The Financial Wellness Initiative strives to assist students in developing healthy financial habits while in college to ensure future success. We have compiled resources into a library of content that will provide students educational opportunities to increase their financial literacy for future financial growth. Students have access to iGrad, a free tool that promotes financial literacy and engages students in best practices to manage their finances. This tool is also available to our alumni. We currently have 1700 students and alumni and have set a goal to have 4,000 enrolled by the end of the upcoming academic year.

As well as providing access to iGrad, we have hosted informational Zoom sessions on personal finance topics such as budgeting, saving for retirement and managing student loan payments, as well as hosting in-person events. We also provide additional online resources and books on financial wellness to students. In addition to hiring the first associate director, who starts July 3, for the Financial Wellness Initiative, we intend to hire financial wellness ambassadors to help students sign up for iGrad and assist in the marketing and outreach initiatives to the center.

**GOLD**
- $5,000
- Includes all of Silver Sponsorship Package, plus:
  - Sponsor 1 Student financial wellness ambassador
  - Sponsor recognition at all financial wellness initiative events
  - Opportunity to host one financial wellness educational event per semester.

**SILVER**
- $2,500
- Includes all of Bronze Sponsorship Package, plus:
  - One tabling event during both the Fall and Spring Semester
  - Advertisement in *The College Today*
  - Featured article in the weekly Career Center eNewsletter

**BRONZE**
- $1,000
- Company logo featured on the Financial Wellness Initiative Website
- Career Center social media takeover @careercofc
- One tabling event during the Fall or Spring Semester