CFSI’s Financial Health Beta Project is an initiative designed to help providers invest in their customers’ financial health. From June to December 2016, participating companies will use CFSI’s 8 financial health indicators to measure and track their customers’ financial health.

These companies represent a diverse cross-section of the financial services industry. Together, they will shed light on how banks, credit unions, prepaid providers, lenders, fintech start-ups, and other financial service providers can invest in their customers’ financial health. Meet the participants:

- **Coastal Federal Credit Union** – Based in Raleigh, NC, Coastal Credit Union has 18 branches across North Carolina. The credit union serves approximately 215,000 customers and offers its members a range of products and services.

- **EverFi** – EverFi offers free online education for students and adults through modules covering a range of topics, including financial services. The company partners with employers and financial institutions to bring financial wellness and career skills to their employees, customers, and communities.

- **Guaranty Bank** – Guaranty Bank is a full-service retail bank headquartered in Milwaukee, WI. Many of the bank’s 120+ branches are located in grocery stores across the Midwest, allowing it to serve low-income and cash-preferred customers.

- **LendStreet** – LendStreet is an online lender that offers affordable loans to help consumers with delinquent debt settle with their creditors, rebuild their credit, and achieve a fresh start. LendStreet was a member of the first graduating class of CFSI and JPMorgan Chase’s Financial Solutions Lab.

- **NetSpend** – One of the largest providers of prepaid cards, NetSpend has helped more than 10 million cardholders make purchases, pay bills, and manage their money. NetSpend offers a nationwide network of more than 70,000 distribution locations and 130,000 reload points.

- **Sunrise Banks** – Headquartered in St. Paul, MN, Sunrise Banks is dedicated to empowering the underserved to achieve by offering innovative tools to obtain financial success.

- **Urban FT** – Urban FT is a digital banking platform that offers white-label banking solutions. Through a partnership with Sprint and Boost Mobile, Urban FT reaches users of prepaid cellular plans, many of whom are low-income.

What’s next?

We encourage you to follow developments in the Beta Project by signing up to receive CFSI’s newsletter: [bitly.com/cfsinews](bitly.com/cfsinews)

MetLife Foundation is a major sponsor of CFSI’s ongoing consumer financial health work.