



**AMERICA  
SAVES  
WEEK**

**2022**



**BUILDING FINANCIAL RESILIENCE**

# ECONOMIC IMPACT

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Across our nation, Americans are working hard to bounce back from the setbacks brought on by the Covid-19 pandemic — from health, wellness, emotional, and financial standpoints. In the stories our Savers have shared with us, one thing remains evident: Americans are more committed to their financial well-being than ever. This acknowledgment, via stories and research studies, is what compelled us to choose the theme of America Saves Week 2022 to be “[Building Financial Resilience](#).”

America Saves Week 2022 was held February 21-25, 2022 with the participation of over **3,100 organizations** from a wide range of sectors, including financial institutions, government agencies, local governments, academia, nonprofit organizations, professional financial advisors, influencers, and more.

During the one-week timeframe over **\$1.14 billion dollars** were deposited into new and existing savings accounts, another confirmation of the commitment Americans are making toward financial stability.

Nearly **415,000 individuals** set up a new savings account or made a deposit into an existing savings account. Additionally, just over **200,000 individuals** either set up automatic savings or increased the amount that they save automatically.

Collectively, our **3,100 participating organizations** reached **11.17 million individuals** during America Saves Week 2022. Those individuals are now empowered with positive savings messages and resources that help them continue to rebound from the economic effects of the Covid-19 pandemic, supporting their efforts to build financial resiliency.

# HIGHLIGHTS



**3,122**

Participating organizations



**11.17 M**

Total individuals Reached

**\$1.14 B**

Total deposits made during America Saves Week 2022

**201,160**

Individuals who set up or increased their automatic savings



**50**

States with individuals who took the America Saves Pledge.



**415K**

Set-up or deposited into savings account



**\$15.17M**

Total pledged to save

Over 1,000 First Time America Saves Week Participating Organizations in 2022

# TOP SAVINGS GOALS

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## GENERAL SAVINGS

Moving up from the #2 savings goal in 2021, the increase in interest in general saving reinforces the effect of the pandemic along with current economic hardship, like inflation and rising housing costs.



## EMERGENCY SAVINGS

Saving for an emergency continues to be a top motivation for Americans, laying the groundwork for a more financially stable nation.



## VACATION OR SPECIAL EVENT

Vacation anyone? Many are eager to save money toward travel or other big events and life milestones such as weddings and family celebrations.

America Saves continues to provide easy-to-implement **TOOLS, TIPS, STRATEGIES** and **RESOURCES** that are integral to becoming successful savers who are building good savings habits.

# 2022 DOSE AWARD RECIPIENTS

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The Designation of Savings Excellence award is made annually to those financial institutions that go above and beyond to actively encourage customers and members to save, increase savings, save automatically, and build wealth.

## BANK WINNERS

- BancorpSouth Bank, a division of Cadence Bank
- First Commonwealth Bank
- Home Federal Bank
- Plumas Bank
- Synchrony
- WesBanco Bank, Inc.

## CREDIT UNION WINNERS

- Clark County Credit Union
- Digital Federal Credit Union
- Eaton Family Credit Union
- InTouch Credit Union
- New Horizons Credit Union
- Tucson Old Pueblo Credit Union
- Westmark Credit Union





# 2022 SAVINGS CHAMPION AWARD RECIPIENTS

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The Savings Champion Award is an annual award that recognizes organizations that effectively and actively promote saving strategies during America Saves Week.

- A New Leaf, Change Inc and West Virginia Saves
- Chic Wealth Society
- Connecticut Saves and UConn Extension
- Credit.org
- Inland Empire Saves and San Diego Saves
- Designer Brands Inc.
- Economic Awareness Council and Illinois Saves
- Fairway Independent Mortgage Corporation
- FDIC
- G.I. Jobs and Career
- Gwen's Green Thumb
- Heffernan Financial Services
- Kroger Co.
- Los Angeles Saves and Alliance for Economic Inclusion
- Masterpiece Financial Coaching
- Mississippi Saves and Mississippi State Univ. Extension
- Office of Financial Empowerment and Education
- Ohio State University and Ohio State University Extension
- Okaloosa Saves and Eglin Federal Credit Union
- Point Loma Nazarene University
- Prince George's Saves and the Prince George's CASH Campaign
- Scholastic Inc.
- Silicon Valley
- South Bay Saves
- St. Vincent's Special Needs Services
- SUNY
- Truebill
- Virginia Tech and Virginia Tech Saves
- Wayne Metropolitan Community Action Agency
- OLHSA, and Great Lakes Saves
- Wisconsin Department of Financial Institutions
- Wisconsin Saves and Wisconsin Women's Business Initiative Corp
- Young Investors Network
- New Jersey Coalition for Financial Education (NJCFE) and NJ Saves
- Nipro PharmaPackaging Americas Corp
- Notarize, Inc.



# LOOKING FORWARD

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America Saves Week 2023 will take place February 27 - March 3, 2023, centering the theme: “[A Financially Confident You.](#)” We’ll be sharing more exciting updates for #ASW2023, but invite you to stay engaged with America Saves year round.

## **HERE ARE NOTABLE PROGRAM HIGHLIGHTS FOR THE REMAINDER OF 2022:**

### **THINK LIKE A SAVER PODCAST**

We’re expanding our “Think Like a Saver” content series from town halls and releasing the “Think Like a Saver” Podcast, aimed at supporting Americans as we continue building financial resilience. Stay tuned for a release in the Summer of 2022.

### **THE SAVINGS ADVOCATE PODCAST**

In addition to our consumer-facing podcast, “Think Like a Saver”, we’re releasing “The Savings Advocate” for partners, employers, and personal finance professionals. The podcast will focus on hot topics, trends, research, and discussions that give insight on how to encourage and motivate Americans to save successfully, reduce debt, and begin to build wealth.

### **A NEW WORKSHOP SERIES**

America Saves will introduce a new direct-to-consumer workshop series that focuses on real-time action toward financial stability. Our first workshop in this series is “Establishing A Spending And Savings Plan,” where participants will get a clear view of their finances, set financial goals, and refine their budget so that they can achieve those goals.

### **NEW, SHAREABLE TOOLS & RESOURCES**

As always, we’ll release new Town Halls, Partner Resource Packets, and other content such as downloadables, articles, and other tools that support the savings goals of everyday Americans.

### **AMERICA SAVES SUMMIT**

America Saves will host the 2022 America Saves Summit in late 2022, where we will bring together experts to address topics around increasing financial stability, financial wellness, and workplace savings.