

APRIL 2022



**LIGHTS  
CAMERA  
SAVE!**

## Ready to Put \$\$\$ in Teen Bank Accounts?

The 12th annual [Lights, Camera, Save!](#) contest has drawn to a close and the ABA Foundation is looking to you to help determine this year's national finalists, who will go on to compete for a share of \$9,000 in cash prizes. Happening now through 11am ET Saturday April 16, you're invited to head over to [ABA's Instagram account](#) and cast your

vote each day for the videos you like best. Voting takes place via Instagram Stories using the poll feature. Simply click on ABA's profile pic to watch and vote.

Winners from this round will be one step closer to depositing the cash prize into their bank account. In celebration of 25 years of Teach Children to Save, the Foundation will be announcing grand prize winners on Thurs., April 28 in honor of the annual day. Get your vote in now!



## Teach Children to Save's 'A Tale of Two Siblings'

Financial Literacy Month is here and the ABA Foundation continues to celebrate [25 years of Teach Children to Save](#) with our latest free video release, A Tale of Two Siblings. This animated story for audiences in grades 3-5 illustrates how different attitudes toward money result in different outcomes. Is it a dramatization or inspired by true events? Signing your bank up to participate in this year's program is the only way to find out.

Once you sign up, we'll instantly email a link to the program's resource page. Here you will find videos under the Communication Toolkit, along with social posts, outreach materials, lesson plans and so much more—including our upcoming video for grades 6-8!

No matter how your bank is celebrating Financial Literacy Month, join bankers across the country in the effort to Teach Children to Save at [aba.com/Teach25](http://aba.com/Teach25)!



## Are You Prepared for Older Americans Month?

May is Older Americans Month, and it's a great time to engage your neighborhoods and reach out to the older adults in your communities. Whether you want to share about preventing financial exploitation, ways to support financial caregiving, or strategies to help people address potential issues with cognition, ABA Foundation has the resources for you. And they're free, so there's no better time to get started!

Visit [aba.com/seniors](http://aba.com/seniors) to register and access social tools, guides, infographics, presentations, survey results and other key resources to help you connect with the older adults in your bank's footprint. Be sure to also be on the lookout for our newest communications guide, which will be available through the Safe Banking for Seniors program in just two weeks. Questions? Contact [Sam Kunjukunju](#).



## Mark Your Calendar: Community Commitment Awards Entry Period Opens May 2

The ABA Foundation's Community Commitment Awards marks its 10th anniversary this year. This national program celebrates America's banks and their dedication to the people and places they serve.

Show us how your bank continues the tradition of excellence in community outreach. The entry period will be open May 2 through July 1. [Learn more about the awards here.](#)



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

This month we spotlight the 2021 ABA Foundation Community Commitment award winner for Financial Education, **UMB Financial Corporation, Kansas City, Mo.** The bank's **UMB Market** is a grocery store and financial education simulation that was created in 2016 alongside the agriculture education nonprofit American Royal to encourage students to practice healthy shopping on a budget.

Due to COVID-19, the exhibit went virtual. UMB Bank worked with three nonprofits to produce a virtual grocery shopping experience for students. In 2020, the virtual UMB Market reached nearly 10,000 students in 26 states and on two continents. [Watch the video](#) and [listen to the podcast](#) about this winning bank program.