

Participate in the Iowa Financial Fitness Challenge

The Iowa Financial Fitness Challenge is an event-driven wellness program that provides interactive, effective, and unbiased online instruction in personal finance and investing fundamentals.

The Iowa State Financial Fitness Challenge is a unique financial wellness program brought to you by the State of Iowa Insurance Division and Financial Fitness Group.

More than **800 organizations** and **100,000 employees** have taken the Challenge and **successfully completed 400,000 hours of training**.

Here are some of the reasons the Iowa Financial Fitness Challenge makes good business sense for an organization of any size:

- Lowers absenteeism, tardiness, distractions at work
- Increases employee productivity
- Drives higher 401(k) participation and contributions
- Easy to implement and use: one-hour-a-week commitment for staff and employees
- Unbiased curriculum fulfills ERISA 404(c) requirements
- Ongoing, cost-effective, standalone program that can also work with your existing programs

Program Sponsor

iowa
insurance
division

Why Financial Fitness?

The cost of financial stress impacts more than an individual's bank account. Financial challenges can affect a someone's health, workplace effectiveness, long-term financial stability, and ultimately your bottom line. **80% of the American workforce is living paycheck-to-paycheck**, and when economic downturns happen, it can cause even more stress on those same individuals.

DID YOU KNOW?

- Financially unfit employees cost on average \$2,000 each in lost productivity year-over-year
- 67% lack the knowledge to make sound financial decisions
- 1 in 3 employees will take a hardship loan from their 401(k) every year

Financial Fitness Platform at a Glance

- Unbiased and independent financial education content
- Engaging/empowering/motivating
- Provides feedback along the way
- Measures changes over time
- Access 24/7, anywhere and anytime
- Better results than those of other programs
- Turnkey — simple to roll out and administer



How It Works

Simply [apply to the program](#) to initiate the sign-up process for this **FREE financial wellness program**. Our team will then help you implement the program for your entire organization. We provide marketing materials that help administrators promote the program to gain maximum exposure.

- Your organization's platform will come with 5 pre-loaded course topics that participants can access.
- Participants are quizzed after each tutorial, to set a baseline for where they should focus their attention.
- Engagement emails are sent to users to introduce them to the program and keep them engaged to learn.
- Data-based program reports on improvements in financial knowledge, attitudes, and behaviors.
- At the end of the Iowa Financial Fitness Challenge, each organization is issued a final report that illustrates changes in financial wellness scores, knowledge, behaviors, and attitudes.

The Iowa Financial Fitness Challenge is Free of Charge for Qualifying Organizations

Thanks to generous funding by the Iowa Insurance Division, participating in the award-winning Iowa Financial Fitness Challenge is **FREE**.

THE OFFER INCLUDES:

- Personalized financial wellness platform for all employees
- Administrator support for simple setup and rollout
- 24/7 online access from any smartphone, tablet or computer
- Engagement materials for program promotion

Program Sponsor



Financial Fitness Group

Engage | Empower | Educate

Financial Fitness Group (FFG) is an enterprise software company that developed a financial e-learning platform and actionable ecosystem designed to maximize engagement, financial knowledge, and desired behaviors. For over 5 years, the Iowa State Insurance Division and Financial Fitness Group have partnered to offer the Iowa Financial Fitness Challenge.

Contact Us to Learn More!

E: iowa@financialfitnessgroup.com

Visit financialfitnessgroup.com/iowa for more!

