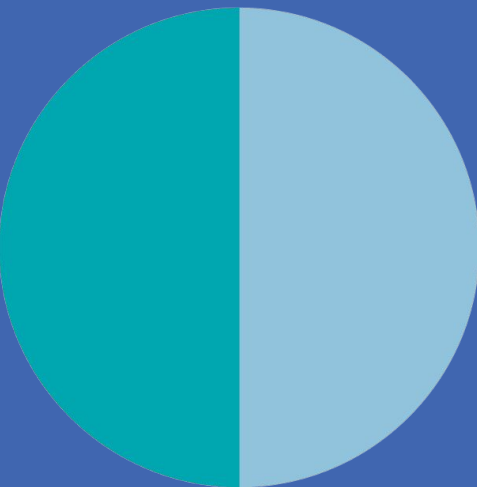
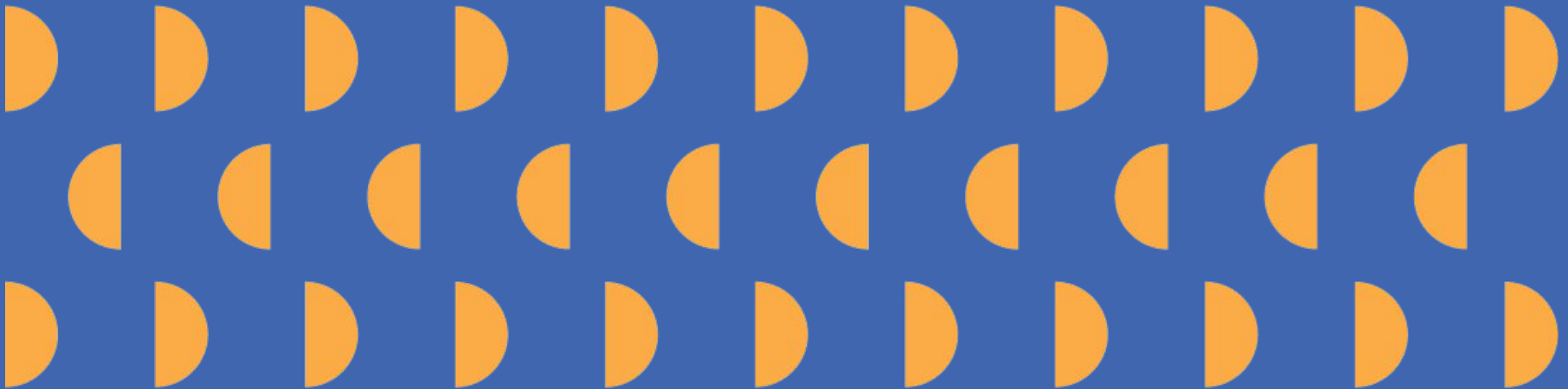


# Introducing SaverLife



# Agenda

- Introductions
- What is SaverLife?
- What is the SaverLife experience?
- FAQs



# Working together to change the balance, **SaverLife** is in sync to deliver meaningful and systemic change.



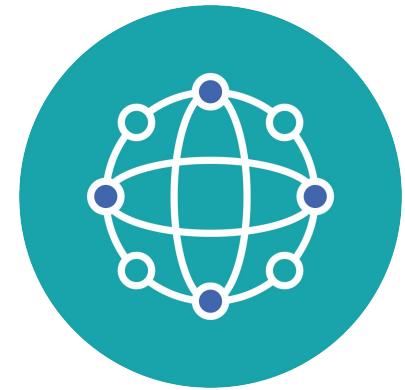
## Innovative platforms

**engage** and  
**inspire** savers



## Big Data Analytics

spur **insight** and  
**perspective**



## Collaborative Ventures

throughout the  
**business sector**

# Why We're Here



**67%**

of employees in the US report being financially stressed. The top financial concern is a **lack of emergency savings**.

---



**39%**



of Americans don't have \$400 in emergency savings and **millions are living paycheck to paycheck**.

