

**Rob Nichols Washington Update**  
**April/May 2025**

### **A legacy of financial literacy**

Each year, we celebrate Teach Children to Save Day on the fourth Thursday in April—a day dedicated to helping kids in grades K-8 learn valuable lessons about saving money, budgeting and distinguishing wants from needs.

I've been participating in Teach Children to Save Day events since I became CEO at ABA ten years ago, and I always look forward to going out into classrooms and spending time with young people in our community—just as I know so many of you do.

As we commemorate Teach Children to Save Day 2025, I'm reminded of the incredible legacy of the ABA Foundation, which is celebrating its 100th anniversary this year. The foundation was launched in 1925 (in conjunction with ABA's 50th anniversary) as the Foundation for Education in Economics Trust Fund. Funded through voluntary contributions, the trust fund sponsored college scholarships and research grants in economics, banking and finance.

In the 1970s, the foundation launched its first consumer education program—the Personal Economics Program—to help volunteer bankers bring financial education presentations to their local schools and communities, and in 1997, Teach Children to Save Day was created.

Education is at the heart of the foundation's mission, and today, the organization empowers bankers with the tools and resources to help build long-term financial capability for Americans of all ages. We do this through our many flagship programs—including Teach Children to Save; Get Smart About Credit; Safe Banking for Seniors; and Lights, Camera, Save!—as well as through training, consumer resources and campaigns.

I'm incredibly proud of the work the foundation has done throughout its history to support banks as they help build long-term financial security, promote revitalized and resilient communities and advance economic opportunity for all—and the work continues! In fact, the foundation has set an ambitious goal of reaching 5 million people with financial education programs by 2026.

We are already well on our way: so far, more than 1,100 banks have reached 2.2 million customers and counting. If you're not already participating in these programs, I encourage you to explore our offerings and join us in this effort. Thanks to financial support from the foundation's sponsors, we are able to provide our programs and resources for free to every bank in the nation. You can register at any time at [aba.com/FinEd](http://aba.com/FinEd).

As bankers know all too well, you're never too old—or too young—to deepen your understanding of personal finance and increase financial literacy.

By volunteering your time and expertise in your community, bankers like you can help Americans of all ages chart their course to a bright financial future.

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