

SUNNY DAY FUND

MISSION:
**POWER ECONOMIC MOBILITY FOR
HARDWORKING IOWANS –
STARTING WITH EMERGENCY SAVINGS.**

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As Featured In [The New York Times](#) and [The Wall Street Journal](#)

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| MASSIVE PROBLEM: FINANCIALLY VULNERABLE WORKERS

37% of Americans can't cover \$400 savings with cash or a credit card, paid off before interest¹



Higher income workers not immune to financial shocks!

¹2025 Survey of Household Economics and Decisionmaking (SHED) – by Board of Governors of the Federal Reserve System

| FINANCIAL STRESS → IMPACT ON HEALTH, & HEALTHCARE COSTS

Not only did the ***people under greater financial stress tend to have more-advanced cardiovascular aging***, but the degree of aging was also similar to or even exceeded what doctors would expect to see as a result of many known medical risks to heart health, such as ***high blood pressure, diabetes or smoking***.

Kiplinger

Kiplinger: “Is Money Making You Sick?” Jun 2026.

<https://www.kiplinger.com/personal-finance/is-money-making-you-sick>

| PROBLEM: MEET MARIA

Maria's immediate future & retirement are vulnerable to unexpected financial shocks. 2 in 3 employees are like Maria.



MEET MARIA

Frontline
Team
Member

Earns
\$18/hour

<\$1,000 in
savings



| EMERGENCY SAVINGS IS THE ANSWER

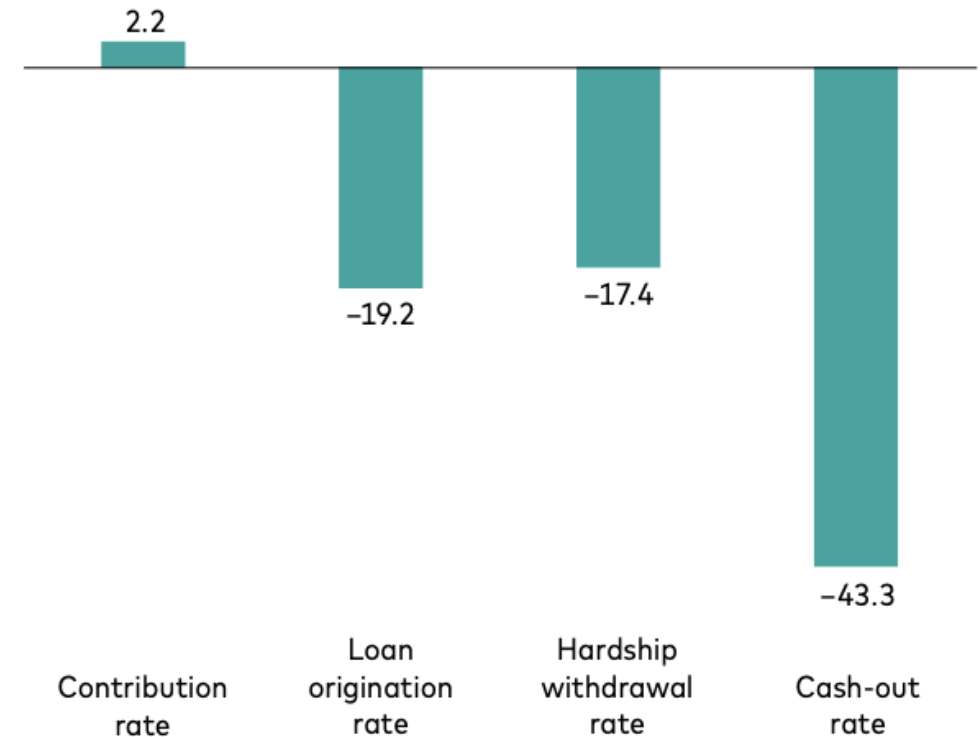
Workplace emergency savings helps us prepare for the unexpected and plan for large outlays.