---

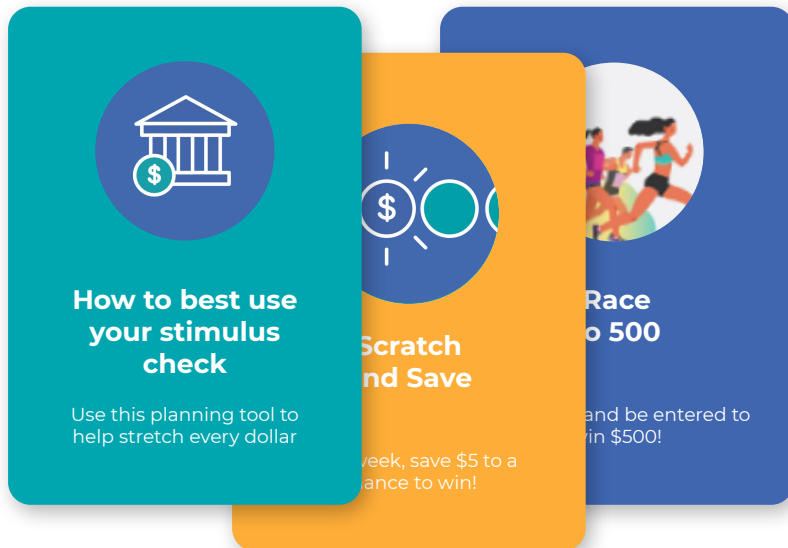


**\$250-\$749**

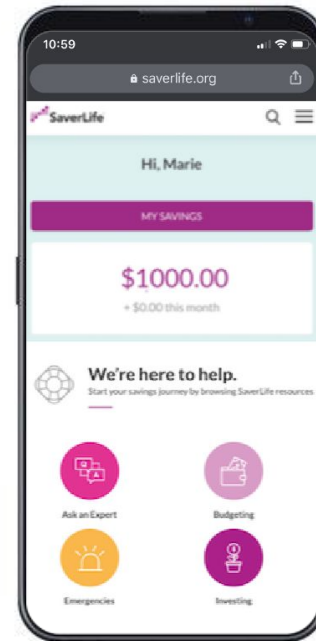
in savings makes **people less likely to fall into debt**, be evicted, or seek public benefits.

---

# SaverLife empowers our members to save with an **active community** of over **350,000** members.



Engaging **savings challenges** and **financial health tools**



**Timely resources** and **financial coaching** content

# Who are our members?



**81%**

women



**\$15-25K**

median income



**35-44**

median age

# Our Impact

**3.1x**

the savings rate



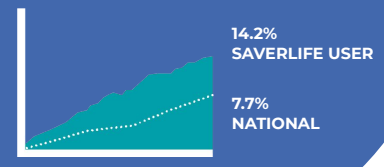
**52%**

of users deposit \$500



**14.2%**

of income into savings



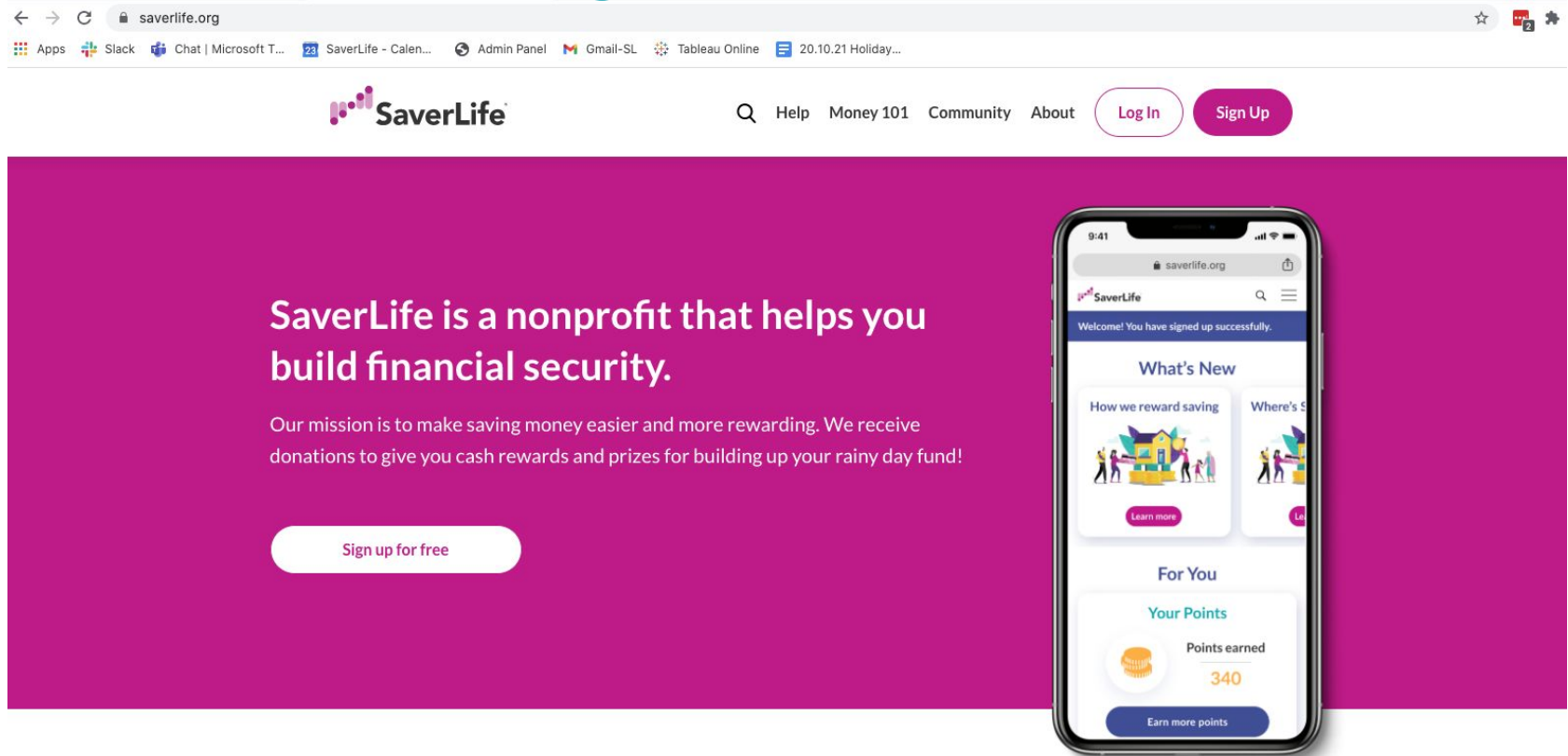
SaverLife works - members **triple their savings** rate within **6 months**



