

SEPTEMBER 2020

[Help Support Hurricane Laura Relief in Louisiana](#)

On behalf of the Louisiana State Bankers Association, the ABA Foundation is seeking donations to help bankers affected by Hurricane Laura. The ABA Foundation Disaster Relief Program allows state bankers to request disaster relief fundraising for their specific state from ABA Foundation in the event of a presidentially declared disaster. State bankers associations designate a 501(c)(3) organization(s) to receive the collected funds.

Please support your fellow bankers in Louisiana. One hundred percent of donations received go to the Baton Rouge Area Foundation to directly aid those impacted by the disaster. The ABA Foundation does not use disaster relief funds to pay any costs to administer this program. All donations are tax deductible to the fullest extent of the law. [Donate now!](#)



Bring Personal Finance Skills to Teens and Young Adults this Fall

Join ABA Foundation on Thursday, September 24 at 3:00p.m. ET for a [free webinar](#) on how your bank can keep the next generation engaged in expanding their money smarts. Laura Goodman from JA USA will share how the organization has adapted to meet students' needs during the pandemic and ways bankers can be involved. Additionally, Jeni Pastier will debut new [Get Smart About Credit](#) bankerresources for teaching in a virtual environment. [Free registration is required.](#)



Get Smart About Credit Day and Saving for the Unexpected Webinar

Both savings habits and personal finance lessons are looking different during the pandemic. In celebration of Get Smart About Credit Day, on October 15 at 3:00p.m. ET, you're invited to join ABA Foundation on a [free webinar](#) that explores how your bank can show teens and young adults the importance of an emergency fund through our new presentation Deciphering Savings Data. Additionally, a panel of savings experts will discuss ideas around engaging audiences to save for the unexpected. [Register today!](#)

ABA Foundation and Junior Achievement Announce Partnership

In preparation for this year's [Get Smart About Credit](#) campaign, ABA Foundation and Junior Achievement announced a new two-year partnership to work collaboratively to help our nation's youth build the financial knowledge they need to own their economic success and plan for the future. Leveraging FinEdLink, a tool that pairs banker volunteers with classrooms and community groups interested in banker-led financial education programming, the Foundation and Junior Achievement will work in tandem to bring financial concepts to students across the country and prepare them for success in a global economy. [Read the press release.](#)

ABA Unconventional Convention

Join ABA and fellow bankers this October 19-20 for the [Unconventional Convention](#), a virtual experience featuring dedicated sessions for bank marketers, operations professionals, agricultural bankers, CEOs, and more.

Be sure to check out "Building Inclusive Communities During a Pandemic", a panel discussion of experts highlighting strategies for meaningful community development—before, during, and after a pandemic. Plus, on October 20 we will be announcing the winners of the 2020 ABA Foundation Community Commitment Awards. [Register now!](#)



New Elders and DE&I Webpages

Undoubtedly, 2020 has been a trying year for Americans—especially for vulnerable populations, such as older adults. Scam artists have taken advantage of recent events and continued their onslaught against our nation's elders. While opportunities to witness these atrocities may have decreased due to physical distancing requirements, bankers are still well positioned to combat the threat.

ABA has created a new webpage on [elder financial exploitation](#) to provide bankers with information about trainings, federal guidance, state laws, industry reports, and other resources to help you protect your older clients.

To help banks of all sizes build inclusive workspaces that represent the communities they serve, ABA has also established a new page on [Diversity, Equity & Inclusion](#). This page shares news, tips, training and other available resources to help achieve your DE&I goals.