- Research continues to show savings behavior improves:
 - Overall financial well-being & literacy
 - Mental health and physical health
 - Safety through better working memory
 - Ability to advance through raises & promotions
 - Ability to overcome negative debt (e.g. payday loan)
 - Likelihood of unlocking asset-building debt (e.g., mortgage)
 - Likelihood of economic success & economic mobility

**Emergency Savings
also *complement*
saving for retirement –
increasing
participation, while
defending against
loans and early
withdrawals.**

**Participants with emergency savings
contribute more and withdraw less
from their 401(k) accounts**

Effect of having \$2,000 in emergency savings
(percentage points)

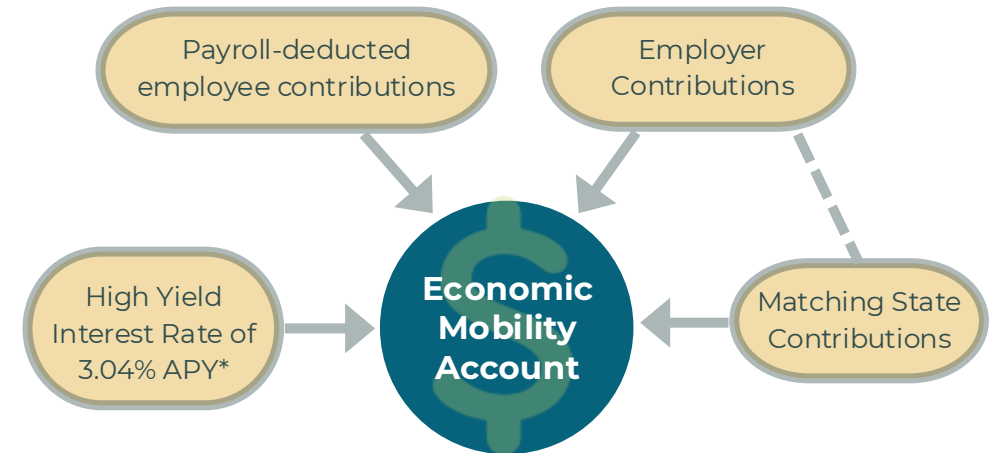


Source: "Emergency Savings Protect Retirement Savings"
Vanguard 2026

Iowa Economic Mobility Accounts: Free to Employers, Matches for Employees

A state-supported workforce benefit that automates and incentivizes saving for emergencies, certifications, transportation, and other immediate goals. As a result, employee retention and well-being also improve.

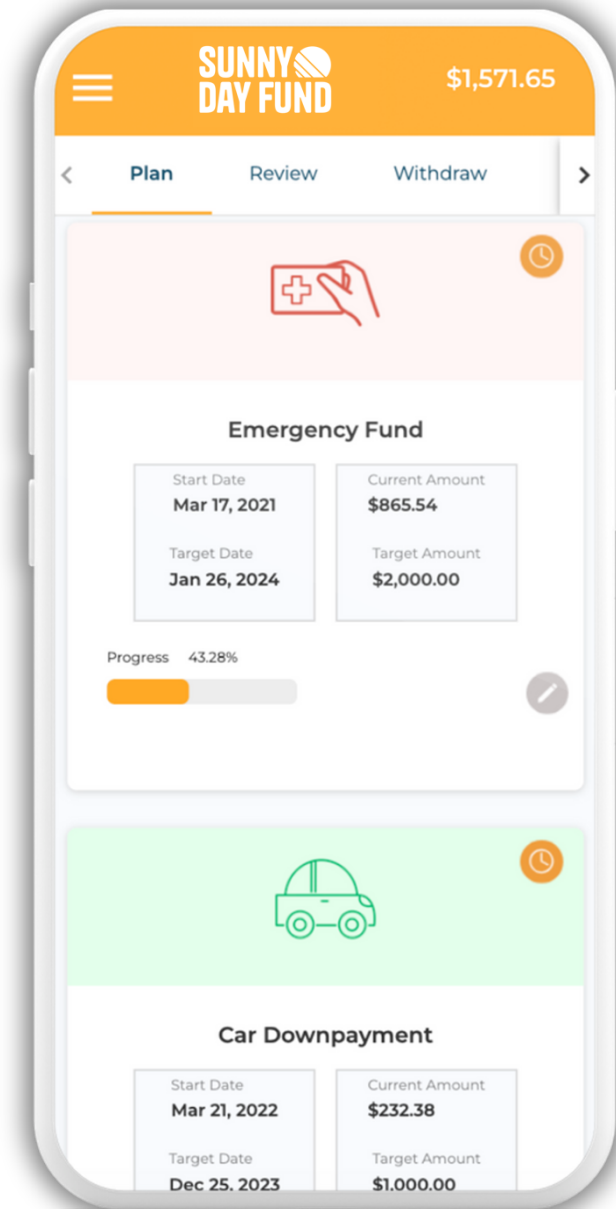
- Pilot program through 2029, first-come-first-serve
- Free to employers to implement, and employers must opt-in for their employees to have option to save or earn Iowa's match (see other slides)
- No admin fee for workers with Modified Adjusted Gross Income as <300% Federal Poverty Level
- Up to \$100 State Match on *employer contributions* for <300% FPL employees (apply during enrollment)
- Can expand benefit to broader employee footprint in other states or income levels with a small per-enrollee fee



