



An engaging path to financial empowerment

Better Money Habits® is a [free financial education platform](#) that provides a simple, accessible way to connect people to the tools, resources and education they need to take control of their finances.

Better Money Habits is Bank of America's signature financial wellness offering, empowering people to make informed and confident decisions at every step of their financial journey. Through Better Money Habits, we support people in becoming more financially resilient by connecting them to informative resources, helpful tips and inspiring experiences that help them achieve their financial goals.

What would you like the power to do?®

Whether it's buying a first home, paying down debt or saving for retirement, Better Money Habits can help. This platform is part of our commitment to Environmental, Social and Governance leadership, and delivers on our company purpose to make financial lives better.

Building financial resilience

Helping people build financial know-how and take steps to improve



Better Money Habits offers engaging resources and tools to help build know-how around topics like budgeting, saving, managing debt, homeownership and more – so people have the power to learn and take action. The platform uses understandable terms and relatable examples designed for the way people learn today.

Better Money Habits offers something for everyone. The content is tailored to audiences at different life stages, serving as a continued resource over time. Whether people are just starting out, saving to buy a home, planning to start a family or preparing for retirement, there's relevant content that can help them progress toward what matters most.

Providing guidance for what's next



The Better Money Habits website now includes a [collection](#) of financial articles, tips and resources to help people navigate the impacts of the current environment and to provide meaningful guidance for what's next.

The resources are designed to help people address both immediate needs and longer-term priorities – so they can establish a plan to put themselves on the best path forward. This content covers topics like recalibrating your budget, understanding government relief resources and planning for a safety net.

Engaging partners and communities with Better Money Habits



We partner with the education nonprofit Khan Academy to create financial resources that meet the diverse needs of the customers and communities that we serve.

We also work regularly with nonprofit partners to foster economic mobility. We have nearly 4,000 Better Money Habits Volunteer Champions around the country who deliver content and tools to individuals and families directly and through our nonprofit partners. Champions also help deliver financial lessons, hosted on-site at an organization, in one of our local Community financial centers, or even online for virtual workshops.

Turning knowledge into action

Better Money Habits is here to inform, inspire and empower consumers – no matter their life stage or needs – and is driving real, lasting change to their financial behaviors. Among clients who engaged with Better Money Habits resources and tools:



1 in 3
grew their
checking balance
by 20% or more

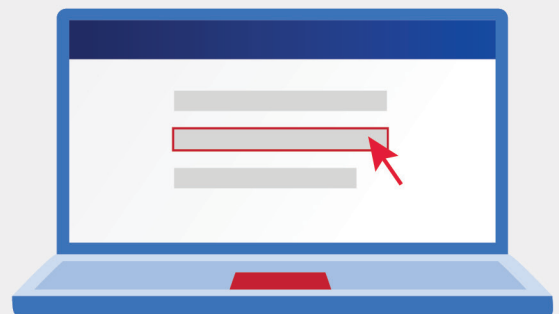


1 in 4
grew savings
by 20% or more



1 in 7
reduced their
credit balance
by 20% or more

Better Money Habits content
has been viewed more than
120 million
times since 2013



Expanding the reach of Better Money Habits

We continually look for ways to provide resources to as many people as possible – where and how they like to be reached:



Our resources span tools in Bank of America's mobile app and integration with our AI-driven virtual financial assistant, Erica: bankofamerica.com/mobilebanking



We offer BetterMoneyHabits.com in Spanish to help Spanish-speaking visitors take steps to improve their personal finances: MejoresHabitosFinancieros.com



We have continued to conduct research and observe the money mindset of young adults and what they are going through. This helps inform us of additional ways Better Money Habits may help them: bankofamerica.com/millennialreport



Our online Education Resource Center supports our partners and community of volunteers with lessons and tools to deliver Better Money Habits easily and effectively to clients and members of our communities: BetterMoneyHabits.com/Community



We empower people to approach their finances by first thinking about their individual life priorities, such as family, health and home: bettermoneyhabits.bankofamerica.com/en/my-priorities