

# Spirit of Banking

JUNE 2022

## Last chance to enter the 2022 ABA Foundation Community Commitment Awards



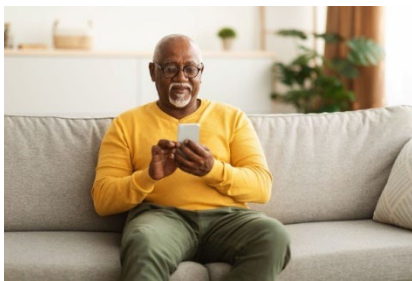
Banks across the country go to remarkable lengths to support their communities and customers. ABA Foundation wants to recognize banker-driven programs and initiatives that are making a difference and addressing community needs. Banks of all asset sizes and charters are strongly encouraged to nominate a program in up to [seven distinct award categories](#), or nominate a current non-CEO bank employee for the George Bailey Distinguished Service Award, which recognizes an individual who goes above and beyond.

Each category will be judged by a panel of experts, and winners will be honored during ABA's Annual Convention in October. [Apply by July 1.](#)

Need help crafting the entry form narratives? Review the [Guide to Preparing an Award-Winning Entry](#) for assistance.

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## New, Free Safe Banking for Seniors Videos



The [Safe Banking for Seniors](#) program is proud to launch a new video series on scams targeting older Americans! This series is designed to inform seniors and their families about warning signs for common scams seniors may face. The first three videos in the series — How Scammers Target Seniors, Family Impostor Scams, and Government Impostor Scams — are now available. Videos can be shared any way your bank chooses — posted to your website, shown during presentations, or used during one-on-one chats with

customers.

Videos can be accessed with free registration in the [Safe Banking for Seniors](#) program. Already registered? Find the videos under the “Presentation and Partnership Resources” tab in the new communications toolkit!

Additional videos on tech support scams, sweetheart scams, money mule scams, and lottery scams will be available later this summer. Plus, an additional series of videos covering financial caregiving will be coming this fall — all free for you to use by registering for [Safe Banking for Seniors](#).

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## ABA Seeking Volunteers to Help Improve ABA.com

The ABA web team is working to improve the digital customer experience on our website, [aba.com](#). We are looking for volunteers to join a 1-on-1, 30-minute user testing session where we will ask you questions about your experience with aba.com. As part of the conversation, we will ask you to navigate to different sections of the site and tell us what works and doesn't work for you. To help us schedule and prepare for your session, please [fill out this form](#).

## New Infographic: 5 Tips for Home Buyers



In recognition of American Housing Month in June, ABA Foundation released a [new infographic](#) featuring tips for home buyers.

The infographic highlights the struggles prospective buyers currently face, and offers tips to help people strengthen their financial position and achieve homeownership. [View the infographic.](#)

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## Watch Webinar on Bank Partnerships to Protect Seniors

Scammers are targeting America's seniors, attempting to steal their hard-earned financial assets. Protecting seniors from these scams often requires assistance from non-bank organizations, such as law enforcement or Adult Protective Services (APS). ABA Foundation recently [hosted a webinar](#) on how your bank can form and maintain these critical partnerships. Attendees heard directly from bankers and fraud experts on ways to help safeguard the seniors in their communities. [Watch the recording.](#)

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



This month we spotlight the [2021 ABA Foundation Community Commitment Award winner](#) for Affordable Housing: Heritage Bank, Seattle, Wash. The bank stepped up to help address homelessness in its community. The bank financed a \$15,160,000 construction loan and provided an equity investment of over \$21 million to help build apartments for single adults who have stabilized after homelessness. They partnered with Plymouth Housing to build Kristin Benson Place, a housing project in Seattle that includes 91 studio apartments. This is the second of eight new buildings that Plymouth plans to build to address chronic homelessness in the community. With the help of Heritage Bank, they are well on their way to their goal of developing an additional 500 apartments within the next four years. [Watch the video](#) and [listen to the podcast](#) about this winning bank program.