Accounts are held at Portage Bank, Member FDIC. Annual Percentage Yield is current as of 8/1/2026. Rate is variable and may change after publication date, and after account opening. Fees may reduce your earnings. Withdrawal restrictions apply.

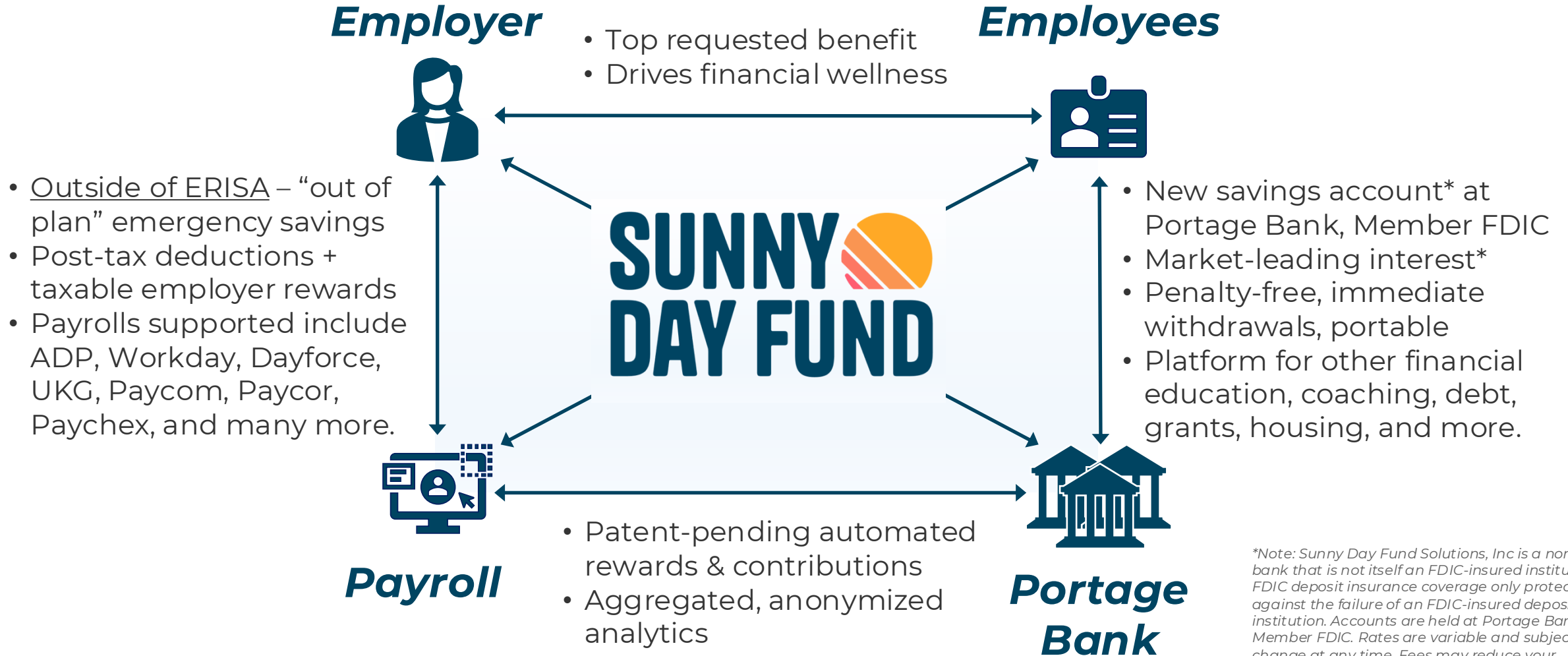
Sunny Day Fund
makes **saving easy,**
accessible, and
rewarding –
for both employees
and employers.

