



EMPOWERING BANKS TO BUILD THRIVING COMMUNITIES

 **ABA
FOUNDATION**

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aba.com/Foundation

Banks play a vital role in the life of their communities. They drive growth, help revitalize neighborhoods and businesses, and enable millions of Americans to achieve their goals—from buying a new car or house to starting a business and creating a secure retirement. When bankers at all levels engage with local families, businesses, government and non-profit organizations, their customers and communities achieve vibrant futures.

A HOLISTIC VIEW

The ABA Foundation empowers banks and bankers to help make communities better. Our mission has evolved since our beginnings in 1925 and today is focused on raising awareness of banks' investment and service in their communities.

The Foundation has adopted a holistic view of banking that supports and highlights how banks impart financial knowledge to individuals of all ages, and how they elevate issues around affordable housing and community development — all while achieving corporate social responsibility objectives that improve the well-being of their customers and their communities.





Teach Children to Save Day, April 2018

A LEADER IN FINANCIAL EDUCATION

The ABA Foundation is the only entity founded by bankers that supports banker-delivered personal finance education. By involving bankers in financial education conversations and lessons—and through partnerships with community organizations, charities and nonprofits—the ABA Foundation brings the benefits of banking to consumers of all ages. These initiatives instill important financial concepts and skills that will last a lifetime. Our programs engage banks of all sizes, from single-branch community banks to regional and large multinational banks.

Get Smart About Credit helps high school students and young adults understand the importance of using credit wisely. On Get Smart About Credit Day, bankers visit high schools, colleges and youth groups to talk about credit reports and scores, preventing identity theft, budgeting and paying for college and even potential careers in banking. aba.com/GetSmart

Housing Month, celebrated each June, is a chance for bankers to highlight the variety of housing options consumers have and the role banks play in financing many of those options. Resources for bankers include a social media kit and tip sheets for customers and the general public on a host of related topics. aba.com/Housing



Lights, Camera, Save! is a bank-hosted video contest that encourages 13-to-18 year olds to promote the value of saving. This outside-of-the-classroom “edutainment” experience is a chance for the vision and creativity of youth to be captured through the power of video. To date the Foundation has awarded more than \$80,000 in prizes to students and educators.

aba.com/LightsCameraSave

Military Financial Readiness helps banks support military families with their ever-changing financial needs and circumstances by offering military-focused financial resources, including information on the Uniformed Services Blended Retirement System.

aba.com/Military

Safe Banking for Seniors helps address and mitigate the risks of financial abuse against older customers. Bankers provide guidance to this key audience on important topics like identifying scams, protecting their financial identity and choosing a responsible financial caregiver.

aba.com/Seniors

Teach Children to Save promotes the importance of saving early and often, and offers an overview on careers in banking. Banker volunteers trade in balance sheets for blackboards at local elementary and middle schools during one flagship day in April and throughout the year to teach students personal finance skills through activities, interactive scenarios and by sharing real-life experiences.

aba.com/Teach



GET STARTED IN YOUR COMMUNITY

Volunteers from thousands of financial institutions of all sizes have introduced millions of people to critical money management skills. The more bankers and organizations that participate, the greater the impact on communities across the country, including yours.

Free Resources

All Foundation program materials are available for free, and include:

- ◆ Free training, to make program participation easy
- ◆ Lesson plans and activities developed in partnership with curriculum and banking experts
- ◆ Customizable media communication tools, social media guides and promotional web graphics
- ◆ ABA-led promotion of program participation to media, policymakers and state bankers associations

CRA Advantage

By tapping into our resources, you’ll demonstrate corporate social responsibility to your community, civic leaders and the media—and your efforts may qualify for CRA credit.

Community Partnerships Made Easy

Our online matching tool, FinEdLink, enables community organizations, schools or agencies to connect directly with a bank in their area that can provide a free, banker-led presentation or lesson related to any of the Foundation’s financial education programs.

EMPHASIZING CORPORATE SOCIAL RESPONSIBILITY EFFORTS



ABA Foundation Community
Development Tour, Chicago, Illinois

Community Commitment Awards is a national program that recognizes and promotes the many valuable ways banks of all sizes and charters contribute to economic growth, community development and enhancing the quality of life in their communities. The awards are given to bank community programs in six categories ranging from affordable housing to volunteerism. Award winners are recognized during the American Bankers Association's annual convention and are touted via various communication vehicles throughout the year.

[aba.com/Awards](https://www.aba.com/Awards)

Banks in Their Communities Map is a searchable, interactive database of Community Commitment Award entrants that also serves as a communication tool for banks and nonbanks to learn about best practices in corporate social responsibility.

[aba.com/CommunityEngagement](https://www.aba.com/CommunityEngagement)

Community Development Tour—held in conjunction with ABA's Annual Convention—features successful projects that stem from partnerships between banks of all sizes, non-profit organizations and corporations. Tour participants observe first-hand the ways in which banks can positively impact communities as they strengthen businesses, empower people and help communities thrive.

[aba.com/DevelopmentTour](https://www.aba.com/DevelopmentTour)



SUPPORT OUR EFFORTS

ABA Foundation Champions are organizations and companies that support the Foundation's financial education and community outreach efforts more broadly by investing in the maintenance and expansion of our initiatives through sponsorships.

To be recognized as a Foundation Champion, or to participate in any of these initiatives, call **1-800-BANKERS**, email communityengagement@aba.com or visit aba.com/Foundation.

