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**Press Release Template**

 **Media Contacts:** Customer PR Contact Name

Company

Phone Number

Email

Jennifer Edgerly

EVERFI

jedgerly@everfi.com

**[COMPANY] Shares Impact of its [TOPIC AREA] Digital Education Program That Supported Students During 2021-22 School Year**

**OR**

**[COMPANY] Reached [INSERT NUMBER] Students with [TOPIC AREA] Digital Education During 2021-22 School Year**

**[CITY, STATE, DATE] — [COMPANY]** today released annual impact data for the **[TOPIC AREA]** digital education curriculum it provides to **[ELEMENTARY/MIDDLE/HIGH SCHOOL]** students across **[STATE/COUNTY/CITY/SCHOOL DISTRICT]**. The curriculum was made available to schools at no cost through **[COMPANY]**’s [relationship OR strategic partnership] with EVERFI, the leading Impact-as-a-ServiceTM education innovator.

Since launching the education initiative in **[YEAR],** **[COMPANY]** has successfully grown its program and impact on students, schools, and local communities. To date, more than **[##]** students have taken the course in **[##]** schools. Program highlights from the 2021-2022 school year include:

* **Reach**: The program helped **[##]** students actively participating across **[##]** schools.
* **Knowledge Gain**: Students increased their scores on **[TOPIC AREA]** assessments by **[##%]**.
* **Attitudinal Changes**: After taking the course, **[##%]** of students **[INSERT STAT FROM IMPACT REPORT]**.

**[COMPANY EXECUTIVE QUOTE]**

**[INSERT STATS SPECIFIC TO PROGRAM THAT INDICATE WHY IT’S NEEDED - SEE APPENDIX]**

To learn more about the program, visit **[URL].**

# # #

About **[COMPANY]**/ **[INSERT BOILERPLATE]**

**About EVERFI, Inc.**

EVERFI from Blackbaud (NASDAQ: BLKB) is an international technology company driving social impact through education to address the most challenging issues affecting society ranging from financial wellness to mental health to workplace conduct and other critical topics. Founded in 2008, EVERFI’s Impact-as-a-ServiceTM solution and digital educational content have reached more than 45 million learners globally. In 2020, the company was recognized as one of the World’s Most Innovative Companies by *Fast Company* and was featured on *Fortune Magazine’s* Impact 20 List. The company was also named to the 2021 GSV EdTech 150, a list of the most transformative growth companies in digital learning. [Blackbaud](https://www.blackbaud.com/), the world’s leading cloud software company powering social good, acquired EVERFI in December of 2021. To learn more about EVERFI please visit [everfi.com](http://everfi.com/) or follow us on [Facebook](https://c212.net/c/link/?t=0&l=en&o=2348374-1&h=3982107549&u=https%3A%2F%2Fwww.facebook.com%2Feverfi%2F&a=Facebook), [Instagram](https://c212.net/c/link/?t=0&l=en&o=2348374-1&h=335111280&u=https%3A%2F%2Fwww.instagram.com%2Feverfi%2F&a=Instagram), [LinkedIn](https://c212.net/c/link/?t=0&l=en&o=2348374-1&h=1526369965&u=https%3A%2F%2Fwww.linkedin.com%2Fcompany%2Feverfi%2F&a=LinkedIn), or [Twitter](https://c212.net/c/link/?t=0&l=en&o=2348374-1&h=443747734&u=https%3A%2F%2Ftwitter.com%2FEVERFI&a=Twitter) @EVERFI.

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**APPENDIX**

See stats/data below to be used to explain why this critical education is needed in schools.