# **SaverLife.org: How it works**



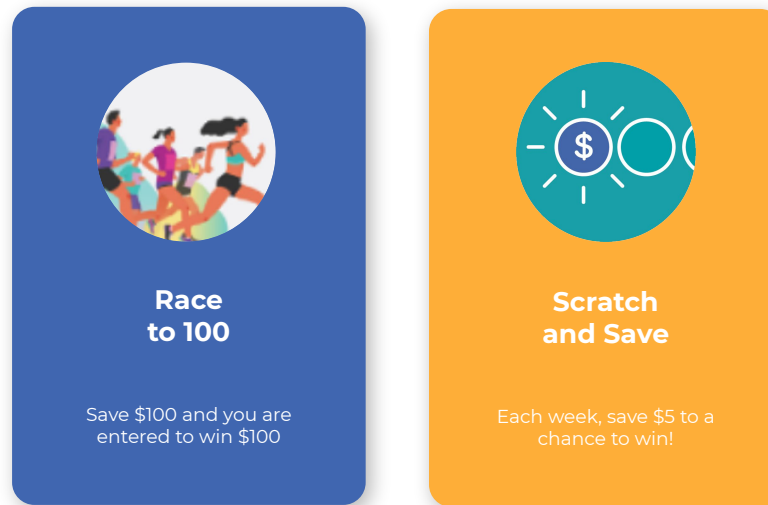
# SaverLife.org is an online financial wellness program. Individuals can sign up at [www.saverlife.org](http://www.saverlife.org) for free.



Thank you to our national sponsors

SaverLife is accessible via web browser (ie: Google Chrome, Firefox) on your phone or computer.

# SaverLife Members can earn prizes for saving by linking their own existing checking, saving, or Paypal account



Savings challenges use nudges and reminders to help you save! Our Race to \$100 challenge is a monthly offering where you can win \$100 for saving \$100. Our weekly program, Scratch and Save, gives you the opportunity to earn prizes for saving as little as \$5!

# Savers can track their progress through an online dashboard



## We're here to help.

Start your savings journey by browsing SaverLife resources



COVID-19



Budgeting



Credit



Debt



Investing



Retirement



Ask an Expert

Savers can **earn points** by taking **positive actions toward their financial well-being** like reading articles, building budgets, and utilizing tools from certified financial coaches. Their dashboard helps them **track progress, set goals, and access resources.**

## For you

### Your Points



Points Earned

Pending

Earn more points

### Set a 30-day Savings Goal



Get Started

## Savings challenges

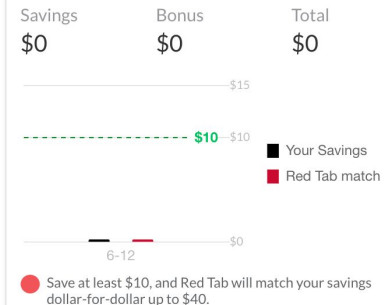
### Scratch & Save



Each week, save \$5 for a chance to win \$5!

