



# FINANCIAL EDUCATION & EMPOWERMENT INITIATIVE

## WHAT IT IS:

- The **Financial Education and Empowerment Initiative**, organized by **Alpha Kappa Alpha** and supported by **Regions Bank**, combines the community reach of AKA's local chapters with the financial knowledge of Regions personnel.
- The purpose: To help people, no matter their age and no matter how much money they have, learn the essentials of successfully managing and growing their finances.

## HOW IT WORKS:

- AKA chapters will organize community-based, interactive financial education workshops reaching people representing diverse ages, incomes and backgrounds.
- Workshops will not be limited to college campuses; they should also be held in neighborhoods across our communities, particularly in underserved areas.
- Regions personnel in the communities where workshops are located will lead discussions on a wide range of topics.
- Regions' footprint covers much of the Southeast, Midwest and Texas. For cities beyond this footprint, Regions personnel will train AKA representatives to lead local workshops.

## WHY IT MATTERS:

- Financial education leads to financial empowerment. No matter what stage of life you are in, the time to prepare for your financial future is now. And no matter how much, or how little, you have to begin with, this program can offer a place where you can find the insights, tools, compassion, understanding and resources to help you save more, spend wisely and reach your goals.
- In the last 5 years, Regions has taught more than 300,000 financial wellness classes in communities across our footprint and helped more than 4 million people better understand their finances.

## FOR ADDITIONAL INFORMATION:

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