

WHEREAS; National Financial Planning Month was established to highlight the critical role that financial planning plays in achieving financial security and to encourage all Americans to revisit or create a financial plan that will help improve their overall financial health and protect themselves and their families from future stress and uncertainty; and

WHEREAS; financial planning can include creating financial goals, tracking spending, setting a budget, and preparing for unexpected events by acquiring the appropriate insurance coverage to protect one’s finances from health-related costs, property damage, and other expenses; and

WHEREAS; the Governor’s Council on Financial Literacy and Capability was established to provide guidance and develop strategies and metrics to measurably improve the financial literacy, capability, and financial inclusion of all Wisconsinites; and

WHEREAS; through its Office of Financial Literacy, the Wisconsin Department of Financial Institutions (DFI) works to promote financial literacy as a life skill and provide information to the public on matters of personal finance, investor protection, and the affordability of a postsecondary education; and

WHEREAS; the Wisconsin Office of the Commissioner of Insurance (OCI) helps inform, empower, and advocate for consumers by ensuring that Wisconsin’s insurance industry is financially strong and competitive so that every consumer has access to high-quality and affordable plans; and

WHEREAS; the state of Wisconsin reaffirms its commitment to promoting financial literacy in schools, communities, and workplaces across the state to ensure individuals have the resources they need to create a financial plan and protect their future with financial security tools like insurance; and

WHEREAS; this month, the state of Wisconsin joins DFI’s Office of Financial Literacy and OCI in recognizing the importance of financial planning and encouraging all Wisconsinites to take steps to protect their financial future;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim October 2025 as

FINANCIAL PLANNING MONTH
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 September 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State