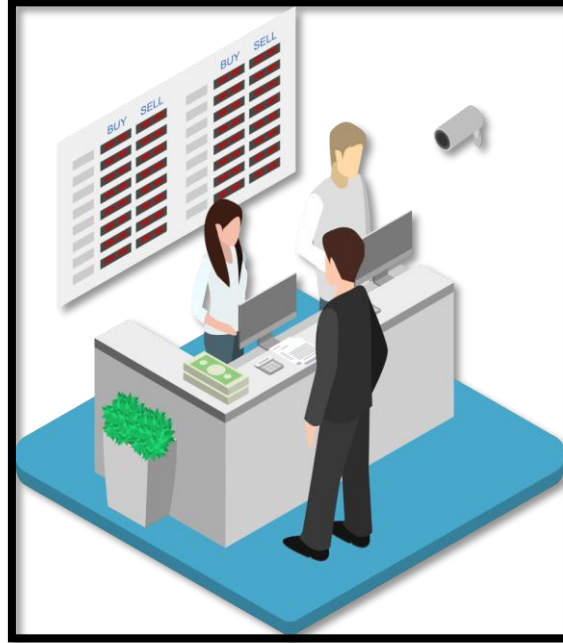


# Commerce Bank And Financial Literacy

**Olu Gbadebo  
& Beth Joelner**



# My Journey



# Ways Commerce Invests in The Community

2022 Stats:



**\$1.9 million in philanthropic investment**

by Commerce Bancshares Foundation

Charitable donations through the CB Foundation and CB Charitable Trusts and Foundations

Business Activities

- United Way 2022 campaign raised a total of \$389,216
- E2E distributed \$191,912 to 55 team members
- Nonprofit board & committee service
- Employee Resource Group (ERG) activities
- Nonprofit event & programming sponsorships
- Business Activities (loans, investments, recruiting)
- Outstanding CRA rating
- **Community Outreach**

More than



**2,900 hours**  
volunteer time off  
by team members

More than

**490 nonprofit organizations**

supported by team members serving leadership roles by serving on boards

# Community Outreach

United Way  
of Greater Kansas City



ROSE BROOKS



## Financial literacy

- ✓ Youth Empowerment: PK-12 Education, School Districts, Alternative Schools
- ✓ Health & Human Services: St. Louis County jail, Foster Care system
- ✓ Non-Profit Organizations: Chamber of Commerce, At-risk Individuals(Groups), Low-to-Moderate Income Groups



# Our Partners



A WORLD WITHOUT CANCER.

