

The Global Financial Literacy Excellence Center (GFLEC)
at the George Washington University School of Business

GFLEC Corporate Membership Program

Partnering to Promote Financial Wellness



Financial literacy is a critical life skill, yet most Americans—indeed, most people around the world—lack the basic knowledge they need to make informed financial decisions. Worldwide, only 33% of adults are financially literate, yet individuals have more financial responsibilities today than in the past. Alarming trends such as a widening wealth gap, widespread lack of retirement savings, difficulty managing debt, and the inability to face a financial shock are linked to financial illiteracy. Together we can raise financial literacy to improve financial wellness and address these challenges.

A world where everyone has the ability to make savvy money decisions, where families are financially resilient, and where individuals can build a financially secure future—that's what the Global Financial Literacy Excellence Center (GFLEC) envisions. Of Americans with high financial literacy, 85% are able to withstand an unexpected \$2000 expense; this number drops to 25% among those with low financial literacy. The financially literate are substantially more likely to save for retirement. Financial literacy is a key component of building financial security. Achieving GFLEC's vision of financial security requires bold action and partnership with thought leaders like you.

Join the GFLEC Corporate Membership Program and transform lives around the world.

By joining our tiered Corporate Membership Program, you will position your corporation at the forefront of game-changing financial wellness strategies, receive brand recognition, get exclusive research briefs, and have opportunities to come together with other elite companies that value social impact.

With long-standing research expertise and a global network, GFLEC is uniquely positioned to have far-reaching impact. The center collaborates with organizations and forums such as the OECD, G20, World Bank, Federal Reserve Board, Monetary Authority of Singapore, Securities and Exchange Commission of Brazil, and Financial Consumer Agency of Canada.

The new frontier that GFLEC envisions needs solutions that emerge from many perspectives, including from the private sector. GFLEC is proud to collaborate with employers and providers on impactful initiatives such as financial wellness programs, which are critical to helping individuals build a financially secure future.

We invite you to partner with us to promote evidence-based solutions that lead to financial wellness.



Corporate Partnership Opportunities

Advocate Supporter – \$10,000/year

As an Advocate Supporter, your company will

- receive extensive **brand recognition** for the support, including
 - being listed in GFLEC's e-newsletter, News Flashes, and Year-End Message sent to a database of more than 5,000 subscribers, including C-suite executives, policy makers, industry and nonprofit leaders, academics, and financial literacy experts in the United States and internationally;
 - having your corporate logo posted in the New Member area of GFLEC's website;
 - being recognized as a GFLEC Member in other appropriate GFLEC collateral.
- receive **special invitations** for one company leader to join private GFLEC events, including its Cherry Blossom Financial Education Institute, Policy Perspectives Luncheon Series, and OECD/GFLEC symposia, which are attended by top-level policy, industry, and finance leaders. Receive invitations to other events associated with the George Washington University School of Business.

Ambassador Supporter – \$20,000/year

As an Ambassador Supporter, you will receive all the same benefits as Advocate Supporters, as well as

- **special invitations** for two company leaders to attend private GFLEC events, including the Cherry Blossom Financial Education Institute, Policy Perspectives Luncheon Series, and OECD/GFLEC symposia, which are attended by top-level policy, industry, and finance leaders;
- short **biannual briefs** with GFLEC's key research findings and early access to select GFLEC research and reports;
- **three hours of private conversation with Academic Director Annamaria Lusardi** to discuss cutting-edge trends and developments of direct interest to your company, including best practices for workplace financial wellness programs.

Academic Director's Circle – \$30,000/year

As a member of the Academic Director's Circle, you will receive, in addition to all the benefits of Ambassador Supporters,

- the opportunity to collaborate with GFLEC on a project at the **membership rate**;
- the possibility to **cohost an event** at the George Washington University alongside GFLEC;
- an **exclusive summary** each year of new research on personal finance and workplace financial wellness;
- a subscription to a **private annual newsletter** that examines the future of financial literacy.

All membership fees are tax-deductible.

For more information, please contact Kristen Burnell at kburnell@gwu.edu or +1 (202) 731-9926.

Programmatic Support

GFLEC also offers customized corporate partnership opportunities linked to specific projects and programs. Your company could, for example, support the evaluation of a workplace financial wellness program, fund research that allows you to better serve your customers by assessing their financial knowledge and capability, help launch the first academic journal on financial literacy and personal finance, or support research assessing the impact of financial literacy inequity on vulnerable groups. Corporate membership is not required to move forward with programmatic support.

About GFLEC

GFLEC is one of the world's leading incubators and innovators in financial literacy research, policy, and solutions. Housed at the George Washington University School of Business, GFLEC provides cutting-edge ways to measure financial literacy and financial capability, guidance on the design of financial wellness programs, evaluation of programs, and advice to policy makers. The center builds on the academic research of its founder, Annamaria Lusardi. A financial literacy pioneer, Lusardi made the Clarivate Analytics list of world's most impactful scientific researchers. She sits on CNBC's Financial Wellness Advisory Council, contributes blogs to *The Wall Street Journal*, and is the director of Italy's Financial Education Committee in charge of designing the national strategy for financial literacy in Italy. For more information, visit gflec.org.