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Join Banks Bringing Personal Finance to Teens and Young Adults



Today is the ABA Foundation's 20th [Get Smart About Credit Day](#). Bank employees across the country are marking the occasion by sharing essential personal finance information with teens and young adults in their communities. This national campaign aims to help youths make sound financial decisions as they navigate college and their first job, save for an emergency, or plan for life milestones.

In order to meet communities where they are and overcome restrictions associated with in-person lessons, new to this year's Get Smart About Credit program is a **Communications Toolkit** to ensure personal finance knowledge isn't limited to traditional presentations. Bankers registered in the **free program** can access four new 30-second videos that explore protecting your identity, paying for college, saving, and careers in banking. Additionally, ABA Foundation now provides printable materials for bank lobbies, educational content for bank websites and newsletters, and sample social media posts to help boost awareness of these important topics.

Today, and every day, America's banks are committed to helping the next generation shape their financial futures. Has your bank signed up to join the [Get Smart About Credit](#) effort?

ABA Foundation Community Commitment Award Winners



Congratulations to **Heritage Bank, WesBanco Bank Inc., Hancock Whitney, UMB Financial Corporation, Bank of the Rockies (also a 2017 award winner), and Marquette Bank** — winners of the [2021 ABA Foundation Community Commitment Awards](#).

The banks were honored Tuesday at the ABA Annual Convention in Tampa for their outstanding commitment to their communities through creative and replicable programs that embody corporate social responsibility and demonstrate success in measurable terms.



For her leadership, Mary O'Connor is this year's winner of the ABA Foundation's **George Bailey Distinguished Service Award**. Mary, the executive vice president of logistics/brand management at Country Club Bank in Kansas City, Mo., strives to live by the mantra, "To whom much is given, much is expected." She has set a remarkable example of community commitment for others to follow, from spotlighting local nonprofits on her weekly podcast and on the bank's billboards, leading financial literacy efforts in the community, helping create a new rent-forgiven home for Kansas City's Women's Employment Network, to advocating for women in the workforce.

Mary is also known for channeling her own family tragedy into meaningful philanthropy. After her sister was shot in a robbery attempt in 1986, Mary helped care for her while supporting an annual run to raise funds for traumatic brain injury research — raising over \$2 million and counting. When family members developed MS and diabetes, Mary devoted her time and energy to fighting back.

Trends in Protecting Seniors from Financial Fraud and Abuse



Scam artists are increasingly exploiting America's seniors. Banks are taking this threat seriously, increasing their efforts to combat financial fraud and abuse.

Join the ABA Foundation on November 16 for a [free webinar](#) to learn more about the latest bank trends in protecting seniors. The webinar will feature results from the ABA Foundation's soon-to-be-released 2021 Older Americans Benchmarking Survey, which highlights educational outreach programs, staff training, and community partnerships that safeguard seniors from financial exploitation. [Register for the webinar.](#)

Cybercrime Support Network's Military & Veteran Program



Cybercrime is the fastest growing crime here and abroad. The financial losses and emotional, psychological, and social impact of crimes including scams and identity theft can particularly devastate service members, veterans, and their families. That's why the Cybercrime Support Network launched its Military & Veteran Program in partnership with federal agencies, foundations, and other groups. The Partnership to FightCybercrime's program provides no-cost resources and education to

the military community on how to recognize, report and recover from cybercrime. To learn more or join, please visit www.FightCybercrime.org/military.

Banks in Their Communities: Corporate Social Responsibility at Work

"Banks nationwide are conscious of the kind of impact they have on all aspects of their communities, including economic, social, and environmental. They are forces for change, helping individuals achieve their financial dreams and communities thrive economically," writes Melissa Murray, director of ABA Foundation, in the November/December ABA Banking Journal.

[The article](#) spotlights the ABA Foundation's [Banks in Their Communities Map](#), an online searchable database that showcases banks' corporate social responsibility programs submitted to the ABA Foundation for Community Commitment Awards consideration, including this year's winners.