



Steering Committee

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Community Advocate

Ashley Mabry
Co-Chair
Trustmark Bank

Robyn Anderson
Regions Bank

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Azalea City Credit Union

Chandra Brown
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Brad Martin
United Way of Southwest Alabama

Brian Murphy
Wells Fargo Bank

Shirley Sessions
Regions Bank

Marina Simpson
United Way of Baldwin County

Mel Ann Sullivan
First US Bank

Michon Trent
City of Mobile

John Olsen
Federal Deposit Insurance Corporation
Community Affairs Specialist
Technical Assistance Advisor

Guiding Principles

Bank On South Alabama is a collaborative initiative between community service organizations, municipalities, and local financial institutions in an eight county region which currently includes Baldwin, Choctaw, Clarke, Conecuh, Escambia, Mobile, Monroe, and Washington counties.

Primary Concern:

More than 14% of households in Mobile and other surrounding counties have neither a savings nor a checking account. Though more than 25% of households have an account, reliance on alternative financial services such as payday loans hinders household financial stability and costs up to \$40,000 in a lifetime in fees and interest.*

Mission:

1. Empower unbanked and under-banked individuals through financial education and awareness to take the first steps toward financial stability.
2. Encourage unbanked and under-banked individuals to save and build security for themselves and their families by connecting with a financial institution through a *Bank On* product/service.

Goals:

- ⇒ To reduce the number of individuals and households that rely on high-cost alternative financial services.
- ⇒ To increase the number of individuals and households that are able to engage with traditional financial institutions (banks and credit unions) to become a part of the mainstream financial community through an affordable product or service.
- ⇒ To conduct outreach to unbanked and under-banked individuals through messaging, financial education and resources available to assist them in building a strong and stable financial future.
- ⇒ To increase the number of individuals participating in and completing financial education through financial institutions and community partners online and/or through individual sessions and group workshops.
- ⇒ To engage an optimum number of collaborative partners for achievement of goals, outreach, awareness, and long-term sustainability of the Bank On South Alabama initiative.

*Corporation for Enterprise Development under contract with the U.S. Department of Treasury