

**BALANCING THE FINANCIAL NEEDS OF**

# **FAMILY AND THE FUTURE**

**HOW TO HELP YOUR EMPLOYEES PRIORITIZE**



# **THE SANDWICH GENERATION**



## What is The Sandwich Generation?

- The Sandwich Generation falls between ages of 35-54

### STATISTICS

Nearly **40%** of people in this generation report **extreme levels of stress**

More than **80%** say **family relationships** is their top source of stress

“The worry of your **parents’ health**, and your **children’s well-being** as well as the financial concern of putting **kids through college** and **saving for...retirement** is a lot to handle.”

- Psychologist **Katherine Nordal, PhD**  
American Psychological Association



## Workforce Statistics for Gen X

- According to Forbes, Gen X makes up **31% of the total US income** and 35% of the population
- The US Department of Labor reports that Gen X **outspends all other generations** when it comes to housing, clothing, eating out and entertainment
- Center for Talent Innovation reports 61% of Gen X wants **flexible work arrangements**

## Financial Wellness means Financial Freedom

Employees define Financial Wellness in terms of aspirational goals like **freedom from stress** and financial worry, and **making choices to enjoy life.**

## Employees define **Financial Wellness** as:

- 21% | freedom from **financial stress**
- 21% | freedom from **debt**
- 21% | freedom from **worry about unexpected expenses**
- 18% | freedom to **make choices**

### **THE CHILDREN:**

HOW TO ENCOURAGE FINANCIAL PRACTICE

**EARNING**

**SAVING**

**SPENDING**

**SHARING**



## **THE CHILDREN:**

### **HOW TO ENCOURAGE FINANCIAL PRACTICE**

#### **Money Management Basics**

- Make it Fun
- Start Early
- Teach Them How to Earn
- Open a Savings Account
- Set Goals
- Credit vs. Debit Cards

## **THE CHILDREN:**

### **HOW TO ENCOURAGE FINANCIAL PRACTICE**

#### **Best Practices**

- Model Good Behaviors
- Keep Them Involved
- Be Real About Your Own Finances
- Teach Them How to Set Goals
- Let Them Make Spending Mistakes
- Learn How to Say No with No Guilt

## **THE ELDERS:** HOW TO PREVENT FINANCIAL ABUSE

### **WHO** are the abusers?

**Those closest to you:**

2 in 3 perpetrators are adult children or spouses

Caretakers: healthcare, housekeepers, etc.

Complete strangers via fraud schemes

## **THE ELDERS:** HOW TO PREVENT FINANCIAL ABUSE

### **WHY** are they vulnerable?

**Trusting:** they give others the benefit of the doubt

**Commitment:** they are unlikely to report theft even when it is obvious

**Prudent Savings:** they have funds available to be stolen

**Patriotism:** they are lured to the military angle of many schemes



## **THE ELDERS:** HOW TO PREVENT FINANCIAL ABUSE

### **WHAT?** TYPES OF SCAMS

#### **Foreign or International Lottery**

- Asked to enter an international lottery; next thing they hear... “You Won!”
- No such thing – illegal by international law
- No legitimate contest requires pre-paid taxes or fees to collect a prize

## **THE ELDERS:** HOW TO PREVENT FINANCIAL ABUSE

### **WHAT?** TYPES OF SCAMS

#### **Affinity Fraud**

- Fraudster attempts to befriend victim; then asks for money
- Via online dating/“perfect match” claims they have medical needs, a crisis, an adult child in trouble, among other fictitious reasons.
- Soldier overseas requests money for a fictitious reason and questions patriotism if they refuse.

## **THE ELDERS:** HOW TO PREVENT FINANCIAL ABUSE

### **WHAT?** TYPES OF SCAMS | **CRISIS FRAUD**

*“Your grandson is in jail and needs bail money or legal fees – and don’t tell his mom.”*

- Pick up the phone and determine where your grandson is
- If in doubt, call the actual jail
- Will request some sort of payment by phone: prepaid gift card, money transfer, credit card.
- Research to perpetrate these schemes done via social media
- Don’t overshare on Facebook!

## **THE ELDERS:** HOW TO PREVENT FINANCIAL ABUSE

### **WHAT?** TYPES OF SCAMS | **CRISIS FRAUD**

*“IRS will be filing a warrant for your arrest at 1pm today, if you do not pay.”*

- IRS does not typically arrest citizens for underpayment of taxes
- When they do, it does not occur the same day of the first notice
- Once would receive multiple certified letters, not phone calls



## **THE ELDERS:** HOW TO PREVENT FINANCIAL ABUSE

### **WHAT?** TYPES OF SCAMS | **CRISIS FRAUD**

*"I'm traveling overseas, and I've been mugged – I need money!"*

- Usually starts via email and means your friend's email is compromised
- They are not the one sending these emails
- Contact the friend via phone or other method of communication
- Never send money unless you are 100% confident the crisis is real

## **THE ELDERS:** HOW TO PREVENT FINANCIAL ABUSE

### **WHAT?** TYPES OF SCAMS | **CRISIS FRAUD**

*"Microsoft Tech Support" – blue screen of death*

- Your computer has a virus and only they can help (because they planted the virus)
- Disconnect your computer from the internet, take it to a reputable service center
- Never pay these criminals

## **THE ELDERS:**

### **HOW TO PREVENT FINANCIAL ABUSE**

#### **HOW** are abusers successful?

- Create an illusion of doing or receiving a favor
- Take control of bank accounts
- Steal checks and credit card information
- Build a relationship

## **Your employees need financial balance:**

**42%** of employees say it's likely they will need to use money held in retirement plans for expenses other than retirement

**54%** of employees are stressed about their finances

You can always borrow for a **child's education**.

You cannot borrow for **retirement**.



## Your employees need financial balance:

**More than half** of all employees want to make their own financial decisions but are looking to have someone **validate that decision**

**25%** of employees say financial wellness with access to unbiased counselors is their **most desired employee benefit**

What can you do to help your employees  
prioritize this **tug-of-war lifestyle?**

- Flexible work schedules
- Working remotely as an option
- Daycare and Eldercare Support – financial and recommendations
- Financial Wellness Education
- Access to financial products & services beyond the retirement plan

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