

PFEF Helps Providers

1. Demonstrate the value of your workplace financial program to employers
2. Use the Personal Financial Well-Being (PFW) scale at no cost
3. Provide employers no-cost-to-use tools and expertise
4. Assess the financial distress/financial well-being of employees
5. Project the ROI of your program to top management, one employer at a time
6. Prove the ROI of your workplace financial program to employers
7. Train advisors/educators on techniques of ROI assessment
8. Provide advice to enhance program effectiveness to change employees' personal financial behaviors
9. Endorse, recommend, and promote the best providers of workplace financial programs
10. Participate in request-for-proposal (RFP) preparations
11. Reduce fiduciary liability

Providers Help PFEF

Be an underwriter or donor:

- Platinum Underwriter
- Gold Partner
- Silver Partner
- Bronze Partner

PFEF Website

1. Personal Finance Well-Being (PFW) Scale
2. Return-on-Investment Model
3. Video for Employers
4. PowerPoint for Employers
5. Best Resources
6. Best Providers
7. Employer Case Studies
8. Underwriters and Partners
9. National Speakers Bureau
10. Press and Media Citations
11. Speeches
12. Over 60 Research Studies



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www.PersonalFinanceFoundation.org



*We can help your organization
build market share in
workplace financial education!*

FOR PROVIDERS

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The Personal Finance Employee Education Foundation™ (PFEEF) Helps Providers

Over 60 research studies prove quality financial programs lead to:

1. The lack of financial literacy--spending plans, credit management, and savings--is the major reason why employees do not save for retirement.

2. Money worries hinder employee job performance.

The non-profit scientific *Personal Finance Employee Education Foundation* advocates best practices in workplace financial programs that increase employee well-being and employer profits.

For Employees

- ✓ Lower financial distress
- ✓ Increased financial well-being
- ✓ Better health
- ✓ Adequate retirement preparation
- ✓ Improved family relationships
- ✓ Gains in job performance

For Employers

- ✓ Higher productivity
- ✓ Lower absenteeism
- ✓ Better presenteeism
- ✓ Lower turnover
- ✓ Better employee health
- ✓ More profits

If you believe what we believe, ask PFEEF to help.

The PFEEF identifies the best providers of workplace financial programs and for no cost projects their value to the employer's bottom line.