

# 2025

IMPACT REPORT



**SAVING FOR  
YOUR PAST,  
PRESENT &  
FUTURE**





# 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 2025 theme, ***Saving for Your Past, Present & Future***, 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 2025, held April 7–11, brought together an impressive 5,046 participating organizations — including banks and credit unions, government agencies, schools, nonprofits, financial professionals, influencers, and community groups.

Together, we reached more than 28.5 million people and motivated \$155,121,207 in deposits into savings accounts.

These results show the power of community, encouragement, and small steps toward big goals. 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.



## SAVING FOR YOUR PAST, PRESENT AND FUTURE

[AMERICASAVES.ORG](https://AMERICASAVES.ORG)





# 2025 HIGHLIGHTS

**5046**

PARTICIPATING ORGS



**28.5 MILLION**

PEOPLE REACHED

**\$155 MILLION**

IN TOTAL DEPOSITS MADE  
DURING ASW2025





# TOP SAVINGS GOALS

## Emergency Fund 27.3%

Saving for emergencies emerged as the top savings goal motivating individuals during America Saves Week 2025



## General Savings 22.5%

For the fourth year in a row, general savings remains one of the top savings goals chosen when taking the America Saves Pledge, ranking as the second most selected goal this year.



## Vacation or Special Event

Saving for a vacation or special event — such as a wedding, graduation, or celebration — continues to rank among the top three savings goals for Americans, showing the importance of planning ahead for meaningful life moments.



# AWARDS

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

## THE 2025 DOSE RECIPIENTS ARE:

### BANKS

WesBanco Bank  
Bank of America  
First Commonwealth Bank  
TDIC Securities Division  
Simmons Bank  
Cadence Bank  
Jackson Sams Wealth Strategies  
WaterStone Bank  
Essa Bank & Trust  
The Dime Bank  
Mechanics Bank

### CREDIT UNIONS

Appalachian Community  
Federation Credit Union  
CGR Credit Union  
BayPort Credit Union  
Unitus Community Credit Union  
Family Savings Credit Union  
Oregon State Credit Union  
Affinity Federal Credit Union  
Rave Financial Credit Union  
Eaton Family Credit Union  
TruWest Credit Union  
Zeal Credit Union  
Nashville Post Office Credit Union  
Central One FCU  
USAlliance Financial



# AWARDS

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

## **SAVING CHAMPION AWARD:**

H&R Block  
Okaloosa Saves  
Los Angeles Saves  
Credit.org (Inland Empire Saves, and San Diego Saves)  
Commonwealth of VA - Dept. of Human Resource Management  
The Financial Literacy Youth Initiative  
Sunny Day Fund  
Veterans Bargains  
UT Southwestern Medical Center  
City of Virginia Beach  
UT Extension Henderson County  
Amazon  
Washington State Department of Financial Institutions  
Young Investors Network  
TDCI/Securities Division  
Michigan Office of Retirement Services  
Universities of Wisconsin, as supported by TIAA  
State of Ohio Collective



**COMMUNITY IMPACT AWARD:**  
Bank of America