

nice to meet you!

**WE'RE
GLAD
YOU'RE
HERE!**

 **LifeCents™ for Teachers**
one powerful tool for your financial well-being

Funding
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You are
**WHY
WE ARE
HERE!**

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WELLS
FARGO

The Wells Fargo Foundation

seeks to strengthen historically marginalized communities by investing in pathways to economic advancement and generational wealth

Financial Health focus:

Invest in foundational structures and transformative solutions to

- address systemic inequities
- build financial security
- advance wealth and legacy creation

why
**WE NEED A
JUMPSTART**

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01

MONEY IS TABOO

People are told not to talk about money, politics or religion. So where do people learn about money?

02

MONEY IS COMPLICATED

People hear and interpret information differently. We learn differently. We know different things.

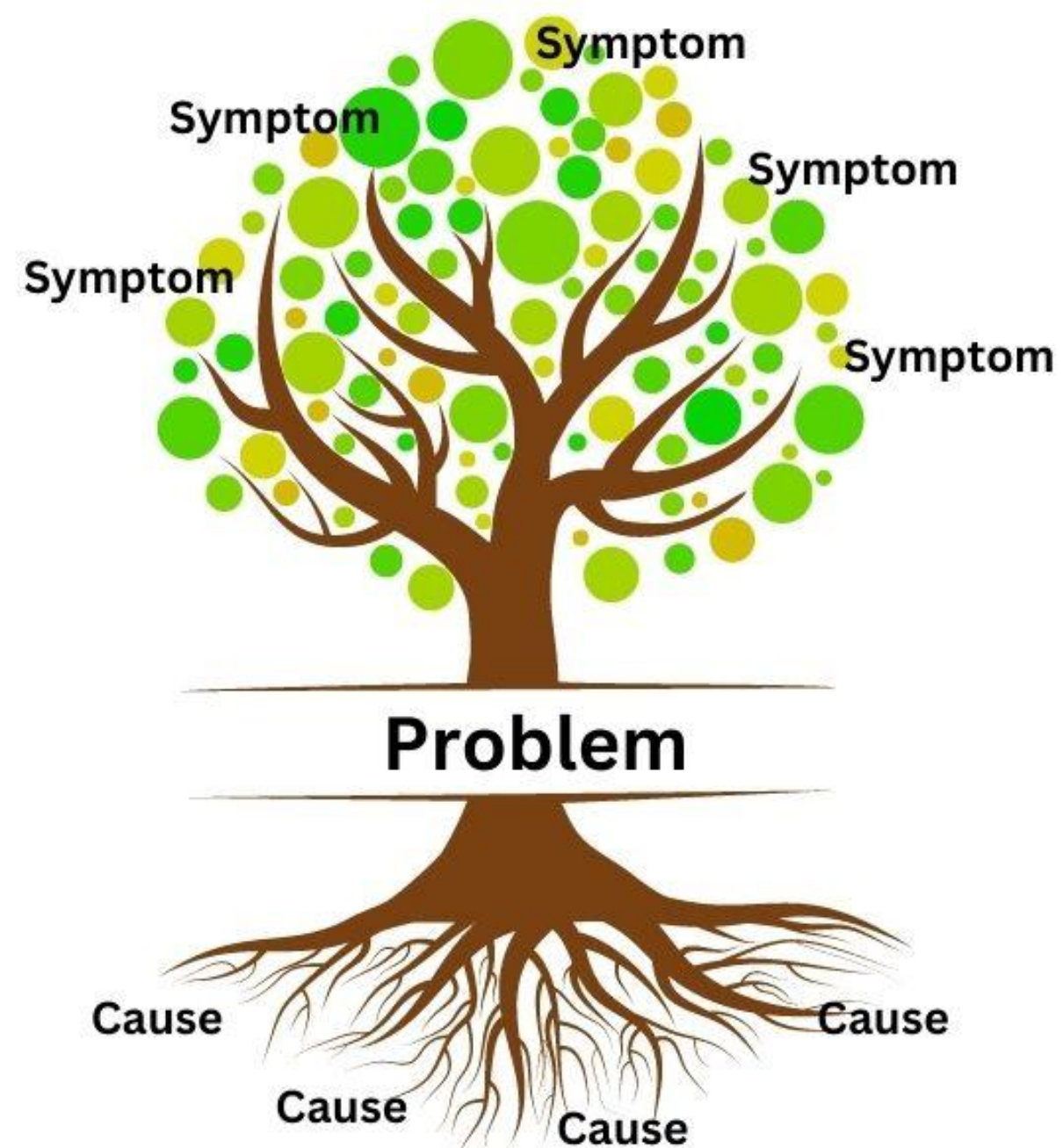
03

**MONEY IS MORE THAN A
MATH EQUATION**

Money is needed for us to live our lives, propel our dreams and provide experiences....

Understanding

FINANCIAL WELLNESS



Above the surface
you can see the
symptoms
of the problem



Dig deeper and
you find the
root cause
of the problems

Root CAUSES

 LifeCents[™] for Teachers
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Visible

OUTCOMES



96%

of people who get to LifeCents complete the registration process

88%

of users complete the LifeCents' Financial Health Assessment

1M+

number of hours consumers have spent on LifeCents improving their financial health

Jumpstart! **YOUR JOURNEY**

Register during conference
to enter prize drawing



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Share
**YOUR
EXPERIENCE**



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