**FINANCIAL EDUCATION**

* **EVERFI Financial Literacy**
	+ According to [EVERFI](http://info.everfi.com/rs/410-YCZ-984/images/White%20Paper%20-%20Understanding%20Family%20Financial%20Capability.pdf), 71 percent of teens agree that students should receive financial education in schools. [Program Name] teaches high school students how to make smart financial choices that promote financial well-being over their lifetime. The program features an interactive learning platform designed specifically to translate complex financial concepts like understanding a pay stub or completing the FAFSA (Free Application for Federal Student Aid) form and introduces the basic financial literacy skills needed as high-school students transition into adulthood.
* **Vault**
	+ According to [the [International Journal of Innovation, Creativity and Change](https://drive.google.com/file/d/1xrJ0o0X_4xQmV1DzM1IKYua4MF_tU9Yx/view?usp=sharing), research results increasingly show that financial literacy education is very important to be introduced to children as early as possible.] **OR** [ [EVERFI](http://info.everfi.com/rs/410-YCZ-984/images/FamilyFinancialCapability_Whitepaper10_14.pdf), 95 percent of parents agree that students should learn about personal finance in school.] [Program Name] is an online, interactive financial education resource specifically designed for students in grades 4-6 to promote financial literacy and teach financial education skills. The course introduces critical financial concepts and skills to students in a fun, engaging, and age-appropriate way and empowers them to be smart financial decision-makers.
* **Marketplaces**
	+ [Program Name] is an interactive, digital learning experience that equips students with an understanding of how the stock market works along with the knowledge and tools to make smart investing decisions. Students learn how to blend economic concepts with investing topics to understand how the government, corporations, and individuals come together to contribute and participate in the financial marketplace.

**HEALTH & WELLNESS**

* **Mental Wellness Basics**
	+ *Mental Wellness Basics* is designed to equip students in grades eight to 10 with the knowledge and skills necessary to build, maintain, and promote positive mental health in themselves and their peers.According to [the [CDC](https://www.cdc.gov/mentalhealth/index.htm), 8.4 percent of children aged six to 17 have been diagnosed with anxiety and/or depression.] **OR** [[Mental Health First Aid](https://www.mentalhealthfirstaid.org/2019/02/5-surprising-mental-health-statistics/), half of all mental disorders begin by age 14 and three-quarters by age 24.] *Mental Wellness Basics* educates students on mental health issues by exposing them to the experiences of others in order to develop awareness and empathy, reduce stigma, and provide facts on the prevalence and symptoms of mental health conditions. The course uses a population-level approach to what is often viewed as an individual issue. Through a public health lens, the curriculum provides students with opportunities to explore their own mental health, identify challenges they may face, and develop concrete strategies for managing those challenges, while increasing their awareness of resources and empowering them with the knowledge, skills, and language necessary to identify and support a peer in need or at risk.
* **Prescription Drug Safety**
	+ *Prescription Drug Safety* is designed to provide high school students with the knowledge and tools to make healthy, informed decisions when it comes to prescription medications. According to [research from the [National Institute on Drug Abuse](https://www.drugabuse.gov/publications/principles-adolescent-substance-use-disorder-treatment-research-based-guide/introduction), adolescence and young adulthood is also the time at which young people begin misusing drugs, and that drug use at an early age is an important predictor of a substance use disorder later in life.] **OR** [[DrugAbuse.gov](https://www.drugabuse.gov/publications/research-reports/misuse-prescription-drugs/what-scope-prescription-drug-misuse), misuse of prescription drugs is highest among young adults ages 18 to 25, with 14.4 percent reporting nonmedical use in the past year.] The curriculum uses an evidence-based, universal, public health, approach to learning along with interactive, true-to-life scenarios that reinforce key learning objectives. An important component of the course is teaching students how to deal with situations involving misuse. Students explore the thoughts of their peers and debunk common myths. They also step into the shoes of a student engaging in misuse and get to see the real results of their choices.

