

2026

IMPACT REPORT



**Own Your Financial Story:
Small Steps, Big Impact**



ECONOMIC IMPACT

At America Saves, we believe that when people align their savings habits with what truly matters—family, financial security, and future goals—they build a strong foundation for lasting financial well-being. This year, our America Saves Week 2026 theme, **Own Your Financial Story: Small Steps, Big Impact**, inspired millions to do just that.

In partnership with thousands of organizations nationwide, America Saves encouraged individuals and families to pause, reflect on their unique savings goals, and take simple, meaningful steps toward a more secure financial future. These steps included opening new savings accounts, adding to emergency funds, and setting up or increasing automatic deposits.

America Saves Week 2026, held April 6–10, brought together an impressive 5,300 individuals representing participating organizations — including banks and credit unions, government agencies, schools, nonprofits, financial professionals, influencers, and community groups.

During the week, over **\$169 million** was saved in new and existing accounts. **4,825** new savings accounts were opened with automatic deposits and **20,850** individuals increased their automatic savings transfers or deposits into already existing accounts.

Even during financially tight times, Americans are taking action to strengthen their financial resilience. America Saves is proud to stand alongside savers, especially those who are financially vulnerable, providing the tools, support, and confidence they need to save successfully, reduce debt, and build wealth for the future.



2026 HIGHLIGHTS

5300

INDIVIDUALS REPRESENTING
PARTICIPATING ORGS



22.9 MILLION

PEOPLE REACHED DURING
ASW 2026

\$169 MILLION

IN TOTAL DEPOSITS MADE
DURING ASW 2026



TOP SAVINGS GOALS

General Savings

27.2%

General savings emerged as the top savings goal motivating individuals. This is the fifth year that general savings has been in the top three savings goals.



Emergency Fund

18.3%

Saving for emergencies continues to be an important focus for our Savers, ranking as the second most selected goal this year.



Vacation or Special Event

15%

Saving for a vacation or special event — such as a wedding, graduation, or celebration — was the third most popular goal, showing the importance of planning ahead for meaningful moments.



AWARD WINNERS

The Designation of Savings Excellence (DOSE) Award honors significant efforts made by banks and credit unions during America Saves Week.

THE 2026 DOSE RECIPIENTS ARE:

BANKS

- Bank of America
- Community Bank of Mississippi
- Community Savings Bank
- F&C Bank
- FNB Bank, Inc.
- The Dime Bank
- WesBanco Bank, Inc.



CREDIT UNIONS

- Appalachian Community Federal Credit Union
- Arsenal Credit Union
- DuTrac Community Credit Union
- Eagle Community Credit Union
- Family Savings Credit Union
- Peninsula Federal Credit Union



AWARD WINNERS

The Annual Savings Champion Award is presented to organizations with the greatest impact reported during the week-long celebration.

SAVINGS CHAMPIONS:

- ADP Retirement Services
- Advantage CCS
- Amazon
- Armed Forces Financial Network
- Bank On Hampton Roads – City of Virginia Beach
- Black & Brown Founders Inc
- Credit.org, San Diego Saves, & Inland Empire Saves
- Facing Finances
- H&R Block
- Heffernan Financial
- Los Angeles Saves
- Michigan Office of Retirement Services
- NYC Board of Education Retirement System
- Okaloosa Saves
- Tennessee Commerce & Insurance/Securities Division
- UConn Extension & Connecticut Saves
- University of Wisconsin
- UT Southwestern Medical Center
- Virginia Tech Saves & Virginia Tech Consumer Studies Program
- Wealthspire



COMMUNITY IMPACT AWARD:

Sunny Day Fund