

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

GFLEC Membership Program

Partnering to Promote Financial Resilience during COVID-19



Investing in our future: Building financial resilience and financial security for all

Your membership will improve society by helping people build financial resilience amidst the current economic crisis. Invest in creating a world where everyone has the ability to make savvy money decisions, families are financially resilient, and individuals can build a financially secure future, allowing them to pursue their dreams.

These are some of the advantages of joining our tiered Membership Program.

- You will position your corporation at the forefront of financial resilience and well-being strategies that can help redefine our society as we navigate through the pandemic
- Brand recognition
- Invitations to financial literacy and financial education events attended by high-level policy makers, industry representatives, and academics
- Opportunities to come together with other thought leaders.

The Global Financial Literacy Excellence Center (GFLEC) has used its long-standing research expertise and global network to impact the field of financial literacy and financial well-being. Our impact is seen in

- our extensive collection of papers published in academic journals
- our leadership in research, evaluation and data collection
- our contribution to the development of national strategies around financial literacy
- the large and small convening's we host that connect the field's thought leaders
- the global voice we have in mass media

Our impact and ability to raise awareness about the importance of financial literacy and financial education globally is in part due to our collaboration 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.

Join our Membership Program and transform lives around the world.

The financial crisis, sparked by COVID-19, has starkly revealed the widespread financial fragility of individuals around the world and the inability of many to make the best financial decisions given their circumstances. Financial literacy is a critical life skill, yet our Global Financial Literacy Survey found that only 1/3 of the global population was financially literate. We also know that certain underserved groups have especially low financial knowledge. Our research shows that those with more financial literacy are more likely to have an emergency savings fund, avoid costly credit card fees, such as late payments and high interest rate costs, and save for retirement. *Be part of the solution to have an inclusive recovery and help close equity gaps by partnering with GFLEC.*

Membership Opportunities

Advocate Supporter – \$10,000/year

As an Advocate Supporter, your company will

- receive extensive **brand recognition** for your/your organization's 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
- including your corporate logo in the GFLEC Member area as well as recognition 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, in addition to

- **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
- **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.
- one **joint webinar or digital roundtable with a senior GFLEC team member** focusing on a financial education topic of your organization's choice
- short **biannual briefs** with GFLEC's key research findings and early access to select GFLEC research and reports

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

As a member of the Academic Director's Circle, you will receive all the benefits of Ambassador Supporters, **plus**

- the opportunity to engage the GFLEC for services at a discounted **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
- one **joint webinar or digital roundtable with Annamaria Lusardi** focusing on a financial education topic of your organization's choice.

All membership fees are tax deductible

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

Current Members

Church Pension Group

FINRA Investor Education Foundation

Institute of Consumer Money Management

Intuit

KeyBank

MFS Investment Management

Programmatic Engagement Opportunities

GFLEC offers customized sponsorship and service opportunities dedicated to specific projects and programs. Opportunities range from supporting the evaluation of a workplace financial wellness program, funding research that allows you to better serve your clients by assessing their financial knowledge and capability, launching the first-ever academic journal on financial literacy and personal finance, or supporting research that assesses the impact of financial literacy inequity on vulnerable groups. *Membership is not required to move forward with programmatic support.*