TRUSTED BY:



| HOW IT WORKS

SDF automates deductions, rewards, & trusted banking.



*Note: Sunny Day Fund Solutions, Inc is a non-bank that is not itself an FDIC-insured institution. FDIC deposit insurance coverage only protects against the failure of an FDIC-insured depository institution. Accounts are held at Portage Bank, Member FDIC. Rates are variable and subject to change at any time. Fees may reduce your earnings. Withdrawal restrictions apply.

| CUSTOMIZABLE EMPLOYER CONTRIBUTIONS

Rewarding behavior to create measurable outcomes.



Sign-Up Bonus

Drives:
Participation
Excitement

Benchmark:
\$25-\$50
one-time



Balance-based

Drives:
Balance
Discipline

Benchmark:
\$50-\$100 /
quarter



Wage Tier

Drives:
Precision
Equity

Benchmark:
Lower income
group 2x-3x
higher



Anniversary

Drives:
Precision
Retention

Benchmark:
Longer tenure
earn 2x-4x
quicker



Additional: Coaching / Learning / Activity-based Rewards

Drives: Cross-benefit utilization, Compounding ROI

IEMA State Match Application: <300% FPL

Household Modified Adjusted Gross Income	
Household size	300% FPL - 2026
1	\$47,880
2	\$64,920
3	\$81,960
4	\$99,000
5	\$116,040
6	\$133,080
7	\$150,120
8	\$167,160
Each additional person	\$17,040

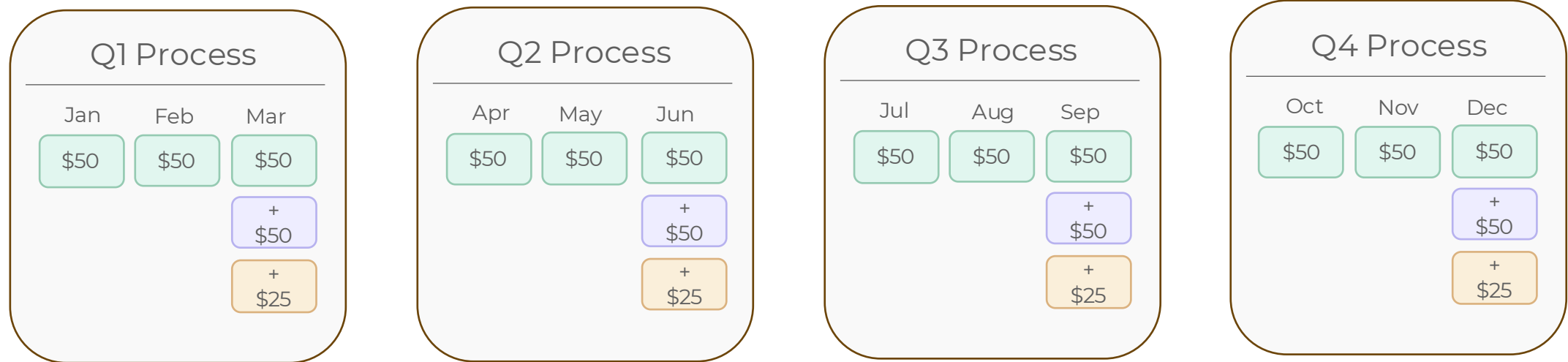
Employees apply for match at enrollment, selecting whether their current MAGI household income is less than <300% FPL.

