

WorldatWork®
**Total
Rewards
'25** Orlando, FL
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**The Financial Wellness
Gap:
Are We Missing What
Employees Really
Need?**



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AGENDA

1. Introduction & Framing of Financial Wellness Gap
2. Understanding the Disconnect: Data, Trends & Observations
3. Clear Channel Outdoor's Solution Journey
4. Impact & Lessons Learned
5. Practical Application & Audience Q&A

POLL QUESTION

How confident are you that your organization is effectively supporting employees' financial wellness needs during a crisis?

- 1 Very confident
- 2 Somewhat confident
- 3 Not confident
- 4 Not sure

Employers believe they're helping.

Employees disagree.



49% of employers believe they're supporting employees' financial wellness at the highest level.

Only 28% of employees feel completely supported.





So, what do they really need?



The financial shock wave.



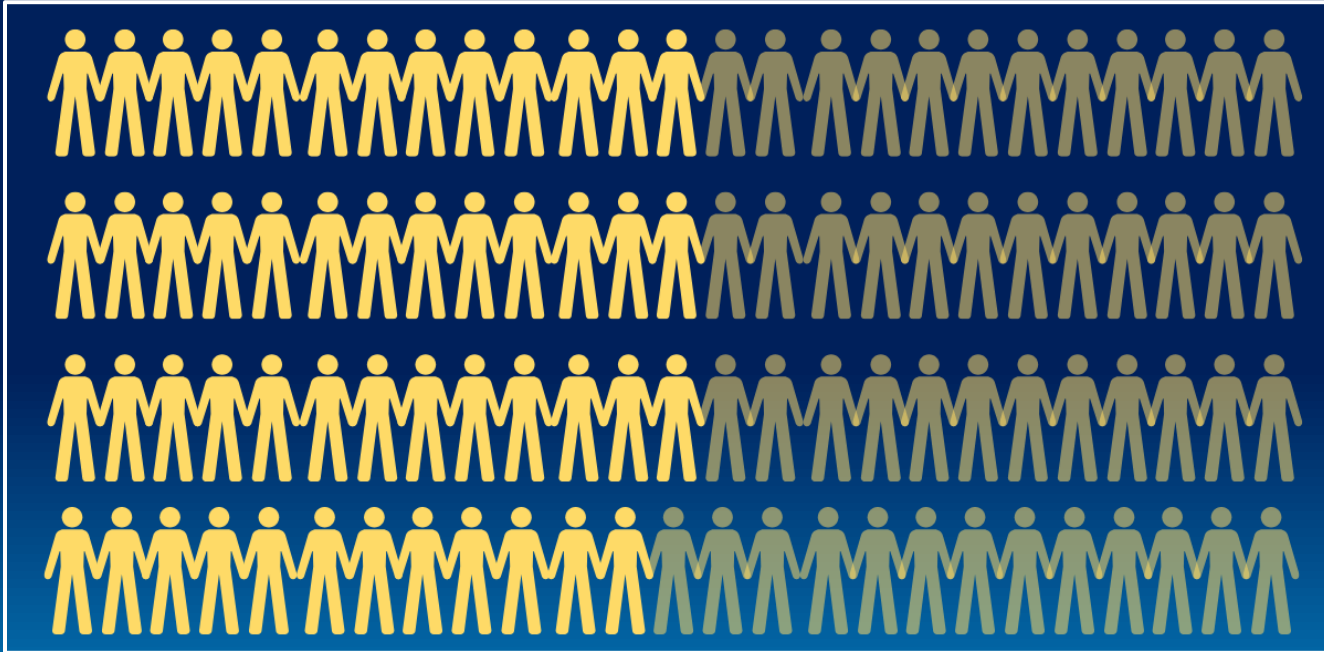
*Financial Health Network



From unexpected to unmanageable.



The real financial struggle.



Nearly half of employees struggle to afford necessities.

The hidden cost of financial stress.

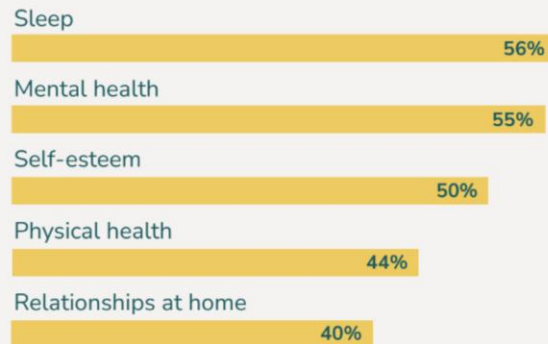
67% of your workforce identifies *financial stress* as their number one concern.

That *stress extends beyond their bank account* to key drivers of health and well-being.



PwC found that financial stress has a negative impact on employees...

Source: PwC's 2023 Employee Financial Wellness Survey, January 2023; base of 3,638 full-time employees





It doesn't just make *good people*
sense.

