

Financial Wellness Engagement Case Study: KFC Foundation

About the KFC Foundation

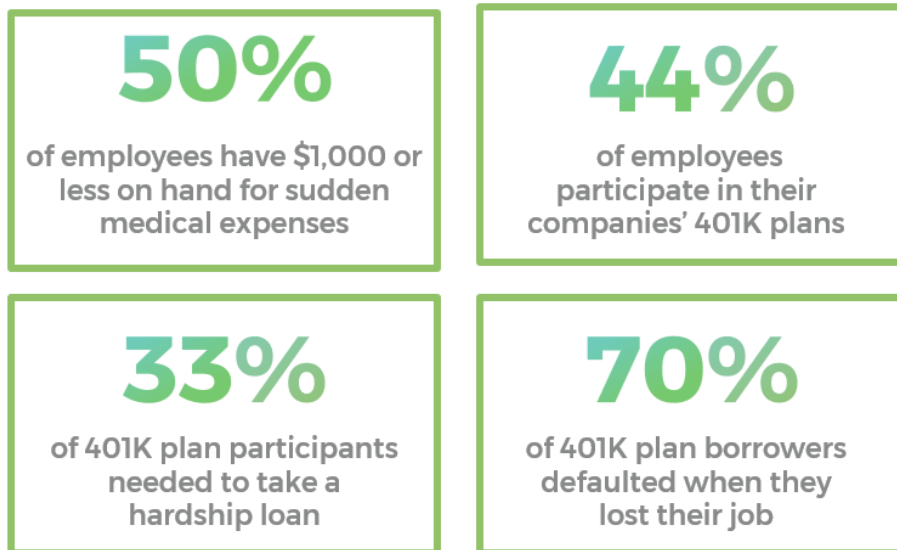
The KFC® family has a rich history of generosity inspired by Colonel Harland Sanders himself. It started with a hitchhiker who happened to be a college student. The Colonel gave him a ride and a full scholarship. That act of kindness inspired the KFC Foundation.

The KFC Foundation, an independent 501c3 non-profit organization, is committed to providing accessible support and development opportunities to KFC U.S. restaurant employees. Since 2006, the Foundation has awarded \$18 million to more than 6,400 students and KFC Restaurant employees, assisting them in going to college, earning a GED, and in hardship/crisis situations. The KFC Foundation's charitable programs are made possible through the generosity of KFC's many franchisees and KFC Corporation.

Financial Stress is Top of Mind for KFC Restaurant Employees

During KFC Corporation's annual "Your KFC Voice" restaurant team engagement survey, team member responses indicated financial counseling as a primary need, second only to college scholarships.

Nationally, Financial Stress Limits Employee Wellbeing and Productivity



Employees spend two hours per day on personal matters, costing **\$8,875** per employee annually, with **19%**, or **\$1,686**, spent on personal debt and credit issues.

More than 15% of Employees spend time trying to handle financial stress on the job. As a result, productivity decreases and absenteeism increases - impacting the Employers' bottom line.

Choosing Sum180

Sum180 was chosen as a mobile financial wellness service that identifies users' most relevant Next Steps to strengthen their financial picture—and makes those steps easy to accomplish. Sum180's gamified mobile setup, tips, and easy budgeting offer instant insights and fun interactivity. Users' personalized, prioritized Next Steps span a wide range of topics, from saving more, managing debt, building assets, through to retiring well. When users are ready to dig deeper into their financial picture, they have access to coaching from advisers and an online community of users – unfiltered - that allows them to explore and share. No judgment. No finance degree required.

Sum180 provides the KFC Foundation with the confidential services frontline workers need to begin their journey toward financial success. KPI reporting informs the KFC Foundation of its successes while maintaining member anonymity. For restaurant team members, easy onboarding via the app, an engaging user experience, and Sum180's patented engagement program knock down the barriers that prevent people from taking that first step.

Engagement Levels Reported from the Sum180 Lab*

Activities	Profile	App
<ul style="list-style-type: none">• 48% accomplishing at least one activity• 31% creating budget• 51% of those editing budget• 3% tracking spending• 8% completing Lessons• 10% viewing Tips	<ul style="list-style-type: none">• \$46,000 – average income• 3 – average household size• Stated goal of active budget users:<ul style="list-style-type: none">○ 67% Save more○ 21% Manage debt○ 4% Build assets○ 9% Retire comfortably	<ul style="list-style-type: none">• 81% of users logging back in• 4.5 – average minutes spent per session• 5.8 – days lapse between log ins• 10:00 am, 12:00 pm most popular log in

* Cohort of 547 KFC team members using the Sum180 mobile app through Q2 2018

Impact

In a national roll-out of the program, Sum180's engagement program and interactivity result in **48%** of users accomplishing one or more key activities. Additionally, 6 out of 10 users report that they are less worried about meeting their monthly expenses after engaging with the Sum180 app for 30 days.

For those users who receive Next Steps, **90%** report higher confidence in dealing with their finances.

Press

“As the US labor market has tightened, the past year has seen employers think more about how to retain and develop their entry-level employees,” [CEB Global/Gartner](#) wrote about Sum180. “One of the most valuable benefits is help in furthering their education. Financial stressors can be a major source of anxiety, so helping them better manage their finances is a way for employers to help improve their quality of life as well as the quality of their work.” Sum180 was also covered in [SHRM](#), [Employee Benefit News](#), [Business Insider](#), and [QSR Magazine](#), among others.