**CULTURAL PROGRAMS**

* **306: African American History**
	+ From the Harlem artist collective “Group 306” to room number 306 at the Memphis Lorraine Motel, where Dr. Martin Luther King Jr. stayed and outside of which he was assassinated in 1968, the term “306” represents themes of creativity, strength, grit, and determination that have characterized the African American journey. *306: African American History* covers four key eras and introduces students to African American history in science, academia, music, and the arts. In *306*, students have the unique opportunity to explore and reflect on key themes of African American history that showcase reliance on critical life skills.
	+ *306: African American History* offers five interactive lessons framed to teach the importance of civic engagement so that students may develop into future community leaders. This digital curriculum is designed to address the skills and proficiencies outlined in the Common Core State Standards for writing and literacy in History and Social Studies, as well as individual states’ standards for US History.
* **306: Continuing The Story**
	+ *306: Continuing the Story* recognizes the extraordinary achievements made by Black leaders and movements. Building on the lessons learned from *306: African American History,* this course focuses onindividuals and events in U.S. history from both before and after the Civil Rights Era that have shaped the experience of many Black people in the United States. *306: Continuing the Story* will provide students with the opportunity to build connections between past and present events, and empathize with the ongoing challenges Black people continue to face in the United States.
	+ *306: Continuing the Story* offers four interactive lessons that introduce students to African American leaders, movements, and important events during and after the civil rights era. Students will explore Black business titans, Black contributions to medicine, and learn about important events and people beyond the Civil Rights Era, such as Juneteenth, Affirmative Action, and the LA Riots.

**COLLEGE & CAREER READINESS**

* **Venture**
	+ According to the [[National Association of Student Financial Aid Administrators](https://www.nasfaa.org/news-item/14855/Survey_Incoming_College_Students_Struggle_With_Basic_Financial_Literacy#:~:text=Survey%3A%20Incoming%20College%20Students%20Struggle%20With%20Basic%20Financial%20Literacy,-By%20Allie%20Bidwell&text=Overall%2C%20the%20survey%20found%20that%20just%2040%20percent%20of%20four,taken%20a%20personal%20finance%20course.), 40 percent of four-year students and 45 percent of students attending two-year institutions had ever taken a personal finance course.] **OR** [[U.S. Small Business Economic Profile](https://cdn.advocacy.sba.gov/wp-content/uploads/2020/06/04144224/2020-Small-Business-Economic-Profile-US.pdf), in 2020, there were 31.7 million small businesses representing a 3.15% increase from the previous year.] [Program Name] is designed to equip students with the skills to think entrepreneurially about business and life. The curriculum focuses on finance and entrepreneurship, allowing students to master the basics of business and prepare for their future careers.
* **Endeavor**
	+ Through interactive gameplay and real-world scenarios, [Program name] introduces students to the careers powering STEM industries, big data and the Internet of Things, and the future of manufacturing and design. For learners who are already interested in STEM, the program feeds their curiosity by providing authentic context and content and exploring ways they can leverage their skills in a STEM career. For those with little or no previous STEM experience, [Program name] piques learners’ interest by highlighting how STEM concepts and careers connect to topics that interest them, contextualizing and supporting classroom learning with real-world examples.
	+ The program meets learners where the ground for STEM literacy and career exploration is most fertile -- middle school. One key indicator determining high school graduates’ interest in STEM is the learner’s interest when entering high school.By introducing possible opportunities for learners at a young age, it is possible to gain insight into student skills, interests, and aptitudes, and how they might connect to exciting STEM careers.
* **Hockey Scholar**
	+ Through highly interactive gameplay, *Hockey Scholar* reinforces key concepts like scientific thinking and data analysis, exposing students to foundational STEM concepts through real-life applications. The Math Edition uses math in hockey to teach important concepts that may otherwise be difficult for students to apply to real life, while the Science Edition uses the science of hockey to build critical scientific skills like inquiry in students. The program is designed for students in grades 4-7 and meets Next Generation Science Standards (NGSS) and Math Common Core State Standards, US State Math and Science Standards, and Canadian Provincial Math Standards.

**SOCIAL EMOTIONAL LEARNING**

* **Honor Code**
	+ *Honor Code* takes a practical approach to bullying prevention by empowering students to create change, whether they’re engaging in bullying, on the receiving end of it, or witnessing it in their school. Through *Honor Code*, students are able to apply the social skills learned in each module by engaging in real-life scenarios that challenge them in areas of courage, leadership, and resilience. Upon completion of the course, students have the opportunity to take their learning offline and into their school through a capstone project that puts their newly learned leadership skills into practice.
* **Character Playbook**
	+ Designed for students in grades seven through nine, Character Playbook is a digital learning experience made up of six lessons that use evidence-based strategies to cover key concepts around positive character development, social-emotional learning, and teaching healthy relationships. Developed and distributed by social impact education innovator EVERFI, Character Playbook is made available at no cost to schools and educators across the country.