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**People’s Trust Federal Credit Union Launches Enrich Financial Wellness Platform to its 30,000 Members**

SAN DIEGO—[People’s Trust Federal Credit Union](https://www.peoplestrustfcu.org/) has partnered with San Diego-based financial education company iGrad to offer the award-winning [Enrich™ financial wellness platform](https://www.enrich.org/?utm_campaign=public%20relations&utm_medium=press%20release&utm_source=pr_com&utm_source=pr_com&utm_medium=press%20release&utm_term=ptfcu&utm_campaign=public%20relations) to its 30,000 members.

Enrich is used by more than 20,000 employers and more than 300 financial institutions nationwide to provide behavior-changing financial literacy education, tools and resources to employees, customers and members. People’s Trust Federal Credit Union is a co-op that offers financial services to Houston residents.

People’s Trust Federal Credit Union Community Outreach Specialist Shelly Chinnery said that the credit union is offering Enrich as a key resource to help members achieve greater control over their finances through lasting behavior change.

“We could not have launched Enrich at a better time than April, which is Financial Literacy Month,” Chinnery said. “We believe Enrich embodies everything Financial Literacy Month stands for, including financial improvement and wellness.”

Enrich offers adaptive, interactive financial education content on topics including student loan debt, mortgages, budgeting, investing, retirement, long-term health care and more.

Recent [studies](https://www.hsph.harvard.edu/news/press-releases/poll-61-of-u-s-households-with-children-report-facing-serious-financial-problems-during-the-coronavirus-outbreak/) show that the pandemic has worsened financial stress for most Americans, especially lower-income workers and people of color.

In a recent [survey](https://www.johnhancock.com/about-us/news/john-hancock-retirement/2020/10/working-americans-seek-advice-as-pandemic-increases-financial-stress--finds-john-hancock-retirement.html) conducted by John Hancock Retirement, 75 percent of respondents said that an employer-sponsored financial wellness program would positively affect their financial stress. This sentiment is supported by [data from Enrich](https://www.enrich.org/financial-wellness-behavior-change-data-study?utm_source=pr_com&utm_medium=press%20release&utm_term=ptfcu&utm_campaign=public%20relations), where users reported a 23 percent average reduction in financial stress over a 12-month period.

“Enrich can help people of all income levels and in all stages of life,” said iGrad Vice President of Client Development and Research Todd Woodlee. “People’s Trust Federal Credit Union is demonstrating the importance of financial wellness by offering Enrich to members, who can access the platform virtually and receive customized financial education specific to their needs and situation.”

**About iGrad**

iGrad is a San Diego-based financial technology company that offers artificial intelligence-powered financial wellness solutions to more than 600 colleges and universities, more than 20,000 employers and more than 300 financial institutions. iGrad’s [Your Money Personality](https://www.enrich.org/blog/enrich-creates-first-financial-wellness-personality-assessment?utm_campaign=public%20relations&utm_medium=press%20release&utm_source=pr_com)™ was recently recognized by the Institute for Financial Literacy with the 2020 Excellence in Financial Literacy Education (EIFLE) Adults’ Education Program of the Year award. iGrad is one of three 2020 honorees in the inaugural Barron's Celebrates: Financial Empowerment, after being selected by a team of judges for its contributions to improving the financial health and security of Americans.iGrad also received the 2020 Eddy Award for Financial Wellness by *Pensions & Investments* for its Enrich platform. For more information about the iGrad platform, visit https://www.igradfinancialwellness.com. For more information about the Enrich platform for employers and financial institutions, visit https://www.enrich.org.