

Since the launch of **Bank On Louisville** in 2010, more than 47,000 formerly unbanked Louisvillians have entered the financial mainstream, opening checking accounts and starting savings plans.

OUR MISSION

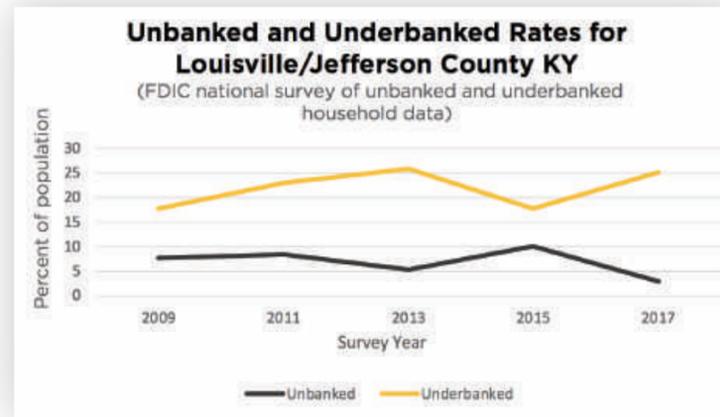
Bank On Louisville is an engine to collaboratively strengthen our community's economic well-being through improved access to mainstream financial education and services, with an emphasis on the low-to-moderate income population of the city. Individuals in this population lack or cannot access traditional bank or credit union accounts, and/or rely on expensive alternative financial services such as check cashers and payday lenders. Without an account, these households cannot build productive relationships with financial institutions that lead to long-term financial stability.

In 2009, the FDIC National Survey of Unbanked and Underbanked Households reported that Louisville had a combined 76,500 households that fell into those two categories. Now, in it's 10th year, Bank On Louisville celebrates the hundreds of financial and community partners who work together to welcome unbanked and underbanked residents into banking, and provide them with the tools, knowledge and access they need to be financially capable.

10 Years of Progress

We're accomplishing our mission through a three-pronged approach:

1 OFFER ACCESS TO SAFE AND AFFORDABLE BANK ACCOUNTS



47,409
safe and affordable bank accounts opened through BOL partners

12,693
savings accounts

34,716
checking accounts

\$1,077
average quarterly balance in these accounts

2 PROVIDE FINANCIAL EDUCATION

26,544
financial education participants connected to quality financial education

1,802
educational offerings through BOL partners

3 EQUIP SOCIAL SERVICE AGENCIES TO INTEGRATE FINANCIAL EMPOWERMENT INTO THEIR DELIVERY MODEL

887
unduplicated participants engaged in the Louisville Community Financial Empowerment Certification and Training Program

220
unique agencies represented

585
Level 1 Graduates

78
Level 2 Graduates



Some challenges we've addressed

- ➔ Direct deposit campaigns
- ➔ Second chance bank accounts
- ➔ Credit building through rent reporting
- ➔ Adoption of the Cities for Financial Empowerment's National Account Standards
- ➔ Financial wellness at work
- ➔ Financial empowerment integration into social service delivery models
- ➔ Integration of financial education into youth employment programs
- ➔ Supporting financial inclusion efforts for persons with disabilities
- ➔ Credit building through small dollar loans
- ➔ Financial stability and inclusion during the COVID-19 pandemic
- ➔ Financial inclusion for re-entry populations



Bank On Louisville is a collaborative effort of financial institutions, local nonprofits, and Louisville Metro Government

**Join the movement to learn, save and grow.
Visit bankonlouisville.org**



CONTACT US!
bankonlouisville
@louisvilleky.gov

ity, connecting to
king, and providing
education and
ent since 2010.

Building capacity,
mainstream banking
financial edu
empowerment