

WHEREAS; as people across the state and country face increasingly complex financial decisions 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 education can have a meaningful effect on an individual’s personal and financial well-being, and improving personal financial literacy gives individuals the tools needed to make informed financial decisions to reach their financial goals, dreams, and security; 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, including communities of color, and the Governor’s Council on Financial Literacy and Capability was established to identify and explore such 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 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 protections, including the affordability of postsecondary education through the Wisconsin 529 College Savings Program and its two savings plans, Edvest 529 and Tomorrow’s Scholar; and

WHEREAS; launched by the Council 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 features a 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 kids, and the Money Smart Wisconsin Scholarship Contest, where several 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, partner organizations, 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 12 2026 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 23rd day of March 2026.



TONY EVERS, Governor

By the Governor:



SARAH GODLEWSKI, Secretary of State