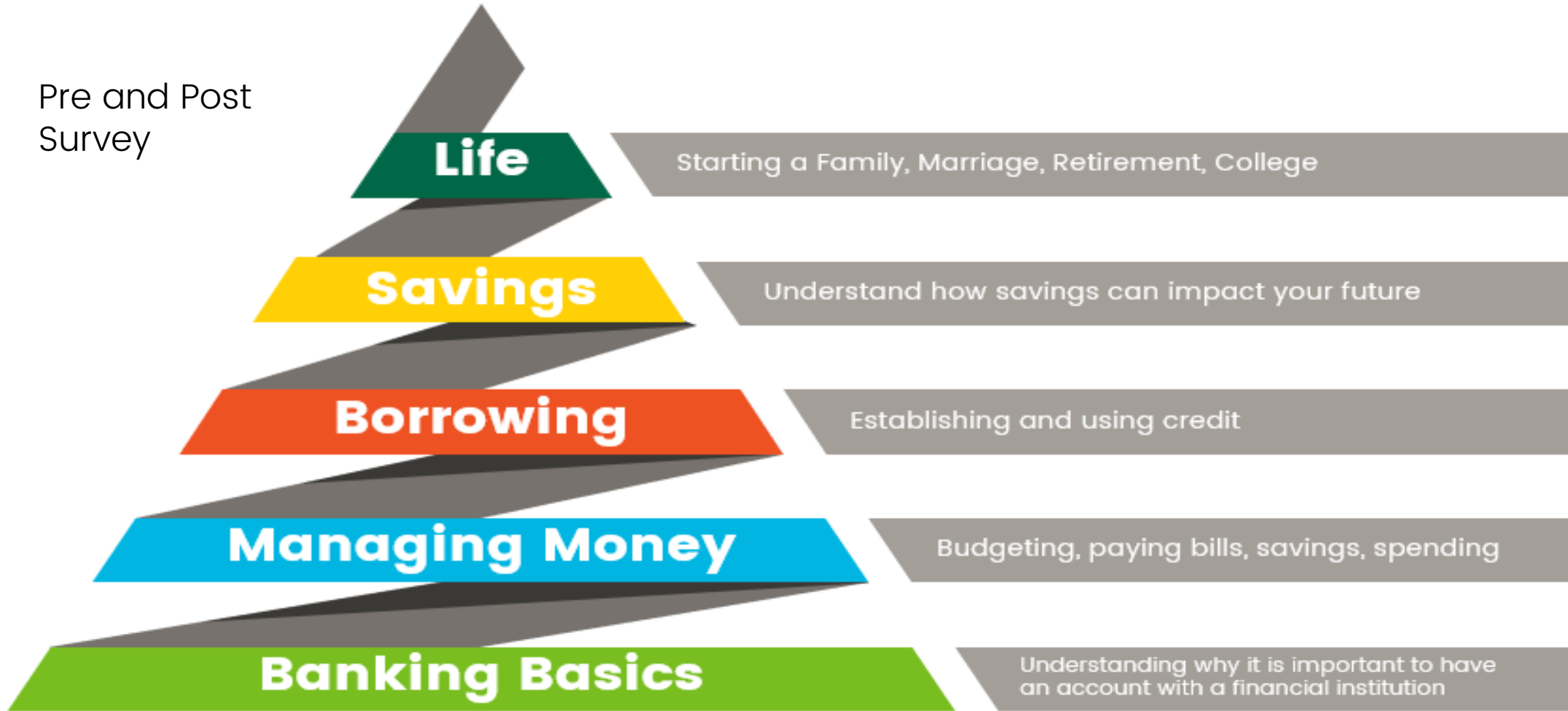


COMMERCE<sup>IN</sup> THE COMMUNITY 2021



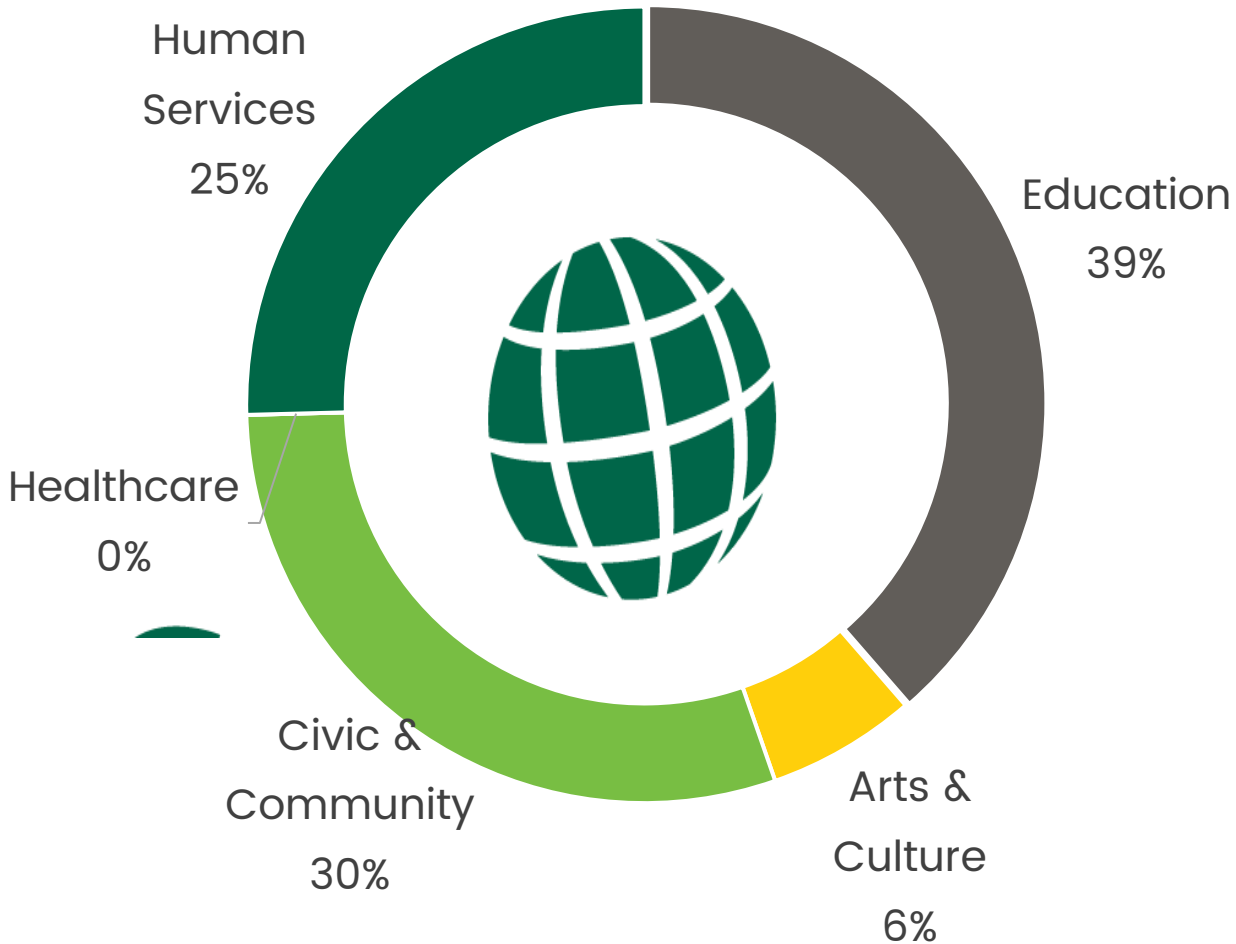
# The Pyramid

Pre and Post  
Survey




t

# The Impact



- Actively working with 67 non-profits
- 96 financial literacy sessions since 2023
- 1034 participants
- 58 coachings/follow-ups
- 186 direct account openings
- 42 referrals



College graduates spent 16 years gaining skills that will help them command a higher salary; yet little or no time is spent helping them save, invest and grow their money.”

–Vince Shorb

National Financial Educators Council



**My Milestones**  
by Commerce™

**Workplace  
Banking**



# Value for your organization

## \$40 Billion

In Lost Productivity

Financially stressed employees cost businesses \$40 billion in lost productivity in 2022.<sup>1</sup>

Employees who experience financial stress are far less productive than those who feel confident in their financial situation. This is a heavy cost affecting businesses of all sizes all over the world.

## \$4,000

Lost Annually Per Employee

Nearly 50% of employees distracted by their finances say they spend 3 or more working hours each week worrying about personal finances.<sup>2</sup> Over the course of a year, an employee may spend more than nearly 4 full work weeks distracted by personal money matters – meaning some companies are paying their employees nearly \$4,000 annually just to stress about money during work.<sup>3</sup>

## 90%

Of companies claim a positive impact

Companies offering financial wellness benefits have more success with employee retention, satisfaction, and productivity. Ninety percent of employers claim financial wellness benefits have positively impacted their workforce.<sup>4</sup>



of employees seek financial guidance when dealing with financial decisions, crises or life events



33% of financially-stressed employees are embarrassed to seek guidance on their finances



Would be attracted to another company demonstrating more care for financial well-being

Source: PwC's 12<sup>th</sup> annual Employee Financial Wellness Survey, PwC US, 2023  
January 2023: base of 3,638 full-time employees

