



Priorities can change in an instant.

If an income provider is suddenly gone, your family's priorities immediately change.

- *Instead of saving for a vacation, you start to worry about paying the bills.*
- *Instead of going out for dinner, you'll worry about paying the rent or mortgage.*

And while you assumed college would always be part of your children's future, it will look more like an impossible dream.

aPriority[®] Term Life

While you might have some money tucked away for an emergency, is it enough to cover the cost of child care, pay off debts, and cover living expenses for an extended period?

Here are just a few challenges your family might face:

- Almost half of women in the U.S. are either primary or co-breadwinners, where their income helps with family survival.¹
- Average child care costs can range between \$11,000 and \$16,000 per year for one child before preschool.²

Your mortgage, utilities and other living expenses will continue, and possibly increase.

Let's talk about aPriority[®] to protect your family's financial future.



¹ Glynn, S.J. Breadwinning Mothers Are Critical to Families' Economic Security. (2021, March 29). Center for American Progress. <https://www.americanprogress.org/issues/women/news/2021/03/29/497658/breadwinning-mothers-critical-families-economic-security/>

² Workman, S. The True Cost of High-Quality Child Care Across the United States. (2021, June 28). Center for American Progress. <https://www.americanprogress.org/issues/early-childhood/reports/2021/06/28/501067/true-cost-high-quality-child-care-across-united-states/>

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