

2024

SAVING FOR WHAT MATTERS MOST



ECONOMIC IMPACT

At America Saves, we believe that aligning your savings habits with what matters most to you—such as family, financial security, and future goals—is key to achieving financial stability. This year for America Saves Week, our theme was "Saving for What Matters Most." America Saves along with thousands of participating organizations encouraged savers to think about their personal savings goals, evaluate their finances, and take steps toward a better financial future. Some of those steps include setting up a savings account and starting an emergency savings fund.

America Saves Week 2024 took place from April 8 to April 12, with over 4,600 organizations participating which included banks, government agencies, schools, nonprofits, financial advisors, influencers, and more – reaching over 3.9 million consumers

During the week, nearly \$353.9 million was saved in new and existing accounts. Also, 231,000 new savings accounts were opened with automatic deposits and over 64,000 individuals increased their automatic savings transfers or deposits into already existing accounts

These numbers show that Americans are serious about improving and taking their next best step toward financial well-being. America Saves is proud to empower all, particularly those who are financially vulnerable, to build financial confidence through effective saving, debt reduction, and wealth building strategies.



2024 HIGHLIGHTS



4608

Participating
organizations



3.9M

Total individuals
Reached



231,000

Individuals increased
the amounts of their
automatic savings



\$353 M

Total deposits
made during
America Saves
Week 2024



America Saves Week 2025

April 7-11, 2025

Saving for Your Past, Present, and Future

TOP SAVINGS GOALS

GENERAL SAVINGS (22.4%)

For the third year in a row, general savings is the top savings goal chosen when taking the America Saves Pledge.



EMERGENCY FUND (11.4%)

Saving for an emergency continues to be one of the top three savings goals motivating individuals.



VACATION OR SPECIAL EVENT (6.1%)

Americans are planning ahead for some needed R&R on a vacation or a special event like a wedding, graduation, or celebration.



AWARDS

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

The 2024 DOSE Recipients are:

Banks

Cadence Bank
Farmers & Merchants Bank
Fidelity Bank
First Commonwealth Bank
FNB Bank, Inc.
Securityplus
Simmons Bank
Tennessee State Bank
The Dime Bank
WesBanco Bank, Inc.



Credit Unions

Affinity Federal Credit Union
Appalachian Community Federal Credit Union
Eaton Family Credit Union
Federal Credit Union
New Horizons Credit Union
Tennessee Credit Union League
Unitus Community Credit Union

The Community Impact Award recognizes organizations that used the America Saves Pledge to encourage savings goals for their community.

The 2024 America Saves Community Impact Recipient:
Amazon



AWARDS

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

The 2024 Savings Champion Award recipients are:

- Armed Forces Financial Network (AFFN)
- City of Miami
- Credit.org
- Dillards Consulting Services
- Heffernan Financial Services
- LA Saves
- Michigan Office of Retirement Services
- New York City Board of Education Retirement System
- NJCFE
- Okaloosa Saves
- Perfect401k
- SUNY
- The University of Tennessee Extension
- USCG
- UT Extension Henderson County
- UT Southwestern Medical Center
- Wisconsin Department of Financial Institutions
- Young Investors Network

