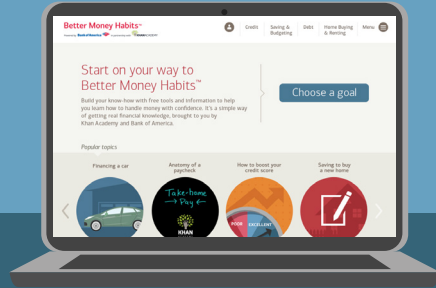


# Navigating content



**BetterMoneyHabits.com** allows users to navigate content by topics of interest or by choosing a financial goal:

## Topics include:

- Credit
- Saving & Budgeting
- Debt
- Home Buying & Renting
- Taxes
- Car Buying
- Banking Basics

## Goals include:

- Improving my credit score
- Saving for a big ticket item
- Getting ready for tax season
- Paying down my student loans
- Buying my first home
- Refinancing my home
- Buying a car
- Starting out on my own

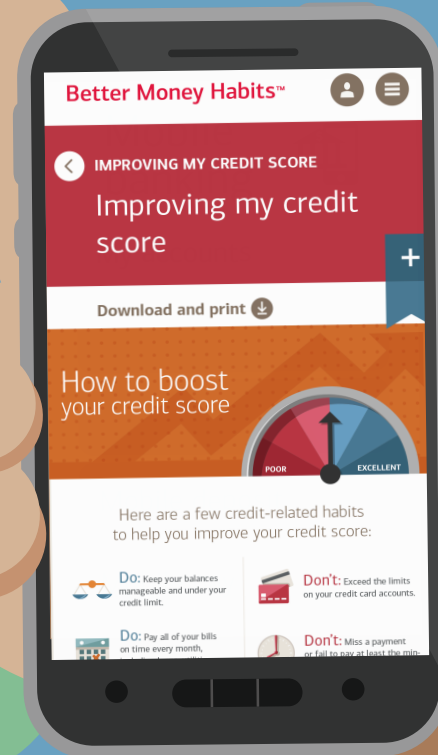
## Partnership with Khan Academy

Khan Academy is a non-profit with the mission to provide a free, world-class education for anyone, anywhere. Founded by Sal Khan on the belief that anyone can learn anything, Khan Academy aims to make knowledge accessible and help users tap into their potential by delivering instruction on a myriad of subjects through compelling online videos.

This approach to learning inspired our partnership and led to the creation of BetterMoneyHabits.com. By pairing Khan Academy's expertise in online learning and our financial know-how, we've tapped into a different way for people to learn about money. Since the site launched in 2013, more than 6 million people have visited BetterMoneyHabits.com, and our content has been viewed more than 25 million times.

## BetterMoneyHabits.com

Bank of America, in partnership with non-profit online education innovator Khan Academy, provides BetterMoneyHabits.com – a free educational resource aimed at empowering people to be more confident in their financial decision-making.



**Better Money Habits™**

Bank of America  with  **KHANACADEMY**

Your interactive tool  
for improving financial  
knowledge



At Bank of America, we have a clear purpose to help make financial lives better. This includes ensuring people have access to the knowledge and resources they need to make the right financial decisions and achieve their personal goals.

Among the ways we do that is through BetterMoneyHabits.com which Bank of America developed in partnership with Khan Academy. Education innovator Sal Khan founded his non-profit with the mission to provide a free, world-class education for anyone, anywhere.

BetterMoneyHabits.com delivers easy-to-understand information on a wide range of personal finance topics, is 100% objective, is free of commercials and does not promote products. It's also easily viewable on a computer, tablet or smart phone.

## Key features



### Interactive content

**BetterMoneyHabits.com** makes personal finance topics accessible with easy-to-understand videos and hands-on tools, including lists of key takeaways and quizzes to test users' understanding.



### Goal-based learning

**BetterMoneyHabits.com** offers a goals-based journey that delivers content based on what participants want to learn about and what's relevant.



### User motivation

**BetterMoneyHabits.com** awards participants with points and badges, which are based on users' accumulated points, for completing topics, sharing content and providing feedback.

## Using the resource

**BetterMoneyHabits.com** can be used by individuals as a self-guided learning experience and by financial educators as a new source of interactive content that can enhance existing programs and curricula.



### Financial counselors

**BetterMoneyHabits.com** content can help financial counselors engage clients by explaining complex topics in a visual and interactive way.

For example:

- “How to set a budget and stick to it” is an engaging video that provides a helpful introduction to the budget-planning process.
- The website enables clients to select financial goals and learn how to reach them. Counselors can use this feature by starting the goal-setting activity with their clients or by suggesting the activity as “homework” to complete between sessions.



### Individual users

**BetterMoneyHabits.com** provides two ways to interact with the site content. Users can choose a financial goal to generate an experience that is relevant to them or choose a topic from the navigation bar or menu icon, such as credit, saving and budgeting or buying a car. To enhance the experience, users can establish a profile to track points and badges gained by completing topics, sharing content and providing feedback.



### Financial education teachers and coaches

Videos on the website can be used to begin a discussion as part of classroom instruction and materials from the site can be distributed to enhance students' understanding.

For example:

- The video, “Comparing the cost of new and used cars” can be used to promote a group discussion around debt and budgeting.
- Infographics like “Making sense of your credit report” can be printed and distributed to help explain the main sections of a credit report and how to get a free copy.



### Community service providers

Community partners who provide social and other services might use the tool to help educate their constituents about financial matters. Providers can link to **BetterMoneyHabits.com** from their website or use it as an objective resource when speaking to groups. Content from the site can be projected in full-screen mode for easy viewing in a large auditorium.