It makes *great business sense.*



The weekly \$4.7B productivity gap.



The productivity tax.

56%

of financially stressed employees spend 3+ hours at work dealing with their personal finances



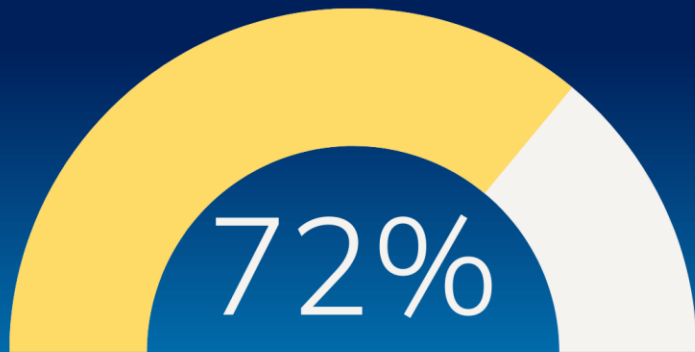
\$4.7B

lost weekly to productivity losses across U.S. businesses



Financial support = Talent stability.

72% of financially stressed employees would **leave for better financial support.**

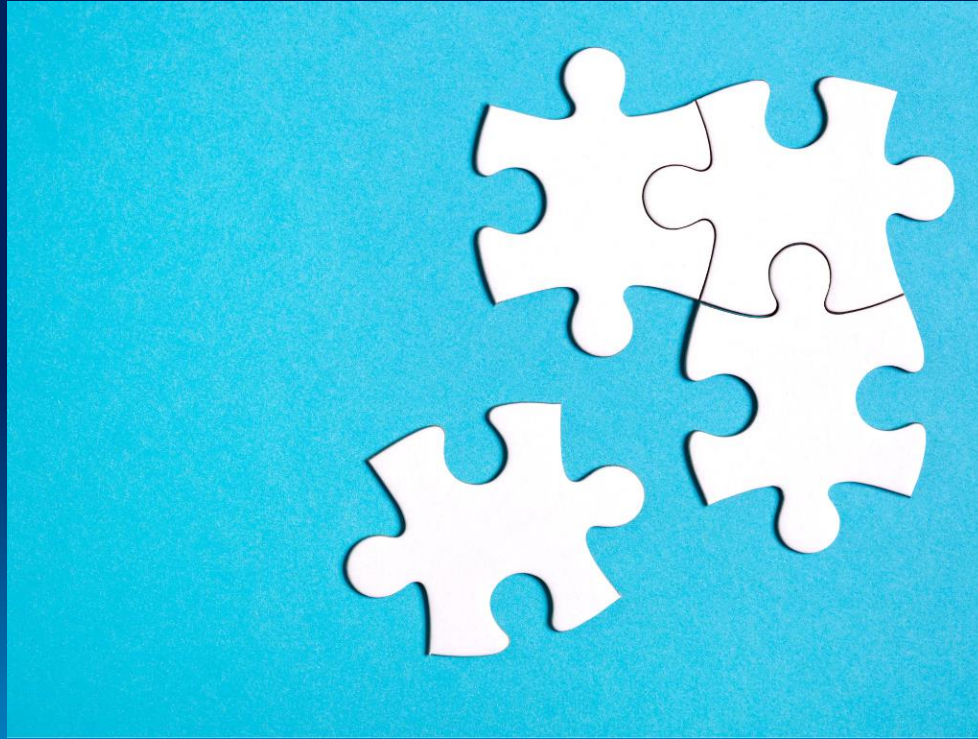


1.5-2X REPLACEMENT COST



There is a high cost to replacing an employee that leaves due to financial stress.

Completing the financial well-being puzzle.



The Clear Channel journey.



Clear Channel
Outdoor

The problem.




From disaster response to financial resilience.

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Grant Circle

powered by Canary

The Employee Relief Fund is a pool of funds for and funded by the Clear Channel Outdoor community to support each other during financial emergencies.

 Clear Channel Outdoor



Request emergency assistance

If an unexpected emergency has made it hard for you financially, request the money you need to get back on track.

[Request](#)

Give to the Clear Channel Outdoor Grant Circle

Add money to the pool so it's there when you or your colleagues need it.

[Give](#)

- A streamlined 8-step application process **makes it easy for workers to seek help.**
- 3rd party review & decisioning **protects employee privacy.**
- A fully managed program means teams **outsource the heavy lifting.**
- Set guidelines guarantee **equitable access across workforce.**
- IRS-compliant program **mitigates legal risk.**
- Approved applications **receive funds within 48 hours.**
- Money received is considered a charitable gift. It is **not taxed with no expectation to repay.**

The solution.

