

WHEREAS; as people across the state and country face increasingly complex financial choices throughout their lives, financial education remains crucial, and providing financial education continues to be a shared responsibility between organizations, institutions, and agencies across the state and federal government; and

WHEREAS; financial literacy gives people the tools needed to make sound financial decisions and reach their financial goals, dreams, and security, and financial education can have a meaningful effect on individuals’ personal and financial well-being; and

WHEREAS; institutional factors can pose significant barriers to financial inclusion and perpetuate inequities in financial health and well-being, wealth, and retirement security for many historically underserved communities in Wisconsin, and the Governor’s Council on Financial Literacy and Capability was established to explore and identify these barriers and measurably improve financial literacy, capability, and inclusion of all Wisconsinites; and

WHEREAS; the Council is committed to increasing financial literacy and reducing inequities throughout all stages of life—from pre-kindergarten to young adulthood to retirement and beyond—and works to expand personal financial education opportunities and increase the number of people taught; and

WHEREAS; the Wisconsin Department of Financial Institutions (DFI) promotes financial literacy as a necessary life skill and provides information to the public on personal finance and investor protection, including the affordability of postsecondary education through the Wisconsin 529 College Savings Program and its two saving plans, Edvest 529 and Tomorrow’s Scholar; and

WHEREAS; launched by the Council almost two decades ago, the Money Smart Wisconsin campaign promotes financial literacy and awareness through financial education classes, activities, and opportunities for Wisconsinites by bringing together different organizations and facilitating the sharing of expertise, leveraging limited resources, and expanding community participation in financial education efforts; and

WHEREAS; this year’s Money Smart Wisconsin campaign kicks off with the convening of the Governor’s Council on Financial Literacy and Capability and includes “The Big Read,” a statewide event for kids in pre-kindergarten through fourth grade where adults at dozens of locations will read books with personal finance lessons to children, and the Money Smart Wisconsin Scholarship Contest, where 15 graduating high school seniors will be recognized with a scholarship for their essay submissions outlining how they plan to pay for the cost of higher education; and

WHEREAS; this week and throughout the month of April, the state of Wisconsin joins DFI, along with other state and federal agencies, financial institutions, consumer groups, and individuals across the state, in recognizing the important role financial education plays in creating a more equitable and empowered state;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin, do hereby proclaim April 5 through April 12 2025 as

MONEY SMART WEEK WISCONSIN

throughout the State of Wisconsin and I commend this observance to all
our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 25th day of March 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State