



**AMERICA  
SAVES  
WEEK**

**2021 REPORT**



# 2021 ECONOMIC IMPACT

Despite the economic turndown caused by the Covid-19 pandemic, during America Saves Week 2021 individuals deposited **\$158,592,265** into new and existing savings accounts in a one week timeframe.

**300,192** individuals reported either opening new savings accounts or adding to their existing accounts during the week.

Collectively, **11.4M** individuals were reached with a positive savings message that encouraged them to save automatically, for emergencies, and to take action towards better financial stability.

# HIGHLIGHTS

PARTICIPATING  
ORGANIZATIONS



**2278**

TOTAL INDIVIDUALS  
REACHED



**11.4M**

TOTAL DEPOSITS  
MADE DURING ASW



**\$158.6M**

INDIVIDUALS WHO SET  
UP OR INCREASED THEIR  
AUTOMATIC SAVINGS



**300,192**

# TOP SAVINGS GOALS

## #1

EMERGENCY  
SAVINGS



*Savers who participated in America Saves Week want to be better prepared for financial emergencies.*

## #2

GENERAL  
SAVINGS



*Our Savers are more committed to saving beyond an emergency fund. The pandemic has brought a new focus on saving for general purposes.*

## #3

VACATION OR  
SPECIAL EVENT



*Due to limited travel during 2020, Savers are looking forward to and saving for vacations, weddings, and other special events to enjoy when it is safe.*

**AMERICA SAVES HAS DIRECT IMPACT AND INFLUENCE ON OUR SAVERS BY PROVIDING TIPS, TOOLS, STRATEGIES, AND RESOURCES THAT THEY CAN EASILY ADOPT AND IMPLEMENT INTO THEIR DAILY LIVES.**



# 2021 DESIGNATION OF SAVINGS EXCELLENCE AWARD HONOREES

These financial institutions had exceptional achievements during their America Saves Week activities.

## BANKS

BancorpSouth Bank

FNB Bank

Mechanics Bank

Southern Bancorp Bank

Synchrony

Wesbanco

## CREDIT UNIONS

Baylands Family Credit Union

BCU

Jax Federal Credit Union

Mid-Hudson Valley Federal  
Credit Union

New Horizons Credit Union

Westmark Credit Union





## 2021 ASW ADVISORY COUNCIL

In 2021 we introduced the America Saves Week Advisory Council, a group of twelve representatives from our Partner Network. Their service, support, and insight directly contributed to the success of America Saves Week 2021.

**Chris Browning**, Founder/Host, **Popcorn Finance**

**Rod Griffin**, Senior Director of Public Education and Advocacy, **Experian**

**Michelle Hammonds**, Director, Office of Financial Empowerment and Education, **District of Columbia Department of Insurance, Securities and Banking (DISB)**

**Michael Kahn**, Director, ACH Network Communications, **Nacha**

**Sarah Bainton Kahn**, Vice President, **JPMorgan Chase Corporate Responsibility**

**Bruce McClary**, Senior Vice President, Communications, **National Foundation for Credit Counseling, NFCC**

**Samantha Melting**, Senior Vice President, Head of Consumer Bank, **Synchrony**

**Luke Reynolds**, Chief, Outreach and Program Development, **FDIC**

**Josh Stoffregen**, VP, Global Communications, **Prudential**

**Kara Watkins**, Campaign Manager, **Funding Our Future | Bipartisan Policy Center**

**Susan Weinstock**, Vice President of Financial Resilience, **AARP**

**Rebecca Wiggins**, Executive Director, **AFCPE®**



# LOOKING FORWARD

The effects of the COVID-19 pandemic are still very present and continue to threaten the livelihood, health, and financial stability of Americans. America Saves continues our mission to provide down-to-earth, real-time, and relatable tools and resources that meet our Savers where they are and are easy to implement.

## HERE'S WHAT YOU CAN EXPECT FROM AMERICA SAVES IN 2021:

### #THINKLIKEASAVER Town Halls

We're bringing back our wildly popular, consumer facing virtual town halls for 2021 focusing on four central topics:

- [Creative Ways to Save](#) | June 2021
- [First Time Homeownership](#) | July 2021
- [Paying for Education](#) | Sept. 2021
- [Saving When You \(or a family member\) Have A Disability](#) | Oct. 2021

The #ThinkLikeASaver Virtual Town Hall Series brings together dynamic and down-to-earth financial experts, influencers, and every day Americans to discuss best practices and share resources, tools, and strategies that promote saving effectively, reducing debt, and building wealth.

Launched in Fall 2020, the series has been collectively viewed over 30,000 times, with a reach of nearly 1 million Americans, and growing.

### America Saves 20th Anniversary | December 2021

### New, Shareable Tools & Resources

### America Saves Integration Guides

# THANK YOU FOR A SUCCESSFUL, IMPACTFUL #ASW2021!!