

Appendix

Accomplishments 2006-2009: Personal Finance Employee Education Foundation¹

The Personal Finance Employee Education Foundation (PFEEF) is a 501(c)3 organization established for the non-commercial charitable purpose of serving the public by informing employers on the bottom-line benefits of providing workplace financial education to employees that improves their financial literacy and personal financial behaviors.



The PFEEF has three objectives and its accomplishments follow:

- 1. Creating and distributing materials to help motivate employers to offer employees access to basic financial education,*
- 2. Communicating its mission with employers in formal and informal ways, and*
- 3. Supporting research related to promoting workplace financial education.*

The foremost delivery system PFEEF provides to achieve its first and second objectives is the PFEEF website (www.PersonalFinanceFoundation.org). It is robust in resources to help motivate employers to provide employees easy access to the best mix of quality financial programs. Why? Because it is in the employer's best interest—profits—and it's the right thing to do as stewards of employee well-being. Everything on the website is free.

Objectives 1-2: Accomplishments on the PFEEF website homepage:

- Videos to Help Persuade Employers to Provide Workplace Financial Education
 - A 6-minute PFEEF created production aimed at employers.
 - A 12-minute television interview that originated on Fox Business News.
- Personal Financial Wellness Scale: Use the PFW to Prove Your Financial Program Works
- Employer's Return-on-Investment Model for Workplace Financial Education and Assistance Programs is a conceptual model for employers based on research.
- Online PFEEF Projected ROI Calculator for Employers
- Employer's Financial Distress Calculator: Answer 5 Questions to Calculate How Much Employee Financial Distress Costs You
- PFEEF Helps Employers Brochure.
- PFEEF Helps Providers Brochure.
- PowerPoint Presentation: Employer's ROI in 7 Slides.
- PowerPoint Presentation: Your 40+ Slides to Persuade Employers.
- Marketing Messages to Employers.

¹ Prepared November 30, 2009.

- k. Motivating Employees to Change.
- l. Links to Other Resources on the PFEEF Website:
 - i. PFW Scale Information
 - ii. Research
 - iii. Key Questions
 - iv. Employer Brochure
 - v. Provider Brochure
 - vi. Best Resources
 - vii. Best Providers
 - viii. Exemplary Employers
 - ix. Speeches
 - x. Press
 - xi. Donor Information
 - xii. PFEEF Newsletter

Objective 3: Accomplishments in PFEEF Research

- a. Published research in 13 refereed academic journals and proceedings.
- b. Four press releases issued.
- c. Media citations include:
HR Magazine, Investor's Business Daily, New York Times, Investment Advisor Magazine, Financial Advisor Magazine, Employee Benefits News, Employee Benefits (United Kingdom), Workforce Management, Financial Advisor, Star Tribune, Baton Rouge Business Report, WGRD-FM, Clark Howard Radio Show, Jordan Goodman Radio Show, Fresno Bee, Great Falls Business, SHRM Webcast E-Newsletter, Pittsburg Post Gazette, TheAdvocate, Central Penn Business Journal, Dallas Morning-News.
- d. Research study completed of 5,000 employees of a large hospital with employees filling out the PFW questions using the PFEEF online data collection system and/or printed forms. Result was a "PFEEF Projected Return on Investment" report for an employer.
- e. Other research studies are under way or being planned.
- f. Datasets from earlier studies number a dozen.
- g. Research continues to build the business case—the employer's return on investment—for offering employees access to quality workplace financial programs.

PFEEF Sources of Funding

PFEEF accomplishes much with relatively little financial resources. Funding has come primarily from quality providers of workplace financial information, education, and advice programs.