



SPRIT OF BANKING



AUGUST 2025



New ABA Foundation infographic highlights the importance of financial literacy

ABA Foundation has released a [new infographic](#) showing that Americans want, and need, financial literacy. The infographic shares statistics on public support for financial education, the cost of financial illiteracy and what banks can do to help. [View the infographic.](#)



Teen programs take center stage this fall

Teens across the country will be heading back to school in the coming weeks. Make sure critical personal finance skills are on the agenda with these free programs:

- [Get Smart About Credit:](#) Lessons and resources about avoiding scams, better budgeting and how to navigate financial firsts.



- [Lights, Camera, Save!:](#) We have everything you need to host this teen video contest at your bank. This year, one national winner will walk away with a \$10K prize! Contest materials will be available on September 2, and entries will be accepted starting October 1. Want to learn more? Join a [free Lights, Camera, Save! informational webinar](#) on September 4.

New consumer education campaign from BBB

The Better Business Bureau Institute for Marketplace Trust has released [a new consumer education campaign](#) designed to help older adults recognize the signs of gift card scams. Follow their new character, Sue, as she guides consumers through how gift card scams work, red flags and more. [View the campaign.](#)



Judges select the top banks in corporate social responsibility

ABA Foundation thanks our national experts for judging the [2025 ABA Foundation Community Commitment Awards](#). Judges chose a winner for each category based on each bank's creativity and impact. This year's judges are uniquely qualified to select awardees — they have a deep understanding of how banks provide their communities with a strong foundation for a better quality of life and economic growth. The judges this year include:

Affordable Housing

Lauren Lowery, Housing and Community Development, National League of Cities

Community & Economic Development

Matthew Josephs, SVP for Policy, Local Initiatives Support Corporation (LISC)

Financial Education for Children & Teens

Mary Ehram, President, Operation Hope

Financial Inclusion

Marisa Calderon, President and CEO, Prosperity Now

Protecting Older Americans

Renee E. Williams, Esq., CEO, National Center for Victims of Crime

Supporting Military Families

Kelly Hruske, Government Relations Director, National Military Family Association

Volunteerism

Justin Coles, VP of Development, Rebuilding Together Tampa Bay

George Bailey Distinguished Service Award

Rob Nichols, President and CEO, American Bankers Association

The 2025 Community Commitment Award winners will be announced in October and honored at this year's [ABA Annual Convention](#) in Charlotte, NC.

