

MARCH 2021

Personal Finance Videos Face Off in Bracket Tournament

March Madness has made its way to this year's [Lights, Camera, Save!](#) contest. Thanks to sponsor VantageScore, ABA Foundation is awarding \$9,000 in cash prizes—but need your help finding the bracket buster video. Visit [ABA's Instagram account](#) daily March 23-25 to cast your vote in this personal finance bracket style tournament. Voting takes place on each day's Instagram Story using the poll feature. Simply click on ABA's profile pic to watch and vote. Winners will be announced on March 26.



Are You Ready to Teach Children to Save?

Whether your local K-8 students are learning virtually, in-person or in between, ABA Foundation has everything your bank needs to ensure April's Financial Literacy Month is a success. Start with our [free webinar March 24](#) at 3:00 p.m. ET to learn about new, ready-to-use virtual lessons, resources and materials, including engaging activities like Save the Pig, Make a Story and a virtual escape room. You'll also hear directly from bankers about the creative ways they are helping Teach Children To Save. [Register now!](#)



New Webinar on MDI/CDFI Partnerships

Join ABA Foundation on April 1 at 3:00 p.m. ET for a panel discussion, [Addressing Racial Wealth Gaps Through MDI/CDFI Bank Investment](#). These groups have a long history of providing economic investment and resources to financially underserved communities. Our panel will share real examples of how investing in these partnerships can spur greater economic stability and will answer your questions on this important topic. [Register for free.](#)

2021 Older Americans Benchmarking Survey

This spring, ABA Foundation will launch its third Older Americans Benchmarking Survey to understand how banks engage with older customers, train staff to identify elder fraud and respond to fraudulent activity.

Responses will be used to help guide the

Foundation's elders work and advocate on behalf of banks. Forbes and Politico highlighted the

[2019 report](#), underscoring industry efforts to

safeguard seniors. To participate in this important endeavor and obtain an advance

copy of the questionnaire, please identify who will coordinate your bank's response and

[complete this short form](#) by April 9. All survey responses will be kept confidential and

results will be aggregated. Please contact [Sam Kunjukunju](#) with any questions.



Top Financial Scams Against Americans Webinar

During National Consumer Protection Awareness Week, ABA Foundation hosted a webinar with experts

from the Federal Trade Commission on top scams

targeting Americans. The virtual panel shared data

from the Consumer Sentinel Network, examined

demographic differences and highlighted free

resources for banks and consumers. Bankers can

[view the recording](#) and [access a jointly developed](#)

[infographic](#) with the FTC on government imposter

scams. Be sure to also register for the Foundation's

[Safe Banking for Seniors](#) program for the latest materials to educate elders and

financial caregivers in your community.



COVID-19 Highlights Critical Link Between Child Care and the Economy

"The pandemic has underscored the key role childcare plays in the economy—both in making sure essential workers with young children can get to their jobs and in helping parents stay engaged in the workforce so they can support economic recovery," writes ABA Foundation Executive Director Corey Carlisle in his latest ABA Banking Journal column.

[The article](#) spotlights how institutions like First Financial Bancshares of Abilene, Texas, worked with community organizations to support essential workers during the pandemic.

The article also shares how the Low Income Investment Fund (LIIF) has provided grants, technical assistance and PPP funds to nearly 400 family childcare business

owners. [Read the article here.](#)

Banks in the Spotlight: Corporate Responsibility at Work

This month we spotlight 2020 Community Commitment Award winner for Community and Economic Development: **Valley National Bank, Wayne, New Jersey**. Valley National brought new meaning to the term adaptive reuse when it partnered with the Alexander City Chamber of Commerce to turn a former bank operations center into a business incubator for local entrepreneurs, startups, other small businesses and individuals in need of workspace.

Made possible through additional support from Wildcat Entrepreneur Academy and Gateway Education Foundation, the Lake Martin Innovation Center embodies Valley's dedication to helping community-based businesses prosper and, in turn, fuel the local economy. [Watch the video](#) or [listen to the podcast](#) to learn more about this winning project.



Photo: Ira Robbins, President and CEO