

Uthrive Campus Movement – Website Content & Design Brief

Homepage (Hero Section)

Headline: Empowering Students. Transforming Futures.

Sub-Headline: Financial literacy isn't optional anymore — it's essential.

CTA: Join the Movement

Our Story

For too long, financial literacy has been the missing piece of higher education. Rising tuition, ballooning debt, and lack of money skills leave students unprepared. With decades of experience in banking and education, our team is committed to starting a movement that ensures students leave with both a degree and financial confidence.

The Current State

- 70% of college students report finances as their #1 source of stress.*
- 43% of students don't know their credit score.**
- Student loan debt has surpassed \$1.7 trillion.***

* American College Health Association (2022)

** EVERFI & AIG Retirement Services, Money Matters on Campus (2019)

*** Federal Reserve Bank of St. Louis (2024)

The Future State (Vision)

Imagine students graduating with financial confidence. They know how to budget, save, manage credit, and plan for the future. They are free from fear and ready to thrive personally and professionally.

How You Can Help

Universities: Partner with us to bring scalable financial education to your campus.

Banks & Financial Institutions: Join us in shaping the next generation of financially confident customers.

Students & Parents: Be part of a movement that makes the college experience stronger, not harder.

The Movement

This isn't about one campus — it's a national movement to change the financial future for an entire generation. Together, we can rewrite the story.

Get Involved (Contact)

Form fields: Name, Email, Role (Faculty, Bank Partner, Student, Parent, Other), Message.

Footer: Join us in building the future of financial literacy. Links: [Privacy](#) | [Contact](#) | [Social Media](#).