

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 own financial goals, dreams, and security, and financial education can have a meaningful effect on individuals' personal and financial well-being; and

WHEREAS; while the financial system has evolved to provide consumers with unprecedented access to a growing array of financial products and services, consumers' financial knowledge and skills have not kept pace with this expansion, and many Wisconsinites still lack the financial education and resources needed to save wisely; and

WHEREAS; through its Offices of Financial Literacy and Financial Capability, 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

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 and communities of color in Wisconsin, and the Governor's Council on Financial Literacy and Capability was established to explore and identify these barriers and measurably improve the 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 professional development opportunities by working collaboratively with DFI, the Wisconsin Department of Public Instruction (DPI), the Office of the Commissioner of Insurance (OCI), Wisconsin's Forward Learning Institute of Financial and Economic Literacy, and other partners to measure and increase the number of students taught; and

WHEREAS; DFI and the Council also work directly with employers to develop and implement programs to increase financial literacy among employees, including ELEVATE Wisconsin™: The Course to Financial Security program for state employees and their families, the Wisconsin Saves program, which is developed for employers to help employees build savings by using the automated saving strategy of payroll split deposit, and Edvest At Work, a free workplace financial wellness benefit that educates employees across the state on 529 college savings plans and encourages them to save for a loved one's postsecondary education and career training through payroll direct deposit; and

WHEREAS; launched by the Council 18 years 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 to help them share their expertise, leverage limited resources, and expand 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, DPI, and OCI, 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 6 through 13 2024 as

## **MONEY SMART WISCONSIN WEEK**

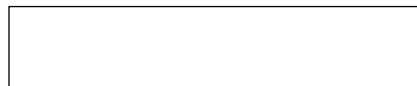
throughout the State of Wisconsin and I commend this observance  
to all our state's residents.

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 29th day of March 2024.



TONY EVERS, Governor

By the Governor:



SARAH GODLEWSKI, Secretary of State