



# SPIRIT OF BANKING



**JULY 2024**



### School's Out, but Financial Literacy is Still In

It's summer vacation for most school systems around the U.S., but that doesn't mean learning about money and finances is on hold until the fall! Summer is a great time to reach out to families in your community, and [a recent article](#) by ABA Foundation's Kelsey Havemann and Melina Golembiewski shares some ideas your bank can use this season to help provide critical financial education to all ages. [Read the article.](#)

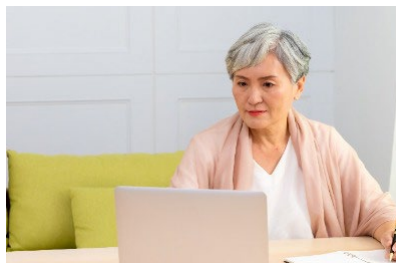


### In Case You Missed It: Unlocking Homeownership

In June, ABA Foundation launched a free, new campaign, [Unlocking Homeownership: Empowering Communities through Housing Education](#). The Foundation aims to mobilize the banking industry to provide homeownership education and counseling; Unlocking Homeownership offers free resources from the Foundation in partnership with

NeighborWorks® America and Rebuilding Together Tampa Bay. Your bank can help expand education on the home-buying process and home retention, building on beneficial partnerships with community groups and housing counseling organizations.

Together, we can advance our shared vision of building thriving communities where everyone can realize the dream of homeownership and wealth generation. [Register for free.](#)



### Save the Date!

This fall, the ABA Foundation is hosting its inaugural banker-tailored "Elder Fraud Prevention Summit." The in-person meeting will take place on October 7, 2024, the day before the [ABA/ABA Financial Crimes Enforcement Conference](#) at the Crystal Gateway Marriott in Arlington, VA. It will feature fellow bankers, professors, advocates, and federal agencies, all of whom will discuss

salient issues relevant to combating financial exploitation and protecting older Americans. Questions? [Contact Sam Kunjukunju.](#)



### Recruit and Retain Gen Z Workers

Gen Z will account for nearly one-third of the global workforce by next year. According to a recent survey by Deloitte, Gen Z employees want to work for companies they believe are doing good in the world. What can your bank do to win the hearts and minds of this values-driven generation? ABA Foundation's Lindsay Torrico [shares tips](#) on how your bank can attract and retain young talent.

