



**FEBRUARY 2025**



### **A Message from Foundation's Executive Director**

The last couple of weeks have been a whirlwind for banks and our nonprofit partners. ABA is closely monitoring the Executive Orders (EOs) issued by the Trump administration, particularly the EOs on diversity, equity and inclusion (DEI) and funding freeze ordered in a memo from the Office of

Management and Budget (OMB).

We recognize the uncertainty that recent actions may create for your corporate social responsibility programs. While we cannot provide legal advice, ABA is tracking the executive orders and providing ongoing analysis on how it's affecting the banking industry. We remain committed to helping you navigate the potential impact and providing guidance so you can continue to do good work in your communities. [ABA Members can read the analysis here.](#)



### **Free Webinars for Consumer Protection Awareness Week**

#### **March 5: Scams Against Americans 2025**

Scammers are targeting Americans of all ages so they can steal bank accounts, personal data, nest eggs and more. Join the ABA Foundation, the Better Business Bureau Institute for Marketplace Trust and the Federal Trade Commission to learn about the most prevalent

scams and their effects on different demographics. You'll also get access to the BBB's newest Scam Tracker Risk Report. [Register now.](#)

#### **March 6: Supporting Financial Crime Victims**

Financial crime is at an all-time high, as demand has grown for faster virtual payments and

services. Americans reported over \$10 billion in losses due to fraud in 2023, according to the FTC. As victims often turn to their banks for help, it's imperative for bank employees in any role to learn how to aid affected customers. Join the ABA Foundation and the National Center for Victims of Crime to learn ways to support financial crime victims, and access our newest banker resource. [Register now.](#)



### Lights, Camera, Save! Banker's Choice Winner Announced

Attendees of this year's Conference for Community Bankers have voted, and **Beware of Scams** by **Jonah Johnston from Warwick, RI** has won the 2025 Banker's Choice Award! Jonah has won a prize pack of materials worth over \$500, including an iPad, Apple Pencil, ring light, wireless microphone and more.

Want to know who the national winner for the 2025 Lights, Camera, Save! contest is? Tune in to [ABA's Instagram](#) on Monday, Feb. 24, for the announcement!



### Support California Wildfire Relief Efforts

Help the banks, their customers and their employees who have been affected by the devastating wildfires in the greater Los Angeles area. Join the banking industry in supporting recovery efforts by contributing to the ABA Foundation Disaster Relief Program. [Donate now.](#)



### Make Your Mark on the ABA Foundation's Next 100 Years

The ABA Foundation is celebrating our 100th anniversary! We invite you to explore our history and share your ideas to help inform, innovate and inspire the next century of change. [Submit your ideas.](#)



## Banks in the Spotlight: Corporate Social Responsibility at Work

This month, we spotlight the 2024 ABA Foundation Community Commitment Awards Economic Inclusion winner: **Berkshire Bank** in Boston for its Community Comeback program. The program has helped consumers realize the dream of homeownership, improve financial outcomes, create jobs, redevelop neighborhoods and build a more equitable and sustainable future with \$5 billion in lending, investment and technical assistance — an increase of approximately 70%. Community Comeback focused on four key areas: fueling small businesses, community financing and philanthropy, financial access and empowerment, and environmental sustainability.

