



# SPIRIT OF BANKING



NOVEMBER 2022



## ABA Foundation Raises \$173,780 for Hurricane Ian Relief

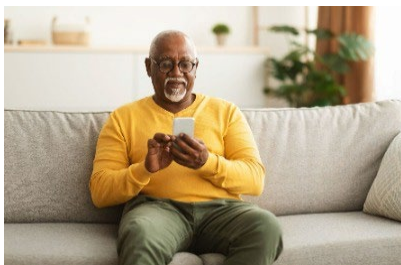
Thanks to the generosity of banks and bankers across the nation, the ABA Foundation raised \$173,780 to help Florida communities directly affected by Hurricane Ian. This marks just the third time the ABA Foundation Disaster Relief Program has been activated, and the amount is the largest the Foundation has raised in response to a natural disaster. The money was distributed to the Volunteer Florida Foundation's Florida Disaster Fund. We sincerely thank all donors who contributed to this effort.



## Missed Get Smart About Credit Day? You Can Still Get Involved!

Get Smart About Credit Day 2022 has passed, but there are still lots of ways to get involved throughout the year! You can share our latest infographics on scams affecting college students: [scholarship and student loans](#) as well as [debt forgiveness](#). Plus, our communications toolkit has everything you need to keep the conversation going. Access these resources for free by [registering](#) for Get Smart About Credit.

Want additional ways to inspire teens? Watch the webinar recording of Innovative Ways to Help Teens and Youth Get Smart About Credit. Speakers from Ally Bank and Mercantile Bank shared their innovative approaches for engaging and educating teens to improve their personal finance skills. [View the recording.](#)



## Webinar Slides Available: Combating Elder Financial Exploitation

On Oct. 27, ABA Foundation and the Department of Justice hosted a free webinar, Combating Elder Financial Exploitation, on detecting the red flags of elder financial exploitation. Attendees heard strategies for protecting older customers and tackling this growing problem that costs seniors, their families and their caregivers billions annually. The webinar was not recorded, but you can access slides from [the webinar here](#). Be sure to also [sign up](#) for the Foundation's free Safe Banking for Seniors program to access additional resources to help you protect your older customers



## 5 Causes to Support This Holiday Season

It's more important than ever to show up for our communities. With the holidays around the corner, we are inspired by community-driven efforts to build thriving, resilient and more equitable neighborhoods.

1. **Repairing Homes, Revitalizing Communities:** There's no better gift than a safe place to call home. Rebuilding Together, a partner of the ABA Foundation, is working to make essential repairs to help our neighbors stay in their homes. [Support this cause.](#)
2. **Fighting Food Insecurity:** With food banks nationwide facing staffing and supply shortages, Feeding America is working hard to keep up with the demand and provide hope and help to people every day. [Support this cause.](#)
3. **Empowering Kids:** Investing in the next generation starts with supporting youth-serving organizations like the Boys and Girls Club of America. They enable all young people, especially those who need us most, to reach their full potential as productive, caring and responsible citizens. [Support this cause.](#)
4. **Saving Lives, Meeting Urgent Needs:** Support critical needs when emergencies strike. Giving to the American Red Cross means helping a family whose house burns down in your community or supporting a life-saving blood transfusion. [Support this cause.](#)
5. **Investing in Jobs & Workforce Development:** Helping people join or rejoin the workforce is the gift that keeps on giving. Goodwill is on a mission to transform lives and communities through the power of education and employment. [Support this cause.](#)



## Banks in the Spotlight: Corporate Responsibility at Work

This month, we spotlight the 2022 Community Commitment Award winner for Volunteerism: Pathward, N.A., from Sioux Falls, S.D., for its Community Impact Program. Launched in 2021 to create lasting, positive change with and for communities where the bank operates, the program aims to elevate the effectiveness and scope of corporate giving and employee volunteer activities. For employees, it includes paid time off for volunteering, and

matching gift and dollars-for-doers programs. In FY21, engagement and participation rates exceeded expectations and that of other benchmarked organizations of comparable size. [Watch the video.](#)

