



Florida Financial Literacy Initiative

A statewide Initiative sponsored by Wells Fargo and managed by the Florida Literacy Coalition

2025 GRANT PROPOSAL GUIDELINES

Financial literacy is the ability to use knowledge and skills to manage financial resources effectively for a lifetime of financial well-being.

Financial education promotes stability for individuals and their families. The more people know about credit, banking services, taxes and basic money management, the more likely they are to increase savings, buy homes, save for education and improve their financial well-being. Not surprisingly, people with a low level of education tend to have low numeracy and financial literacy skills. Basic financial skills education can be critical to helping individuals manage their money and protect themselves from predatory practices.

The Florida Financial Literacy Initiative is funded through a grant from Wells Fargo and managed by the Florida Literacy Coalition (FLC). This Initiative supports the integration of literacy instruction and financial education, promoting a contextualized approach to learning. By providing teacher/tutor training, instructional resources and grants, FLC and Wells Fargo seek to collaborate with adult literacy programs across Florida to help learners gain the knowledge needed to make informed choices regarding their finances.

Wells Fargo is committed to supporting organizations that work to strengthen local communities. By addressing vital community needs and issues, including family and financial literacy, Wells Fargo is promoting economic empowerment and well-being in Florida and beyond.

Eligibility Criteria:

Organizations interested in applying must:

- Be a 501(c)(3) nonprofit organization or government-based agency that provides adult basic education/literacy, ESOL and/or family literacy instruction in Florida; • Provide services via classes, small groups, and/or one-to-one tutoring; and
- Commit to basic reporting requirements.

Eligible applicants must be located in one of forty-six Florida counties served by Wells

Fargo. Taking into account the quality of the applications, the grant review committee will prioritize funding at least one grant per region.

Region	Counties
North	Alachua, Baker, Bay, Clay, Duval, Escambia, Holmes, Jackson, Leon, Madison, Marion, Nassau, Okaloosa, St. Johns, Santa Rosa, Taylor, Walton, Washington
Central	Brevard, Flagler, Highlands, Lake, Orange, Polk, Osceola, Seminole, Sumter, Volusia
West	Charlotte, Citrus, Collier, Desoto, Hernando, Hillsborough, Lee, Manatee, Pasco, Pinellas, Sarasota
South	Broward, Indian River, Martin, Miami-Dade, Monroe, Palm Beach, Saint Lucie

Entities and organizations ineligible to receive a Financial Literacy grant include:

- Individuals;
- For-profit entities;
- Civic, fraternal, labor, and political organizations;
- Religious organizations, if funds will be used to educate/benefit a specific denomination or congregation or the group intends to proselytize to program participants and/or participants' family members; and
- Groups that discriminate against race, gender, religion, national origin, marital status, age, sexual orientation, disability or any other status protected by law.

NOTE: Agencies/organizations with multiple programs/sites (i.e. library systems, school districts, community/state colleges) may submit up to two applications for consideration per year.

Definition of Family Literacy Programs: For grant purposes, family literacy programs should include the

following four components: 1) parent literacy instruction; 2) interactive literacy activities between parents and their children; 3) training for parents regarding how to be the primary teacher for their

children and full partners in the education of their children; and 4) age-appropriate education for children.

Grant Award: Seven grants of up to \$5,000 may be awarded in 2025. Submit applications online at <https://form.jotform.com/252713981703156> by November 14, 2025, at 5 p.m. Funds are to support project expenses over the twelve-month period beginning January 2026. The ability or need to secure matching funds is not a condition of this grant.

Non-allowable Expenditures:

- Fundraising events, contributions, and donations;
- General operating expenses;
- Expenses obligated prior to or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital expenditures (including acquisitions, building projects, remodeling, or renovation of facilities) with the exception of unfixed equipment;
- Bad debts, contingencies, fines and penalties, interest, and other financial costs;
- Private entertainment.

Curriculum and Materials: *Hands on Banking*® is a broad-based, free financial program and curriculum that provides the essentials of financial education and real-world banking. With seven tailored courses, the program offers all the basic money tools and information for every audience. Available in both Spanish and English, the *Hands on Banking* program consists of fun, accessible self-paced online courses, downloadable Instructor Guides, and other valuable resources. The curriculum and related resources may be accessed by clicking [here](#). Applicants are encouraged to incorporate the *Hands on Banking* curriculum and materials into their programs, either solely or in conjunction with other resources and materials.

Reporting Requirements: Grantees will be asked to complete a brief mid-year progress report as well as a year-end final report on the status and accomplishments of their projects. The reports will include: 1) student pre- and post- financial literacy knowledge assessments; 2) teacher and student evaluation/feedback forms; and 3) other information detailing the project's accomplishments. Programs will also be asked to document and share a group project/activity that students developed during the year.

Project-based Learning: Project-based learning is a collaborative approach to teaching in which learners actively explore real-world problems and issues. PBL activities engage and empower students to utilize the information they learned in the classroom and apply it using authentic

language in a larger context. Learners should take an active role in helping to determine PBL activities. Therefore, application proposals do not need to include a definitive project but may include potential ideas. More information on Project-Based Learning can be found [here](#).

Collaboration and Partnerships: Applicants are highly encouraged to address/include events and opportunities for outside partners to interact with instructors and students as part of their financial literacy proposal. Grant funds may be used for related costs.

Recognition: Applicants should include details about how they will recognize Wells Fargo for its generous support, should they be awarded a grant.

Notification: Grant recipients will be notified in December 2025.

Contact: For questions, please contact Dana Williams at williamsd@FloridaLiteracy.org