



SPIRIT OF BANKING



MARCH 2023



We Want Your Feedback!

ABA Foundation is conducting a brief survey on our programs, and we want to hear from you! What resources are working well for your bank? What new ideas would you like us to develop? Please let us know in [this questionnaire](#); it should take just a few minutes to complete.



Get Ready to Teach Children to Save!

As part of this year's activities for [Teach Children to Save](#), ABA Foundation will be hosting [a free webinar](#) on Tuesday, April 11. The webinar will cover all the turnkey resources we have available for Teach Children to Save, including a preview of our latest video for grades 6 through 8: "Middle School Money Mission." You'll also hear directly from bankers about the creative ways they have connected with youth in their communities. [Register now.](#)



Watch On Demand: Top Scams Against Consumers

Every day, scammers are targeting consumers for access to bank accounts, personal data, retirement funds and more. They are constantly developing new tactics designed to play on their target's emotions and trick them into sharing this personal information. How can banks help protect their customers? ABA recently hosted a [webinar](#) covering common scams and their effects on different demographics of Americans. The webinar is [available for on-demand viewing.](#)



Guide: Four Ways Banks Can Support Women

In recognition of Women’s History Month, observed in March but an important initiative all year, ABA released a guide on four ways that banks can support women in their institutions and communities.

[Download the guide.](#) More resources are available on ABA’s [Women in Banking](#) page.



Banks in the Spotlight: Corporate Responsibility at Work

This month, we spotlight the [2022 ABA Foundation Community Commitment award winner](#) for Economic Inclusion: Wintrust Bank, N.A., Chicago, Illinois.

Wintrust partnered with North Lawndale Employment Network to open a sustainable branch at the community organization’s new headquarters — which includes a workforce training

campus and financial education center — in North Lawndale, a Chicago neighborhood that historically sees little investment. In addition to making financial services such as deposit accounts, mortgages and business loans more accessible to underserved residents, the successful collaboration is expanding opportunities for long-term wealth and prosperity on the city’s West Side.

[Watch the video.](#)