### Red Tab Match

#### August



# Savers can level up their knowledge with access to SaverLife Member forums and financial education

## SaverLife Forums

### General

#### Budgeting

82 unread of 82 topics

Updated 1 hour ago by Cat B.

#### Debt

44 unread of 44 topics

Updated 1 day ago by Shaina P.

#### Retirement

24 unread of 24 topics

Updated 8 minutes ago by Cat B.

#### Financial Emergencies

73 unread of 73 topics

Updated 20 hours ago by Tabitha C.

#### Health Insurance

35 unread of 35 topics

Let's talk about health insurance and what it means for our finances

Updated 52 minutes ago by Hoi W.

#### Credit

53 unread of 53 topics

Updated 4 hours ago by Natalie E.

#### Investing

46 unread of 46 topics

Updated 2 hours ago by Cat B.

#### Savings

75 unread of 75 topics

Updated 18 minutes ago by Shelly S.

#### Tax Time Quest

🔒 639 unread of 639 topics

Updated Aug 20 by Shannon P.

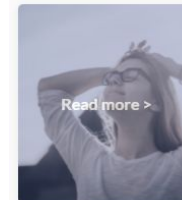
## Money 101



📅 August 01, 2020

### How to Make a Budget for Your Family During COVID-19

"How can you budget your money when you have the same amount coming in as you did before, but now you have everyone at home using more electricity, gas, and water and eating more food?" Submitted by Kelly B. A budget is nothing more than deciding how you will spend money before you get it....



📅 July 22, 2020

### What's the Best Way to Pay Off Debt?

There are a couple of ways to get out of debt and back on track with your finances. Let's walk through some straightforward steps together! Start with Budgeting Basics To start with, make a budget. Total up all your monthly take home pay. Next, start to subtract all of your expenses. You will want to...



📅 July 26, 2020

### I want to buy a house, but my credit isn't good. What can I do?

I want to buy a house, but I have bad credit. Should I file bankruptcy? What should I do? Submitted by Marcella S. Buying a home is many people's idea of achieving the American Dream. But the road to homeownership can be stressful, confusing, and overwhelming. When I purchased my first home, I had no...

# To get started, complete a simple sign up flow at [www.saverlife.org](http://www.saverlife.org)

**1.**

Individuals 18 and older can visit [www.saverlife.org](http://www.saverlife.org) and click "Sign Up" to get started



**2.**

Enter your name, email, and a password to create an account



**3.**

Verify your mobile phone number for multi-factor authentication

**4.**

To earn rewards and prizes, you must link their own bank account



**5.**

Fill out a Financial Health Survey about spending, saving, debt, and credit to learn more about your financial well-being



**6.**

Save in your own bank or PayPal account, earn rewards, and build your financial well-being



# Frequently Asked Questions

# How does SaverLife protect user data and information?

We take security very seriously. We don't store sensitive information such as date of birth, social security numbers, or bank credentials and use multi-factor authentication. We encrypt and anonymize our data and we've been verified by 3<sup>rd</sup> party data audits. We're also using the same technology as companies like Mint.com and Digit.

Additionally, SaverLife has SOC2 Type 1 compliance. If you have any additional questions, you can refer to the Terms of Service & Privacy Policy listed on our website.

# Do users open a new account for saving?

## How do they save to earn incentives?

SaverLife partners with Plaid (owned by Visa), a third-party to connect to over 9000 banks and credit unions across the country. This is the same technology used by Venmo and Digit. Rather than open a new savings account, users securely connect to their bank, credit union, Prepaid debit card or Paypal account to the platform using their online banking credentials.

To earn rewards and prizes for saving, users need to have a net gain in their linked savings account during the challenge period (i.e.: If the challenge requires a user to save \$5 over the course of the week, they must have a net balance of \$5 more at the end of the week).



# What's the difference between SaverLife and my 401(k)?

SaverLife helps individuals build a lifetime habit of saving, starting with emergency savings. Individuals connect their own savings, checking, or Paypal account and save to build a rainy day fund. Liquid short-term savings nicely complement 401(k)s and other retirement accounts, which penalize individuals for drawing down funds before a certain age. Short-term savings can fund essential needs and emergencies while keeping retirement funds reserved for their original purpose - retirement!

*\*While SaverLife does not charge any fees, check with your bank or credit union about any withdrawal limits or minimum balance requirements for your linked account.*

# Questions?

