

JANUARY 2022

Support Kentucky Tornado Relief Efforts



In the wake of the devastating tornadoes that struck Kentucky and nearby states in early December, ABA Foundation partnered with the Kentucky Bankers Association to aid relief efforts. At KBA's request, we're collecting donations from across the country to directly support the Kentucky Bankers Relief Fund.

One hundred percent of the funds raised through ABA Foundation's Disaster Relief Program will support fellow bankers directly affected by the tornadoes, along with other local relief efforts. Donations will be accepted until January 25, and all donations are tax deductible to the fullest extent of the law. [Donate now.](#)

Add Financial Education to Your 2022 Calendar

Registration is now open for all ABA Foundation's 2022 [financial education programs](#). Whether you want to focus on kids, young adults, or elders and their caregivers, ABA Foundation has all the free bank-tailored resources you need. To help you connect with your communities from any distance, we've put together new videos, infographics, social posts and virtual backgrounds for every program. All you have to do is register for [Teach Children to Save](#), [Get Smart About Credit](#), [Lights, Camera, Save!](#) and [Safe Banking for Seniors](#) to access all that's available.

Also, take a look at what you and ABA Foundation accomplished together in 2021 with the ["Year in Review" infographic](#). We can't wait to work with you on all your community initiatives in 2022!

Celebrating 25 Years of Teach Children to Save



In honor of a quarter century of financial education, [Teach Children to Save](#) is now easier and more fun than ever—both for bankers, and for kids. Whether you impart personal finance knowledge on Teach Children to Save Day, April 28, or any day of the year, you'll already be part of the party!

This year, we'll be launching new, engaging videos that cover topics that matter most to our financial education mission. Screen these videos whenever you'd like, and your K-8 audience will be at the edge of their seats. Don't miss out—[register for free](#) today!

Plus, as part of this year's celebration, we will be announcing the winner of the [2022 Lights, Camera, Save!](#) video contest on Teach Children to Save Day. Lights, Camera, Save! fosters teen creativity while teaching lifelong financial skills, and opens for students in February.

[Register for free](#) to become a host bank, and get all the materials you need to make your local contest a success.

New Resource! How Banks Are Safeguarding America’s Seniors

An estimated 1 in 5 seniors is a victim of financial exploitation, with average per person losses upwards of \$120,000! Between 2019 and 2020, exploitative activity disclosed in Suspicious Activity Reports (SARs) increased by over \$800 million. While more than 85% of banks require frontline staff training on detecting and reporting suspected elder fraud and abuse, combatting these egregious crimes requires a multifaceted approach. For quick stats on banks’ efforts in this space, as well as tips on how your bank can join the fight, check out ABA Foundation’s [new “Safeguarding America’s Seniors” infographic](#).

Banks in The Spotlight: Corporate Social Responsibility at Work



This month we spotlight the 2021 ABA Foundation Community Commitment award winner for Community and Economic Development. **WesBanco** in West Virginia used its community development corporation to leverage allocations of New Market Tax Credits (NMTTC) to fund development and inject capital into highly distressed, low-income communities—located largely in rural Appalachia.

WesBanco’s New Markets Loan Program uses the NMTTC funds to help finance a wide variety of businesses that provide critical social and commercial services to low-income residents—and for the benefit of economically vulnerable communities. [Listen to the podcast](#) and [watch the video](#) about this winning bank program.