



2025 LEADERS IN FINANCIAL EDUCATION AWARD

Consumer education and financial literacy are top priorities of the Texas Bankers Foundation. The goal of the Leaders in Financial Education Award (LiFE) is to acknowledge and honor Texas banks that are dedicated leaders in promoting consumer and financial education in their communities. LiFE Award winners will be honored at a special luncheon during Texas Bankers Association's Annual Convention in April 2025.

Winning banks will receive:

- Recognition at the Cornerstone and Leaders in Financial Education (LiFE) Awards luncheon at the TBA Annual Convention.
- A Leaders in Financial Education Award.
- A video of the project will be presented at the luncheon which can be shared on the bank's website.
- The winning projects will be featured in an article in Texas Banking magazine and in posts on TBA's social media channels.

Eligibility:

The competition is open to all TBA member institutions. Entries should be submitted for financial education projects initiated or ongoing* within the 2024 calendar year. *Projects recognized with a Leaders in Financial Education Award in 2024, 2023 or 2022, are not eligible for a 2025 Leaders in Financial Education Award. Only one project per bank charter may be nominated.

Examples of programs for the LiFE Award include (but not limited to):

- Programs that teach children the benefits of savings and/or a children's savings program
- Educating teenagers how to use credit wisely
- First-time homebuyer programs
- Programs for the unbanked
- Helping to protect the elderly from fraud
- Mentoring programs for foster children or victims of domestic violence to help them prepare financially as they transition out the programs
- Programs that prepare teachers to provide the state-mandated personal finance requirements for kinder-garten to high school graduation.

How to Enter:

- The completed nomination form signed by the bank president, CEO or board chairman.
- Tell us about your project and community efforts via the questions below and/or by creating your own format.
- 7-10 photos and/or video assets to showcase your project and community efforts.
- Any additional documentation such as news clippings, press releases, letters, brochures, ads, posters or anything that illustrates the benefits of your project.

Entries must be submitted by **Tuesday, December 31, 2024.**

Please keep a copy of the entry, and do not submit irreplaceable materials.

Questions?

Contact Foundation Director Jocelyn Carby at jocelyn@texasbankers.com.

Leaders in Financial Education Award Entry Form



Bank Name

Mailing Address

Street Address

City

State

Zip

Mr. Ms.

Bank Contact Name

Title

Phone

E-mail

Bank Web Address

Bank President, CEO or Board Chair

Bank President, CEO or Board Chair Signature

Name of Project:

What year did the project originate:

Why was the project created (i.e. met a need, benefitted the community, etc.):

What is the mission and/or goal(s) of the project:

How would you describe the success of the project (i.e. # of events held, etc. in 2-3 sentences):

What financial education topics were discussed and/or showcased with the project?

Describe the events hosted within the project (2-3 sentences):

Statement about the project from bank president, CEO or board chairman (please include name of person making statement):

Did community leaders or media recognize the bank's efforts? How?

Please include event flyers, sample presentations and/or documents to showcase projects, a minimum of 7-10 photos (project/events, bank volunteers, etc.) or videos to illustrate your bank's efforts.

Entry forms and supported materials should be emailed or sent electronically via the submit button below:

Jocelyn Carby

jocelyn@texasbankers.com

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