



Financial Wellbeing in Diversity, Equity and Inclusion

Are you a Wealth Angel?

Wealth
Angels

Women and under-represented individuals are more likely to feel higher levels of financial stress

At Purposeful Innovators, we know how challenging it is for companies to develop impactful diversity, equity and inclusion (DEI) strategies.

The benefits of financial fluency across your employee population are extensive. Individuals and employers lose billions due to lost productivity, absenteeism, and higher healthcare costs due to an employee's financial stress.

Working with Wealth Angels, we make it easy for you to put your employee's financial wellbeing at the heart of your DEI strategy.

8 hours MoneyWise training = immediate ROI

Financial literacy is on the government Agenda

Worldwide, just 1-in-3 adults show an understanding of basic financial concepts.

Although financial literacy is higher among the wealthy, well-educated, and those who use financial services, it is clear that billions of people are unprepared to deal with rapid changes in the financial landscape.

Governments are pushing to increase financial inclusion by boosting access to bank accounts and other financial services but, unless people have the necessary financial skills, these opportunities can easily lead to high debt, mortgage defaults, or insolvency.

High quality financial education is required to reduce the differences experienced by gender, education level, income, and age.

HR Leaders Can Address Employees' Financial Challenges

Employers have a unique opportunity to tackle these issues and reduce financial inequalities through financial wellness programmes that specifically target their employee groups.

When it comes to financial advice, 44% of employees use a simple search on their computer or mobile device, and 36% of people use social media platforms, like Instagram and TikTok.

Developing financial fluency needs to be a top priority for organisations that are committed to the health and wealth of their workforce.

It is essential for companies to provide financial education that's equitable, accessible, and impactful to all—regardless of their race, age, or gender.

Financial Wellness is at the Heart of Thriving Cultures

1. Financial stability soothes marital stress and decreases divorce rates.
2. Financial education helps society because it helps people meet their basic needs.
3. Financial education reduces crime and conflict.
4. Financially literate people are better equipped to help others.
5. More personal financial stability can lead to fewer wars and financial planning can even lead to world peace.

Employees are demanding more from their employers and it's clear that one of their emerging priorities is their financial health.

Companies that respond to the demand for financial education quickly and responsibly will win the war for talent

We work with your team to create your employee financial wellbeing programme tailored for your workforce that is race, age and gender inclusive.

**Money
Wise**
WELLNESS

\$675 per person = delivered by internationally qualified financial planners

Sponsor Social Education and Receive a Free Corporate Workshop

- MEASURABLE SOCIAL IMPACT REPORTING
- FEATURED IN ALL MEDIA RELEASES
- EXPOSURE & REACH IN TIER 1 & 2 MEDIA OUTLETS (ARABIC AND ENGLISH)
- FEATURED IN SPONSOR, PARTNER AND VENUE EDMS
- FEATURED ON SPONSOR, PARTNER AND VENUE WEBSITES & SOCIAL MEDIA
- MENTIONS IN MEDIA INTERVIEWS WHERE POSSIBLE
- BRAND REPRESENTATION AT EDUCATIONAL PUBLIC EVENTS
- BRAND PRESENCE IN CURRICULUM MATERIAL USED GLOBALLY

Show your commitment to the community from only \$3,000

10% of
sponsorship goes
to financial
education for
underprivileged
children in Kenya



Are you a Wealth Angel?



**Book Now to Begin
Your Financial Wellness Journey**