

WHEREAS; the need for financial education remains crucial as people across our state and country face increasingly complex financial choices throughout their lives, and we recognize that the obligation to provide this financial education is shared among organizations, institutions, and agencies across the state and federal government; and

WHEREAS; financial literacy gives folks the tools they need to reach their own financial goals, dreams, and security, and there is growing evidence that financial education can have a meaningful effect on individuals' personal and financial well-being; and

WHEREAS; we recognize that institutional factors such as systemic racism create significant barriers to financial inclusion and perpetuate inequities in financial health and well-being, wealth, and retirement security for communities of color in our state, which is why the Governor's Council on Financial Literacy and Capability was established to measurably improve the financial literacy, capability, and inclusion of all Wisconsinites; and

WHEREAS; through its Office of Financial Literacy, the Wisconsin Department of Financial Institutions (DFI) promotes financial literacy as a life skill and provides information to the public on matters of personal finance and investor protection, as well as the affordability of post-secondary education through the Wisconsin College Savings Program; and

WHEREAS; in February 2022, as part of the annual Governor's Financial Literacy Awards, DFI—along with other awardees from across our state, including educators, financial professionals, credit unions, local advocates, and more—received an award for its efforts to help Wisconsinites bolster their financial literacy and capability skills; and

WHEREAS; accessing quality insurance coverage helps Wisconsinites secure their financial future, which is why the Wisconsin Office of the Commissioner of Insurance (OCI) works to inform and empower consumers while ensuring a financially strong and competitive insurance marketplace in Wisconsin; and

WHEREAS; the Wisconsin Department of Military Affairs (DMA) and the Wisconsin Department of Veterans Affairs (DVA) support the financial well-being of service members and their families by encouraging the entire military community to build financial literacy and capability skills, as these skills are recognized as an essential component of mission readiness; and

WHEREAS; the Wisconsin Housing and Economic Development Authority (WHEDA) recognizes that the path to homeownership begins with financial literacy, which is why WHEDA works to advance housing equity and economic well-being by supporting financial preparedness and providing low, fixed interest rate mortgages to individuals and families to purchase a home; and

WHEREAS; Wisconsin's not-for-profit credit unions offer opportunities to improve the social and economic lives of members through a wide range of financial wellness programs, including in-school student-run branches, reality fairs, and adult learning opportunities, and our state's banks and savings associations are committed to promoting financial literacy and responsibility from a young age through enhanced classroom learning, including online financial education resources in schools and the Reading Raises Interest program; and

WHEREAS; this month, the state of Wisconsin joins DFI, OCI, DMA, DVA, and WHEDA, along with credit unions, banks, dedicated members of our insurance and financial industries, state and federal agencies, and consumer groups across our state in raising awareness of the importance of financial literacy and capability and in conducting relevant educational activities in schools, workplaces, and communities;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,  
do hereby proclaim April 2022 as

## **FINANCIAL LITERACY AND CAPABILITY 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 25<sup>th</sup> day of March  
2022.

A rectangular box intended for the signature of the Governor.

TONY EVERS, Governor

By the Governor:

A rectangular box intended for the signature of the Secretary of State.

DOUGLAS LA FOLLETTE, Secretary of State