



SPIRIT OF BANKING



JANUARY 2023



Registration is Now Open!

Sign up now for ABA Foundation's financial education programs! Connect with your communities using our free, easy-to-use resources: videos, infographics, social posts, presentations and more. All you have to do is register for [Teach Children to Save](#); [Get Smart About Credit](#); [Safe Banking for Seniors](#); and [Lights, Camera, Save!](#) to

access the tools.

New This Year: Registration for our programs will now last for two years instead of one — that means if you sign up now, your registration will be active until **Dec. 31, 2024**. You'll have access to all existing program materials, plus any new resources, without having to re-register next year. Once registered, you will receive a confirmation email and can change, update or add to your registration at any time.

(Please note: annual registration will still be required for the Lights, Camera, Save! contest.)

Free Webinar: Create Impactful Community Engagement in 2023



The start of a new year is a great time to rethink and refresh your strategies to engage, educate and empower your communities to achieve financial stability. Join the ABA Foundation on Feb. 22, 2023, to discover practical tools, resources and campaigns to promote financial health, community revitalization and economic opportunity in

the communities you serve. Speakers will cover trends, challenges and opportunities in community development, and preview some exciting new resources for the Foundation's financial education programs. [Register for free.](#)



3 Ways Banks Can Create Greater Impact in 2023

The economic outlook may be uncertain, but it's clear that our communities are struggling. In our homes, families and neighborhoods, the dream of economic opportunity and prosperity is slipping further out of reach for millions of Americans. Banks play a vital role in helping to respond to economic challenges within communities. ABA Foundation's

latest column in the ABA Banking Journal, titled "[Banks are part of our communities' solutions](#)," spotlights three impactful strategies banks are employing to solve pressing economic needs and build stronger, more resilient and equitable communities. [Read the article.](#)



Banks in the Spotlight: Corporate Responsibility at Work

This month we spotlight the 2022 ABA Foundation Community Commitment award winner for Community and Economic Development: **Republic Bank & Trust**, Louisville, Kentucky. Starting with a \$150,000 gift from the Republic Bank Foundation, Community over Competition initiative was created. Executive Chair Steve Trager unified nine

Kentucky banks, aligning competitors toward a common goal — funding the final \$10 million in capital for the Louisville Urban League's Norton Healthcare Sports and Learning Center. Louisville Urban League President Sadiqa Reynolds said, "I called my friend Steve Trager and I said we need help. That \$10 million loan closed the financial gap for us and allowed us to finish this project and open the doors." [Watch the video.](#)