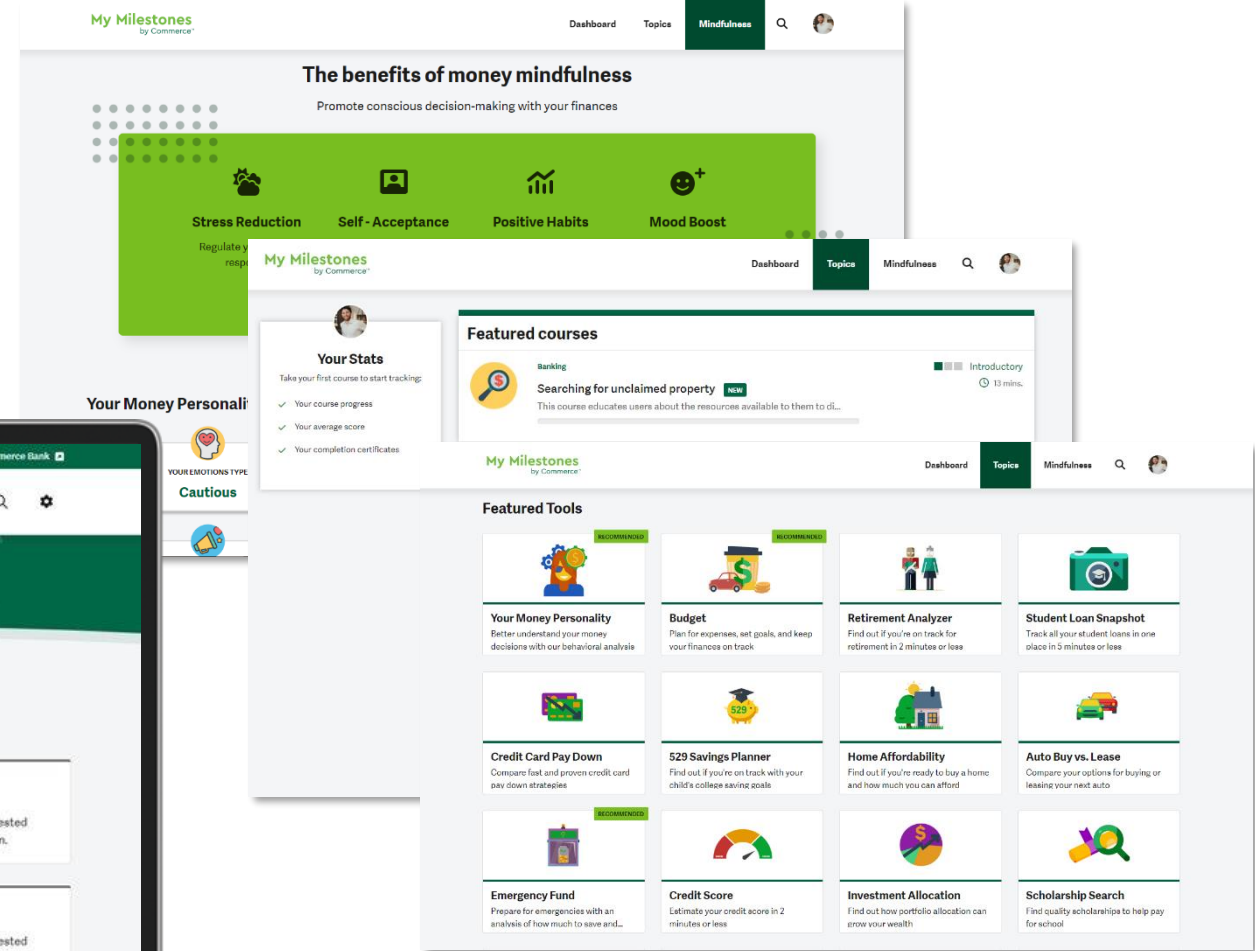
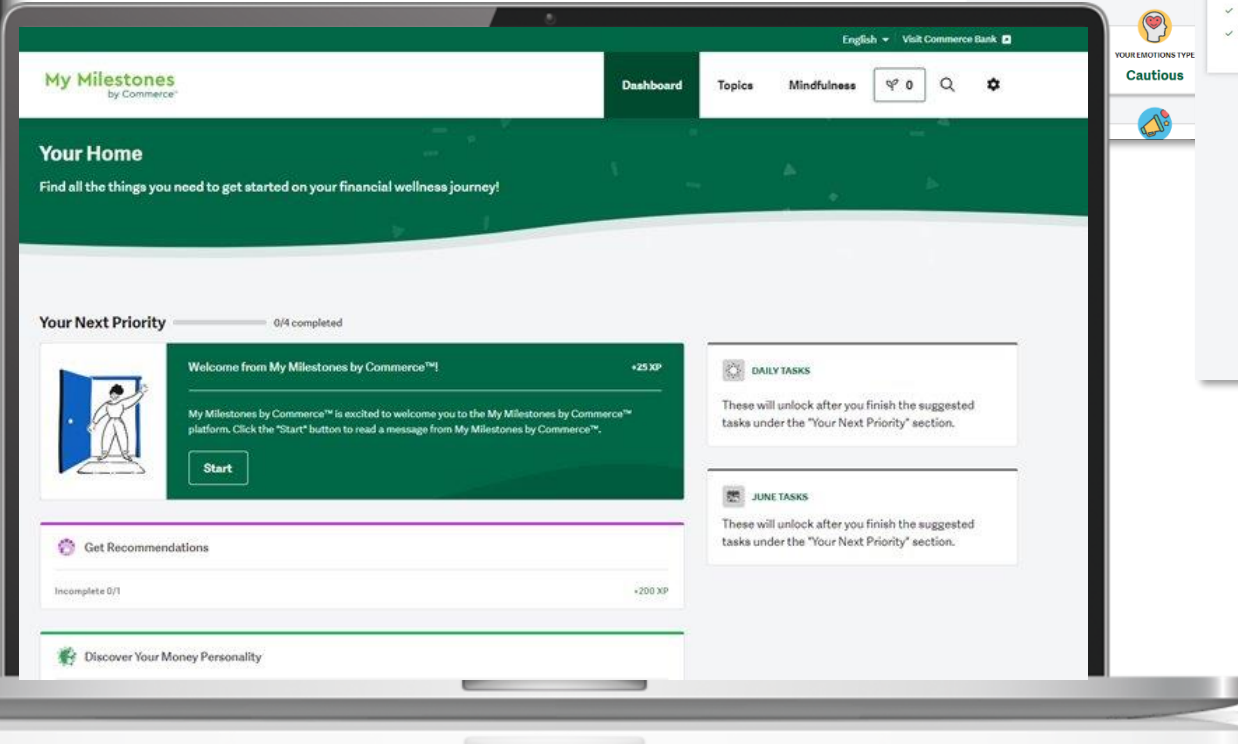
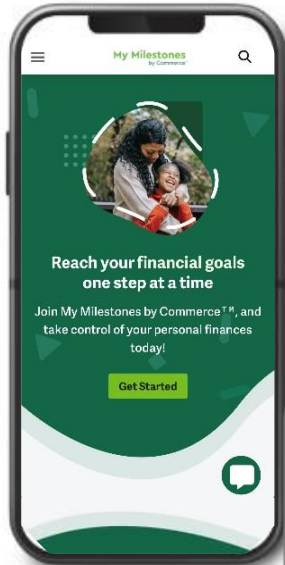
Source: PwC's 11<sup>th</sup> annual Employee Financial Wellness Survey, PwC US, 2022 (base of 3,236 full-time employees)

