



EVERYONE IS WELCOME
An Initiative of Bank On Alabama

Dear Financial Institution Partner:

Thank you for your commitment to participate in ***Bank On South Alabama***. This initiative will help to create pathways to safe, affordable financial products – including low or no-cost checking and savings accounts and small-dollar loans – that can be offered by all participating financial institutions. The initiative will rely on outreach campaigns to inform the public about the program and provide financial education to help targeted residents achieve and maintain financial stability.

The attached commitment form outlines the steps your institution agrees to follow as a participating member of *Bank On South Alabama*. This is not a legally binding agreement, but it expresses the intention of the financial institution to actively engage in the initiative, not only financially, but with a commitment of time as well. In the event an institution wishes to discontinue its participation, it may do so in writing to the Steering Committee.

The primary goal of the initiative is to connect 25% of residents living within the eight county region* of south Alabama, who are currently unbanked or under-banked, with mainstream financial services; including affordable checking, savings, credit, and financial education opportunities. The initiative will help individuals understand how to retain more of what they earn and to establish a pathway to improved financial success resulting in financial stability and asset building. For more information, visit www.bankonalabama.org.

Achieving our goals together is dependent on the commitment of financial institutions with a presence in south Alabama. At least five large, multi-state financial institutions have committed to this initiative through the Bank On Alabama program.

Your institution's participation in *Bank On South Alabama* is essential to providing important financial services to south Alabama's unbanked and under-banked residents. We look forward to partnering in the success of this initiative for both your institution and your new customers.

Please return the attachment to Sandra Dunaway, Steering Committee Co-Chair via email: dunaway@cccsmobile.org.

*Baldwin, Choctaw, Clarke, Conecuh, Escambia, Mobile, Monroe, and Washington counties



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Financial Institution Commitment to Participate:

- Commit to a financial investment for the 2014-15 marketing campaign, with the initial launch in April 2014, from \$250 to no more than \$2,000 based on asset size within the footprint. Institutions will be invoiced in January 2014 for a two-year investment. The following tiers will help determine your investment:

Up to \$100 million in assets:	\$ 250.00
Up to \$250 million in assets:	\$ 500.00
Up to \$500 million in assets:	\$1,000.00
Above \$500 million to \$1 billion in assets:	\$1,500.00
Above \$1 billion in assets:	\$2,000.00

- Participate in the initiative through 2015 with at least one product or service which serves the unbanked and/or under-banked according to initiative standards.
- Participate in tracking and sharing data universally accepted by all institutions in a timely manner on a quarterly basis. Aggregate data, but not data from individual financial institutions, will be compiled and shared with all Bank On South Alabama partners.
- Display Bank On South Alabama marketing and education materials at your institution.
- Allow branch employees to be oriented and trained by the initiative partners so they are able to offer high-quality customer service to potential Bank On South Alabama customers.
- Demonstrate a good faith effort to comply with all Bank On South Alabama recommendations, including recommendations that are strongly encouraged, but not required.
- Provide an institution representative to be part of a Steering Committee working group that will assess the effectiveness of the campaign by participating in regular conference calls, webinars or meetings.
- Work together with Bank On South Alabama to provide quarterly financial education classes for which facilitation and curriculum will be provided or be willing to make referrals to approved financial education providers.
- Include the Bank On South Alabama website link on the financial institution's website.

_____ commits to participate in *Bank On South Alabama*.
[Institution Name Here]

[Institution Representative]

[Title]

[Signature]

[Date]