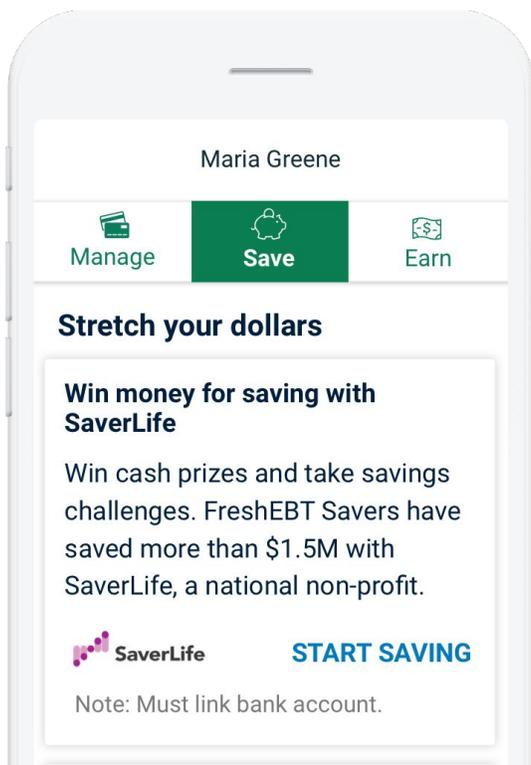


Reaching low-income families with rewarding savings opportunities through Fresh EBT

SaverLife, a national nonprofit, has a mission to inspire and empower millions of Americans to save money. The organization offers an innovative platform that allows working families to take control of their financial future.

To participate, individuals link their existing bank account, start playing savings challenges, and enter to win cash prizes. For many users, these savings make all the difference during an emergency, like a flat tire, a leaky faucet, or a last-minute plane ticket.

SaverLife markets this opportunity to low-to-moderate-income audiences through creative channels and limited-time promotions. By working with partners like Fresh EBT, SaverLife reaches those who stand to benefit most from transformative ways to save money through financial technology.



SaverLife: building a savings cushion for low-income families through Fresh EBT

In 2018, SaverLife partnered with Fresh EBT to promote its namesake program that helps users track savings and earn a chance to win cash prizes every week.

For the past several years, SaverLife has been running this campaign to a national audience in Fresh EBT to offer all savers this powerful opportunity. To date, over 2,800,000 Fresh EBT users have seen the ad and been introduced to the platform.

"I am a walking testimony that the program works, the program is real, and you DO save."

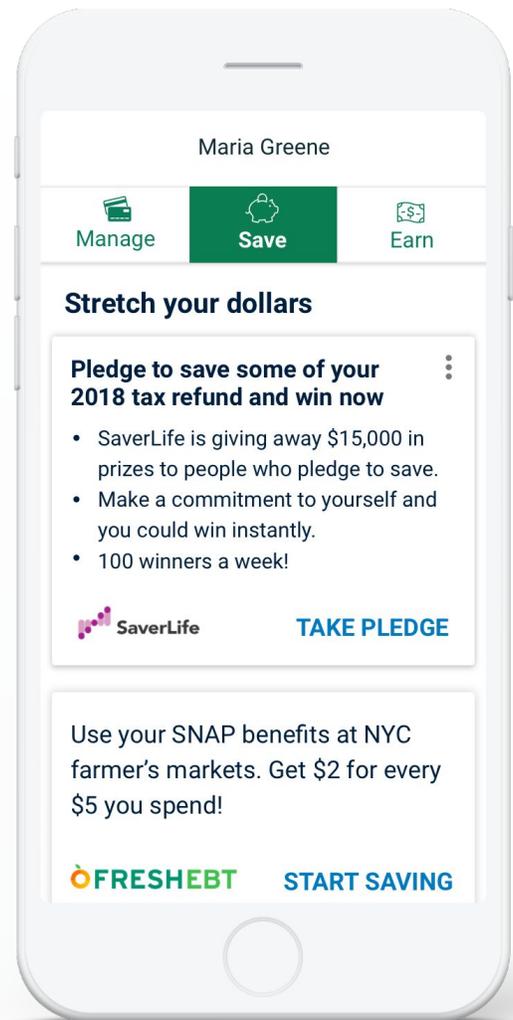
Fresh EBT user, Jessica, South Carolina

SaverLife Tax Pledge: encouraging savings at tax time

To drive additional savings during tax time, SaverLife also runs a limited-time tax pledge promotion on Fresh EBT each year, which offers individuals the chance to win prizes for pledging to save a portion of their annual tax return. Savers can also participate in a \$5,000 Grand Prize Story Contest.

During the three-month campaign in 2019, over 19,000 Fresh EBT users pledged to save a portion of their tax refund, amounting to a total of over \$33 million in pledged savings.

One of these individuals, Derkisha Wofford, a Fresh EBT and SaverLife user, was [selected as the Grand Prize Story winner](#) out of the 45,000 tax-pledge entrants. Derkisha, a mother of five, saved her tax refund for her family's safety and security. She planned to use the \$5,000 prize to help her get closer to her goal of owning her own home.



SaverLife and Fresh EBT's partnership continues to enable meaningful savings opportunities and habits for working moms and families.

Questions? Email
partnerships@joinpropel.com

