

JANUARY 2021

Registration Now Open!

Registration is open for all ABA Foundation's 2021 [financial education programs](#). Take a look below to find out what's coming up this year, including new lessons, resources and more. Registration for all programs is free and open to all banks.

Also, take a look at what you and ABA Foundation accomplished together in 2020 with the [Year in Review Infographic](#). We can't wait to work with you on all your community initiatives in 2021!

Ready for Teen Personal Finance Videos?

ABA Foundation's signature [Lights, Camera, Save! video contest](#) for teens opens to students on February 1. We are still looking for banks to promote the contest on a local level and accept student entries. Participation is free, all turnkey contest materials are provided and thanks to contest sponsor VantageScore, your bank could award a national winner part of the \$9,000 in cash prizes to be given away in March. [Register to host](#) a contest for free. [Contact Jeni Pastier](#) for more information.



Mad Libs™ Meets Teach Children To Save

Whether students in your community are attending school in person, remotely or through hybrid learning - [Teach Children to Save](#) has the materials your bank needs to get students in grades K-8 excited about saving. One of the program's newest supplemental resources, Make a Story, is a financial-education twist on the classic game of Mad Libs™ that is sure to keep young audiences engaged throughout the presentation. If you are employed by a bank and involved in personal finance or career outreach in your community, we invite you to [sign up to participate](#) in the program.



Brand New Resources to Support Your Older Customers & Communities

It's a brand new year and we have brand new materials! The ABA Foundation has stepped up to provide bankers with fresh resources to support older customers and their caregivers.



Through the [Safe Banking for Seniors](#) initiative, bankers can now access a collection of turnkey tools on 'Understanding Powers of Attorney' and 'Choosing an Executor.' Each module contains instructional guides, presentation slides, handouts, worksheets and more to help bankers educate their elder customers and communities on preparing for the future. [Register now](#) to check them out today. The public is anxious to (virtually) connect with bankers like you to learn more. Questions? [Contact Sam Kunjukunju](#).

2021 Earned Income Tax Credit Awareness Day

Friday, January 29, 2021, will be the 15th annual Earned Income Tax Credit Awareness Day. This day is an effort by the IRS to encourage local governments, community organizations and other stakeholders to bring attention to the EITC and provide opportunities for free tax filing services through VITA (Volunteer Income Tax Assistance). To help you capture the attention of your consumers and get the word out to those eligible to claim the credit, the IRS has created outreach kits to support your efforts. Millions of workers qualify for EITC for the first time this year, making awareness critical. [Visit the EITC Awareness Day website.](#)

Learn How the 'Bank On' Movement Works – Free Webinar Recording Now Available

ABA is calling on all banks to help expand access to banking by offering low-cost, basic accounts that meet Bank On national standards. Show your bank's commitment to financial inclusion by hearing directly from experts at ABA, the Cities for Financial Empowerment Fund and a participating banker about Bank On. Learn how it works and the ways it can benefit your bank—from CRA credit, to growing your customer base to strengthening confidence in the banking system. [Register to access the recording.](#)

Banks in the Spotlight: Corporate Social Responsibility at Work

This month we spotlight the 2020 Community Commitment Award winner for Economic Inclusion: Alpine Bank, Glenwood Springs, Colorado. The bank partnered with the nonprofit and national leader in digital inclusion PCs for People to support local students during a critical time with their Helping Coloradans Get Online program. The bank's IT team worked tirelessly in early 2020 to refurbish 400 computers for students in need of devices for remote learning due to COVID-19.

With demand for PCs for People's services seeing a significant uptick during the pandemic, Alpine's generous donation supports not only local families, but educational systems in the communities they serve. [Listen to the podcast](#) and [watch the video](#) about this winning bank program.

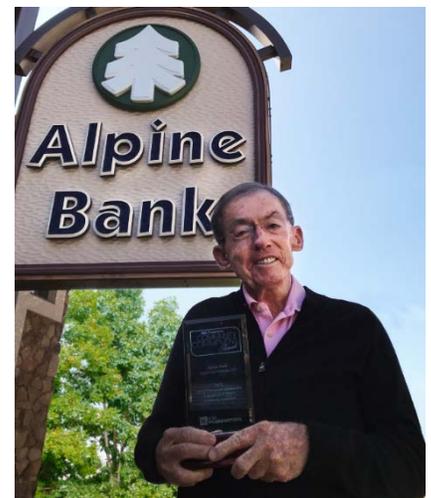


Photo: Bob Young, CEO and Founder, Alpine Bank