



APRIL 2025



A Message from the ABA Foundation's Executive Director

I hope Spring brings fresh energy and inspiration to all of you. With [National Financial Literacy Month](#) fully underway, I want to emphasize the vital role each of you plays in advancing financial education. At ABA Foundation, we're celebrating this month by championing the power of financial literacy through programs like Teach Children to Save Day, releasing new data on the state of financial literacy, and offering banker guidance on ways volunteerism can drive financial literacy.

I encourage you to make the most of this opportunity to engage with your communities and tell a powerful story about the positive effect you are having across our country. For ideas on getting involved in Financial Literacy Month, read our latest article "[Three Steps Banks Can Take to Reverse the Financial Illiteracy Crisis](#)."

Thank you for your unwavering commitment to this important mission. Let's make April a month of inspiration!



Secretary Bessent Speaks on the Importance of Financial Literacy

U.S. Secretary of the Treasury Scott Bessent joined ABA president and CEO Rob Nichols at the [Washington Summit](#), and shared his thoughts on the importance of financial literacy. Secretary Bessent highlighted the critical role banks can play in financial education, helping to stop fraud and improve money management skills for all ages. Secretary Bessent also called on all bankers to support Financial Literacy Month efforts, and to share ideas

with each other and the Department. To view Secretary Bessent's full remarks, or catch up on other coverage from the ABA Summit, [click here](#).



Mark Your Calendar: Teach Children to Save Day

One great way to show your support for Financial Literacy Month is to participate in Teach Children to Save Day coming up on April 24! Make sure your bank is ready with our refreshed lessons designed to fully engage kids from kindergarten through eighth grade. The Teach Children to Save program also offers ready-made social media posts, handouts, videos, activities and more! [Registration is free and open to all banks.](#)

Did you miss our webinar on what's new with Teach Children to Save? You can [view the recording and slides here](#).



ABA Podcast on Financial Education Home Runs

Citi's Michelle A. Thornhill joins Bashan Fernandez of Roads to Success for a discussion of Citi's approach to making financial knowledge fun and engaging. In this episode, they discuss several innovative approaches, including workshops for New York City middle schoolers, a live play on financial literacy for elementary students, gamifying financial education and more. [Listen to the podcast.](#)

The ABA Foundation is 100!

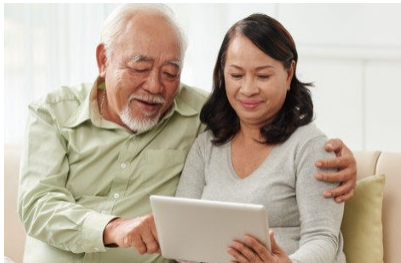
Help us create a roadmap for our next 100 years!





NEW: Reimagine Your Volunteerism Program

The ABA Foundation and Junior Achievement have collaborated to create an infographic that showcases the transformative power of corporate volunteerism. This infographic highlights the numerous benefits of corporate volunteering, such as attracting top talent, boosting retention, strengthening community ties and enhancing well-being. [View the infographic.](#)



Resources and Events for Older Americans Month

May is Older Americans Month, and the ABA Foundation has everything you need to help educate seniors and their families on financial caregiving, avoiding scams and more. For a comprehensive overview of all our free resources, check out our [Resources for Older Americans page.](#)

ABA Foundation is hosting the following two free upcoming webinars:

- **May 6:** [Alzheimer's Awareness and How to Support Bank Customers](#)
- **May 21:** [Protect your Customers from Crypto Investment Scams](#)



Mark Your Calendar: 2025 ABA Foundation Community Commitment Awards

ABA Foundation's Community Commitment Awards entry period opens May 1 and closes July 1. This national program celebrates America's banks and their dedication to the people and places they serve. ABA Foundation wants to recognize banker-driven programs and initiatives that amplify the industry's dedication to giving back to consumers and communities. [Learn more. Get notified when the entry period opens.](#)



Banks in the Spotlight: Corporate Social Responsibility at Work

This month, we spotlight the [2024 ABA Foundation Community Commitment Award winner](#) for Financial Education: Regions

Bank in Birmingham, Alabama, for its innovative methods of reaching more people with financial education tailored to their

needs. Along with its library of free Regions Next Step materials available to everyone, Regions developed content for people who are neurodivergent and/or on the autism spectrum, for students with various disabilities, for people who have been through the justice system and more.