No tax filings needed.

No employer income testing needed.

Just a yes/no at time of enrollment.

FAQ: Maximize the State of Iowa match!



Annual Contribution and Match Breakdown (\$900 total)

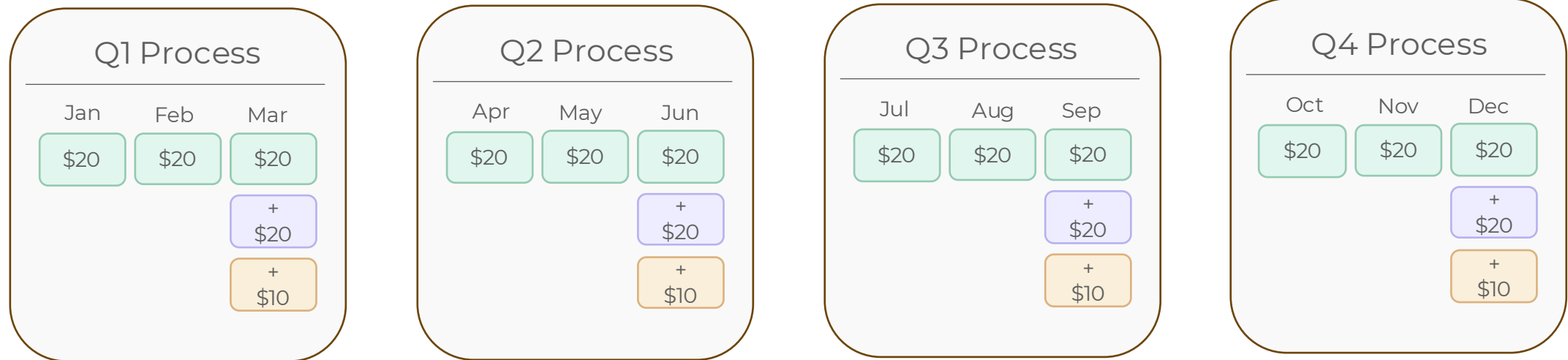


Employee Contribution \$50/month • \$600/yr

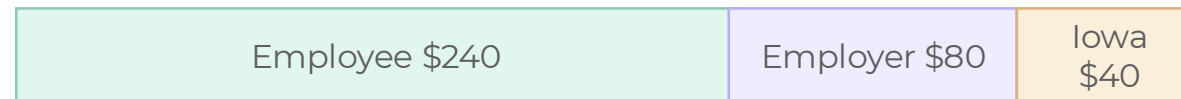
Employer Match \$50/qtr • \$200/yr

Iowa Match \$25/qtr • \$100/yr

Employees can save smaller amounts too



Annual Contribution and Match Breakdown (\$360 total)

