

FINANCIAL WELLNESS FOR EVERYONE

A Partnership with GreenPath.



GreenPath[™]
financial wellness

36500 Corporate Drive, Farmington Hills, MI 48331
(248) 994-8705 | PartnerDevelopment@greenpath.com

The Case for Financial Wellness

Americans Carry Over \$1 Trillion in Credit Card Debt²

49% of Americans carry credit card debt of \$6,503 per borrower. GreenPath's Debt Management Programs are designed to help people lower interest rates, pay less, and pay off debt faster.

1 in 5 Americans Don't Have Emergency Savings³

Furthermore, 56% of people wouldn't be able to cover a \$1,000 emergency. GreenPath can help people build an emergency fund so they can be more resilient when life throws them a curve ball.

3 out of 4 Americans Are Stressed About Their Finances¹

Those who received counseling from GreenPath have reported feeling less stressed and more in control of their financial future.

Financial wellness is a key factor in people's financial freedom to pursue their dreams.

As a national nonprofit and trusted financial wellness resource, people have turned to GreenPath Financial Wellness for over 60 years as their guide through financial decisions and crises.

Currently, millions of Americans are without this financial road map. Together with our Partners, we are creating a world where it is easier to make healthy financial choices and improve financial well-being.

And when the communities you serve are doing well, that makes you strong, too - especially when people develop positive connections with your organization. Our goal is to help more people make wise choices regarding loans and credit products, so that previous issues (such as missed payments and overdrafts) become a thing of the past.



FOR THOSE YOU SERVE

PROGRAMS & RESOURCES

NFCC-Certified Financial Counseling

Our empathetic financial counselors offer judgement-free coaching to support financial understanding and progress toward people's goals on topics such as budgeting, debt, credit, housing and student loans.

Support for Successful Behavior Change

Products and plans that make it easier to achieve financial goals, like debt payoff and paycheck planning, or an overall financial wellness support program for your employees.

Education Tools for Continued Learning

Provide access to extensive resources for improving financial wellness including online learning experiences, workshop materials, support communities and more.

Partner Tools & Training

HUMAN-CENTERED DESIGN



& Behavior Economics

Human-centered design and behavior economics are the foundation of our services and tools that are respectful, empowering, and effective for helping people to take charge of their financial lives and develop financially healthy habits.

GreenPath offers hundreds of unique marketing tools, education, and training resources to connect those you serve with GreenPath's services and educational experiences.

Staff Training & Onboarding

Your Partner Experience Manager will provide you with extensive onboarding materials and training so that you can get your program up and running in no time. Plus, you'll have access to live trainings and other training resources for your staff to familiarize them with GreenPath and what we do!

GreenPath Partner Center Resource Library

Everything you need, all in one easy to navigate location. Choose between hundreds of ready-to-use marketing and education tools spanning diverse topics such as financial wellness, debt, student loans, credit scores and more.

Make Your Financial Wellness Program Your Own

Put your personal touch and logo on GreenPath's marketing and education templates with our partner cobranding tool. GreenPath also offers plenty of embeddable, copy templates and an extensive image library so you can pick and choose what works best for your unique audience.

Reporting

You'll receive a monthly impact report with valuable insights on program utilization, financial stress and confidence levels, debt management program enrollments, and money returned to your institution.

Partner with GreenPath

Contact Our Partner Development Team

Partnerships with other enable is to impact financial health on a large scale. We support over 500 partnering organizations to deliver a full spectrum of financial wellness services to your members, customers and employees. Together, we are creating a world where it is easier to make healthy financial choices, help people to achieve their dreams, and improve overall well-being.

Let's work together to ease that financial stress and offer people a path to financial health!



1

Connect with Your Partner Development Team

Learn more about GreenPath and find out how we can help you achieve your goals.

2

Meet Your Partner Experience Manager

A dedicated Partner Experience Manager will support you throughout the partnership.

3

Launch Your Financial Wellness Program!

We're here to customize your program, train your team and get you started.

A FINANCIAL WELLNESS PROGRAM IN 3 STEPS