



Mayor Jim Strickland
City of Memphis



David C. Lenoir
Shelby County Trustee

Currently there are 90,000 families in Shelby County who are economically vulnerable and without access to banking services. Those who do not use bank accounts and other safe, affordable financial services often live paycheck to paycheck — and precariously close to a serious financial crisis.

Bank on Memphis is a public-private partnership between the City of Memphis, Shelby County government, financial institutions and nonprofits to encourage the unbanked to establish an account at a mainstream financial institution. Often considered the “on-ramp” to financial stability, a bank account provides a family with the means to save and make the basic financial transactions necessary for day-to-day life.

Bank On Memphis involves three major elements:

EDUCATE: Provide multi-generational outreach and financial literacy efforts through community based organizations to promote banking and sound financial management.

ENGAGE: Connect the 90,000 unbanked and under-banked in Shelby County with affordable and safe checking accounts.

EXPAND: Increase opportunities for asset building and introduce customers to additional products and services.

How You Can Help

As a Bank on Memphis financial partner, your investment will help to reach an underserved population and create inroads for citizens to make healthy financial decisions.

Contribution levels for financial institutions (by market deposits)

* \$500MM+	\$7,500
* \$250MM - \$499 MM	\$5,000
* \$100MM - \$149MM	\$2,500
* Less than \$100MM	\$1,000
* Non-banking supporters	\$1,000
* OUR GOAL	\$55,000

As a Bank On Memphis financial provider, you can offer products for low-to-moderate income individuals through:

- ✓ Active promotion of Bank On products
- ✓ Ensuring branch staff is trained on program and products
- ✓ Tracking Bank On Memphis accounts
- ✓ Participate in financial education workshops