

## **The Financial Literacy Movement and You By Banzai**

*We at Banzai are passionate about financial education, and we have partnered with UBB as their endorsed financial education platform. Banks are in a perfect position to help account holders right the ship of today's trying times—a bit of financial wisdom often makes all the difference between unnecessary hardship and resilience.*

Life's obstacles often create opportunities. It just depends on whether we're willing to reframe our perspective. Consider this take:

“We must learn to put up with what we cannot avoid. The musician who loved only some [notes]—what would he be able to do? He has to know how to make use of them all. We must do the same.” - Michel de Montaigne, *Of Experience*.

When we hear that students and teachers—some of Banzai's primary users—are switching to distance learning, we don't panic. Instead, we support them by adapting our shipping methods, creating new resources, and keeping in close contact with the teachers using our curriculum. We make use of the things life throws our way.

### **Good News and Bad News**

It's clear that the current climate has created obstacles for bank account holders throughout the United States. As we adjust to a new normal, our routines are disrupted in just about every way imaginable, and many customers have significant, new challenges. Is there any good news to be found here?

Of course there is. You, the community banks, *are* the good news. Whatever community or service area you're in could use your help, and financial literacy is a direct, desperately needed form of help. That's why Banzai provides opportunities for banks to give resources for anyone planning or responding to financial change in their life. Banks via Banzai give schools award-winning, interactive courses that teach kids how to handle money wisely. They also provide Banzai's adult-centered resources directly to households, in a packaged suite called the Wellness Center. This includes several robust, flexible financial calculators, more than 80 timely articles, and a virtual financial mentor we call the *Banzai Coach*.

While it's true that schools are closing, it's also true that students need remote lessons— which are Banzai's specialty. While it's true that many people are staying home or left adrift among economic uncertainty, it's also true that they need tools to help them decide what to do with their savings—another Banzai specialty.

### **Schools**

Most K–12 schools are closed or switching to remote learning. With that disruption comes additional obstacles for teachers, students, administrators, and parents alike. Community banks like yours stand in a position to alleviate and transform those obstacles into a growth opportunity for your organization.

Right now, we at Banzai are seeing more and more teachers eager for teaching tools they can easily use—tools that don't require technical skill or high internet bandwidth. That demand has skyrocketed resulting in sign-ups 3.5 times the weekly average where hundreds of banks throughout the United States have already sponsored for K–12 schools in their communities. It's a good look for an online-only curriculum like Banzai and those who support it.

### **Households**

No demographic is going unscathed in the current landscape. Restaurant workers, hourly-wage earners, and contractors are among the millions of newly unemployed who are now dipping into their own savings. Wouldn't it be great if their local bank specifically contacted them with resources on how to handle financial emergencies? Wouldn't it be a relief if your customers knew their bank had invested in resources that would help them succeed against the tide of uncertainty?

That's why Banzai creates, on behalf of banks, an entire suite of products geared toward adults going through all financial stages of life. With virtual financial mentors and flexibly designed calculators, banks now have better answers to questions from their customers: "How can I refinance my mortgage?" "What should I do with my economic stimulus check?" "What are my health insurance options now that I'm unemployed?"

Responding to economic adversity is what Banzai was born to do. Our platform came as a response to the 2008 recession, a time when many financial institutions would've been tempted to cut their financial literacy initiatives. Again with today's circumstances, financial remote learning has never been timelier.

We're confident that banks, via Banzai, are answering the call for teachers and individuals who need interactive, online platforms for financial education. Many of our bank partners are eagerly leaning in and expanding their online offerings with Banzai, all with the goal of helping communities remain resilient. Join us in that effort.

To request additional information or a demonstration, please visit [www.ubbedu.com](http://www.ubbedu.com).