are also actively engaged as board members and volunteers.

Through the 2022-23 Investing in Florida's Future: Financial Health Initiative, the Consortium is facilitating \$5,000 grants to 11 Consortium members. Participating local education foundations can opt for funding to improve financial literacy - a key philanthropic priority for Wells Fargo.

Projects may take place during school or after school, virtually or in-person and may involve training or community service activities. Each participating foundation will develop and report on measurable outcomes that are appropriate for their project goals and invite local Wells Fargo team members to engage in their efforts.



[CHECK OUT THIS YEAR'S PARTICIPANTS AND PROJECTS](#)

[DOWNLOAD THE LATEST IMPACT REPORT](#)



"Positive change and progress starts with foundational knowledge. It's never too early to learn about finance or environmental sustainability, which are both critical to the success of families and our communities across Florida. We're proud to support these local projects and grateful to the Consortium for promoting financial health and environmental education."

Kate Wilson, Sr. VP, Florida Community Relations for Social Impact and Sustainability, Wells Fargo

MEDIA COVERAGE SAMPLES



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For Immediate Release – October 6, 2022
For More Information Contact:
Mary Chance 352-338-0250

Wells Fargo 'Invests in Florida's Future' Through Eleven Local Education Foundations

GAINESVILLE - For the second year, [Wells Fargo](#) has partnered with the Consortium to promote financial literacy through locally driven initiatives in eleven school districts. Local education foundations in Alachua, Bay, Clay, Escambia, Hernando, Leon, Manatee, Marion, Okaloosa, Osceola, and Polk will lead projects that empower students to learn about savings, budgeting, and making financially savvy decisions.

Below is a list of local education foundation grant recipients and projects:

- The Education Foundation of Alachua County – Take Stock in Your Financial Future
- Bay Education Foundation – Project Nest Egg
- Clay Education Foundation – Future Ready Clay: Financial Literacy
- Escambia County Public Schools Foundation – Banking, Investing, Credit, College & the Value of Money
- Hernando County Education Foundation – You Can Count on Change: Financial Literacy Program
- Foundation for Leon County Schools – Lion Financial Literacy
- Manatee Education Foundation – "Mind over Money" Financial Literacy Project
- Public Education Foundation of Marion County – Funding My Future
- Okaloosa Public Schools Foundation – CASH – Creating Admirable Spending Habits
- Education Foundation of Osceola County – Taking "Account of Our Students"
- Polk Education Foundation – Mastering Financial Literacy

Details on each of the projects being funded can be accessed [here](#).

About the Consortium of Florida Education Foundations:

The Consortium is the membership organization for Florida's school district-wide local education foundations. Established in 1987, the Consortium connects individuals, organizations, and financial resources to build the capacity and effectiveness of Florida's local education foundations. Together, Consortium members raise more than \$80 million annually for a variety of locally driven initiatives and are led by 1,200 board members, 80% of whom are local business and community leaders working in partnership with school district leaders. The Consortium manages the nation's only 1:1 legislative match for education foundation initiatives and a variety of privately funded grant programs.. For more information about the Consortium, visit: www.educationfoundationsfl.org

educationfoundationsfl.org



represent Polk County Public Schools as one of 11 school financi

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with media for the Wells Fargo grant. I assume it serves as alternate press commun

ool to represent Polk County Public Schools as one of 11 school financial health proj

astering Financial Literacy, has been selected to receive a grant as part of an initiath

sach the many facets of having financial wellbeing. When students reach high schoo
ree Americans have learned the secrets to saving and planning financially. This prog
rough the Florida Economic Council workbook as well. To authenticate learning, stu
dents will participate in an essay contest on the importance of financial well Being

ss with the local Wells Fargo Representatives.

he local foundation applied to be selected as one of 11 projects across the state. Th

about *Mastering Financial Literacy*, please don't hesitate to reach out.

'm happy to connect you with Mr. Robert Ball from Auburndale High School, who is leading the project and could share

Thanks,

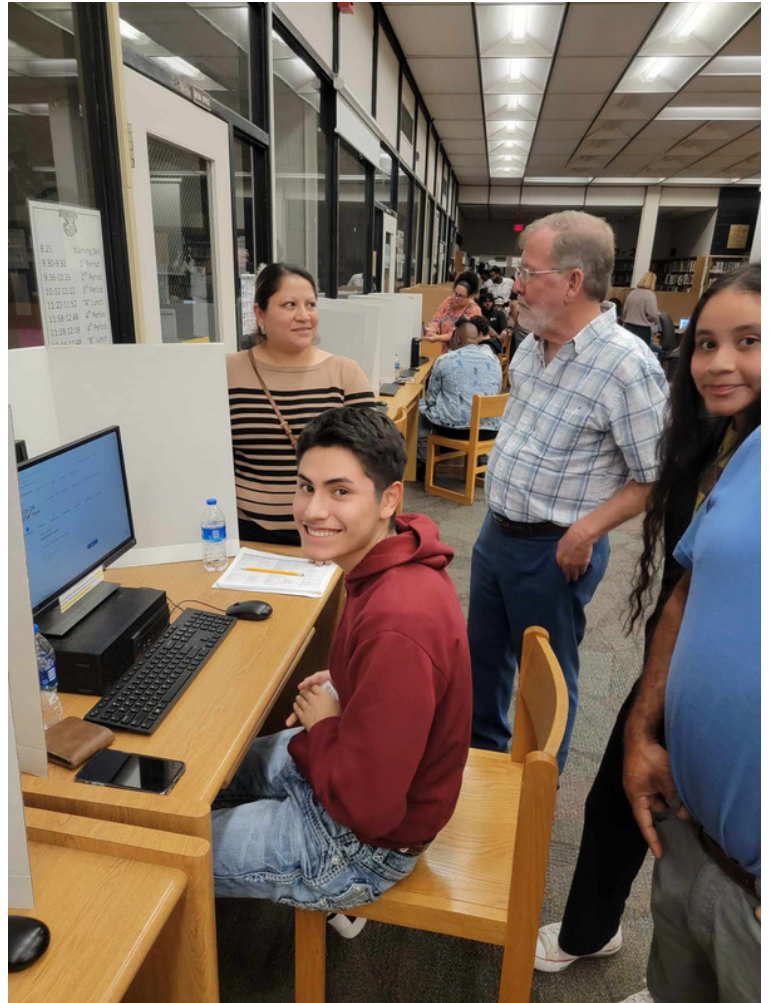
Shannan Combee
Polk Education Foundation
shannan.combee@polk-fl.net
363-534-0519 x209



Shannan Combee, M.Ed. | T2T Program Director & Grants Manager

Polk Education Foundation | Polk County Public Schools
1530 Shumate Drive, Bartow, FL 33830

STORIES AND PHOTOS



"I am able to take information I learned from Ramsey lessons and implant them into my life and live through finances the right way such as staying out of debt, saving for retirement , being careful with student loans, etc. There are a couple of concepts I can use when I receive steady income."

- Escambia County student



"I feel prepared to live on my own."

- Marion County student



CONSORTIUM
OF FLORIDA EDUCATION
FOUNDATIONS

Statewide Reach. Local Impact. For Students.

On behalf of Florida's local education foundations, the Consortium of Florida Education Foundations thanks you for your commitment to enhancing student achievement with your investment in Wells Fargo Investing in Florida's Future.

Mary Chance, President
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