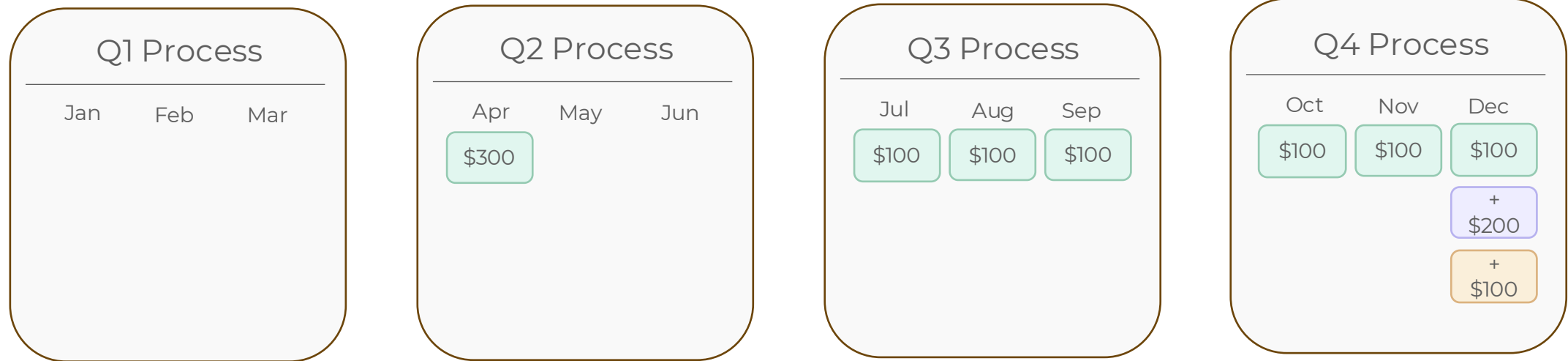


■ Employee Contribution \$20/month • \$240/yr

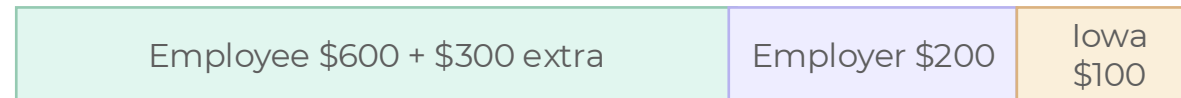
■ Employer Match \$20/qtr • \$80/yr

■ Iowa Match \$10/qtr • \$40/yr

One-time contributions also feasible



Annual Contribution and Match Breakdown (\$900 total)



Employee Contribution – varied levels

Employer Match \$200 at end of year

Iowa Match \$100 at end of year

Communicating the Benefit to Employees

Lead with the savings opportunity. State match eligibility is a detail, not the headline.

WORKFORCE MESSAGING

"We are introducing a new workplace savings benefit that helps build financial security through automatic payroll savings and financial education, with the potential for matches from Iowa for eligible Savers."

Every employee is invited to explore the benefit and enroll if it fits their needs. The State of Iowa match is determined during enrollment, based on program guidelines.



One benefit, announced to everyone

Introduce the program as a company-wide financial wellness benefit, not based on a state eligibility test.



Every employee completes the same process

Each employee goes through the same simple enrollment. If eligible, they will automatically learn about the additional Iowa match along the way.



Iowa match is confirmed during enrollment

Eligibility is determined using State of Iowa program guidelines, and the **match itself is processed by Sunny Day Fund – without the employers' involvement.**

THE PHILOSOPHY

Think of this like any other employee benefit: everyone receives the same invitation, while certain program enhancements are available to employees who meet specific eligibility guidelines (e.g., the new Saver's Match).

How workers are saving on Sunny Day Fund today

Contributions increased, but so did withdrawals due to many macro- and typical financial shocks this year.



\$211

Average contribution
monthly (*calc. based
on pay frequency*)



74%

Increased
contribution



\$2,693

Average gross
contributed in year,
incl. rewards



\$161

Average rewards
& interest earned (*incl.
2025 Q1-Q3 enrollees*)



-19.5%

Lower turnover rate
among Savers vs.
Eligible, since Q4 2024



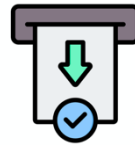
\$849

Average balance
at end of 2025
(*includes new folks!*)