1. Financial Post. (Nov. 6, 2022). "Workers are stressing out over their finances — and it's costing employers billions"
2. PwC US, (2019). "PwC's 8<sup>th</sup> annual Employee Financial Wellness Survey"
3. Trading Economics. (n.d.) United States Wages
4. Experian. (2023, June 21). Why You Should Offer a Financial Wellness Program to Your Employees. Experian Employer Services



# One Stop Financial Wellness Platform

- ❑ Mobile-optimized experience
- ❑ Fully ADA-compliant
- ❑ GDPR & CCPA-compliant



**My Milestones**  
by Commerce™

# How We Can Help



\$25 Registration incentive for employee to register on the platform



Incentive offers to open a bank account



Financial Advisor access to meet 1:1 with employees and review their goals and needs

## Data we will provide to your organization:

- Top financial stressors for your employees as indicated by platform usage
- Prescriptive financial education to help relieve financial stress
- Customized tools and resources to support employees

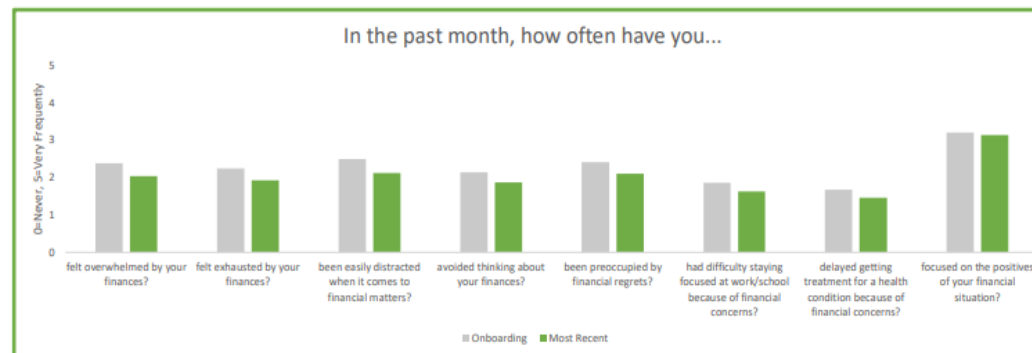
## My Milestones by Commerce™

Monthly Report for December 2024

TOTAL REWARDS



Category	Registrations	Sessions	Page Views	Page Views Per Session	Session Duration
SITE STATS SINCE LAUNCH	1,802	32,982	283,768	8.60	0:18:01
SITE STATS LAST MONTH	6	115	518	4.50	0:09:54



# Education and Onsite Options

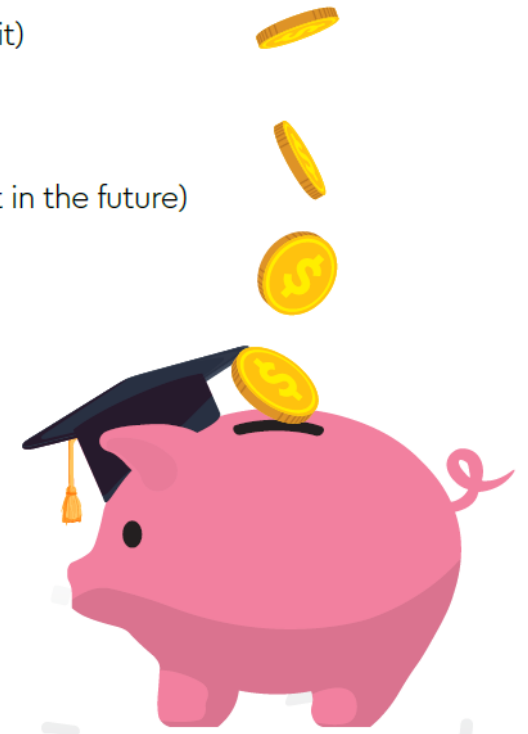
## Customized Education for your Employees

- Our team creates all content and marketing for the sessions.
- We can visit on-site to offer education and banking solutions for your employees.
- We partner with our branch network to provide convenient banking options in your area.
- Incentive offers are often available to encourage your team members to participate and learn.
- Participation in Wellness Fairs, Open Enrollment, and other Staff Events as appropriate.

## Discovery Education Topics

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- Assessing your insurance needs
- Banking basics
- Creating a budget (and sticking to it)
- Emergency savings
- Estate planning
- Getting out of debt (and avoiding it in the future)
- Investing to build wealth
- Money personality
- Mortgages
- Planning for retirement
- Repaying student loans
- The economy
- Understanding credit reports and scores
- Understanding your paycheck and Form W-2



# Easy to Get Started

- ✓ Business Development Officer will meet with you to identify goals and make a customized plan for your team.
- ✓ You'll have a dedicated Relationship Manager and implementation team.
- ✓ Our onboarding process walks you through all the necessary steps to enroll.

**My Milestones**  
by Commerce™

**Beth Joelner**

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Questions?  
Thank You!