51

employees helped

\$150,000+

delivered to employees in need

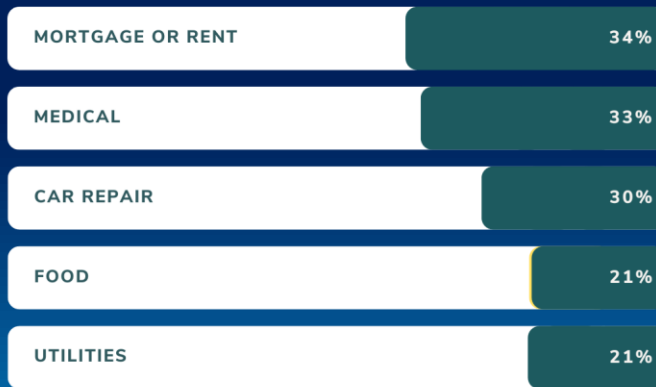
\$80,000+

donated by generous colleagues

25 hour

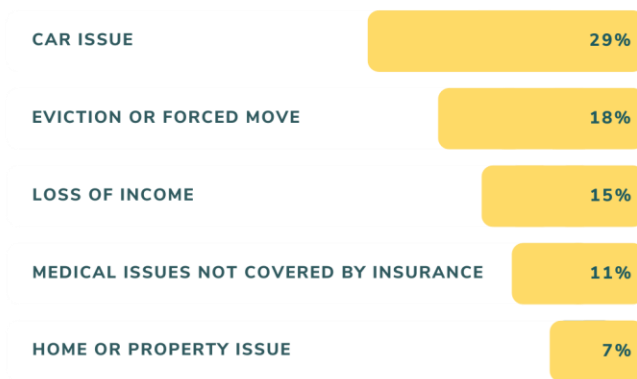
median response time

THIS GRANT MONEY HELPED WORKERS AFFORD BASIC NECESSITIES LIKE:



Clear Channel | Observed events

THE TOP 5 OBSERVED EVENTS AMONG CLEAR CHANNEL GRANTEEES

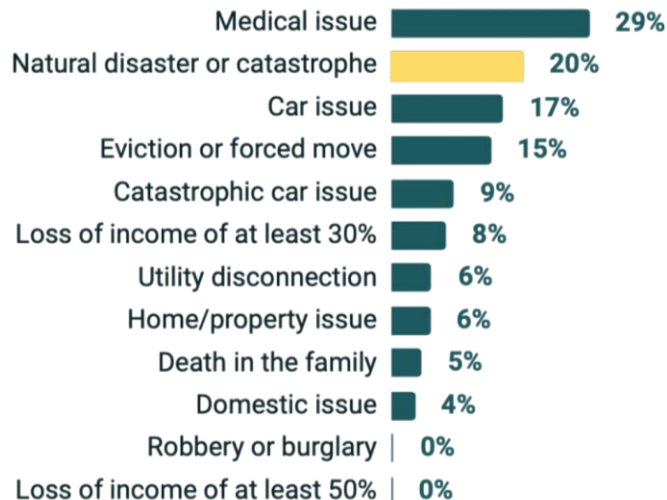


Confirming the pattern.



In 2024, Canary saw a 25x increase in natural disaster-related grants across employer-sponsored funds.

THE MOST COMMON HARDSHIPS ACROSS CANARY'S EMPLOYER-SPONSORED FUNDS



POLL QUESTION 2

If a natural disaster or personal crisis affected your employees tomorrow, how prepared is your organization to offer immediate financial support?

- 1 We have a dedicated relief fund or system in place
- 2 We provide some support, but it's informal or inconsistent
- 3 We're not equipped, but we're exploring options
- 4 We're not currently set up to respond to financial emergencies

THE IMPACT



***I cannot express enough
how lucky I feel to work for a
company who appreciates
the employees and helps
when some difficult times
come up.***

– anonymous
Clear Channel
grantee



“

This grant has helped me be able to move very soon and provide a home for my children. This grant came in at a time of helplessness. I wasn't sure how I would be able to find a place to move to due to domestic violence in the home.

– anonymous Clear

Channel grantee

Building lasting loyalty.

97% of grantees feel better
about
working for Clear Channel
Outdoor.



Building community through giving

"I will make sure to pay this forward and help others in need."

"...even more so the employees who are gifting their own hard work money to help their fellow co-workers."

"Thank you to all who donate to this to help others during times of crisis."



AUDIENCE Q+A

TAKEAWAYS

1. Disaster preparedness is a "bonus" rather than the entire purpose of a fund
2. Build a robust financial well-being portfolio designed for your workforce
3. Focus on the facts not the "why" of financial need
4. Early intervention drives business results
5. Address employees' immediate needs, not just long-term well-being

POLL QUESTION 3

How confident are you that your team can spot signs of employee financial stress?

- 1 Very confident
- 2 Somewhat confident
- 3 Not at all confident
- 4 Not sure

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for your
attention

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to provide feedback
for this session on
the app

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