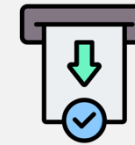
\$326

Average withdrawal
amount in 2025



4.6

Average withdrawals
per Saver in 2025



2

Median withdrawals
per person in 2025



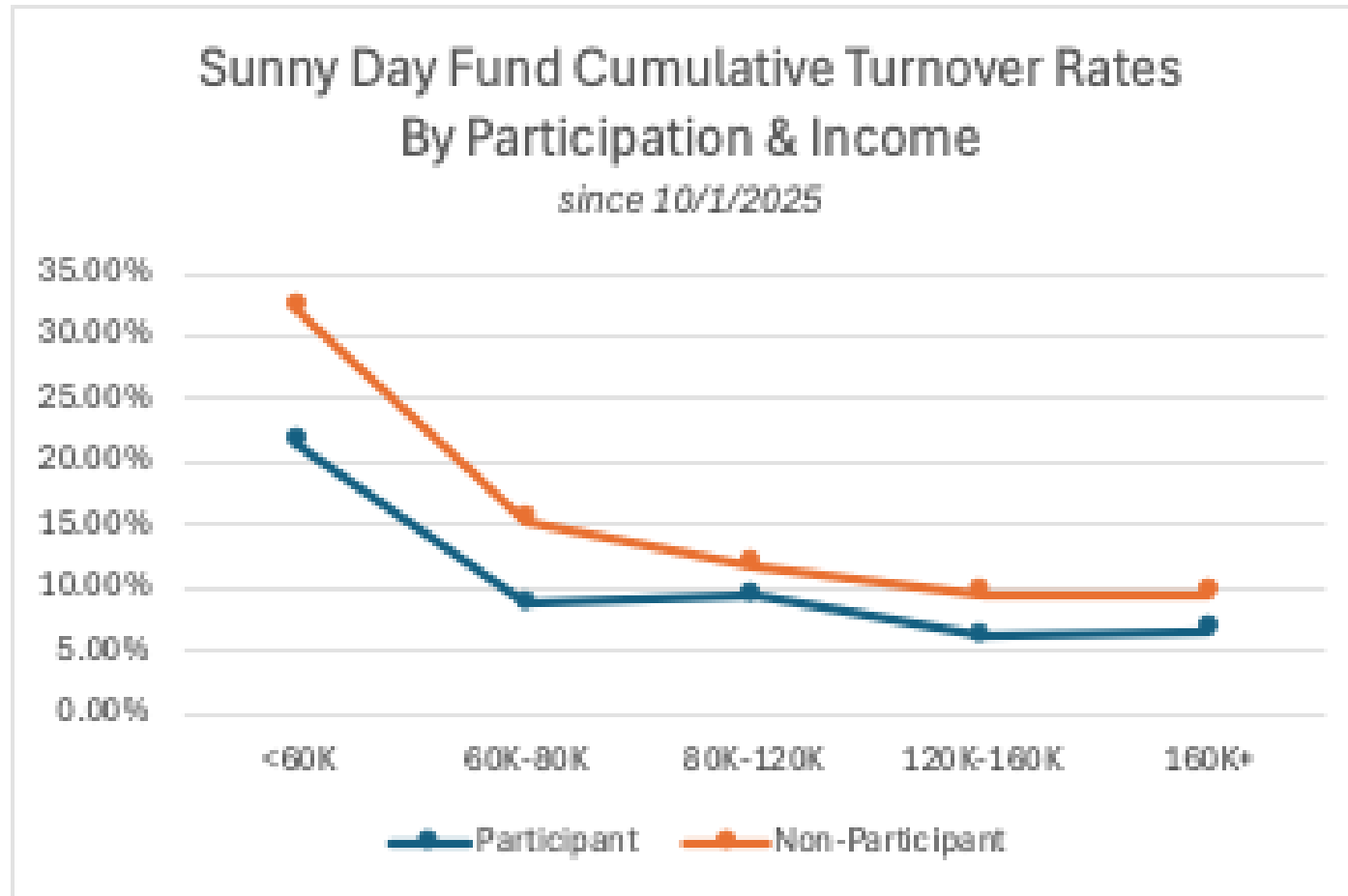
~9 in 10

Savers grew their
balances on a
monthly basis

*Monthly net savings rate helps us understand what percentage of savers are putting in more money than they're taking out in any given month

| MEASURABLE IMPACT TO EMPLOYER TOO

Example Employer realized 7-figure value gain through better employee retention in under a year.



Learn Together. Lead the Way. Be Recognized.

Join the peer network dedicated to help employers make the most of Iowa's Economic Mobility Program.

- **Connect with peers:** join other participating employers in a confidential, biannual Zoom cohort to share what's working, challenges, and ideas.
- **Learn & improve:** benchmark your results by industry and company size, and get free and confidential guidance from financial health experts to strengthen your program, employee communications, and complementary resources.
- **Make a bigger impact:** help your employees build financial security and move up the economic ladder—while learning from employers who are on the same journey.
- **Be recognized for leading the way:** employers who participate in the program and cohort will receive **formal leadership recognition** for investing in their employees' financial well-being and helping advance economic mobility.

PARTNER WITH US



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www.sunnydayfund.com