



Bank On Arkansas+

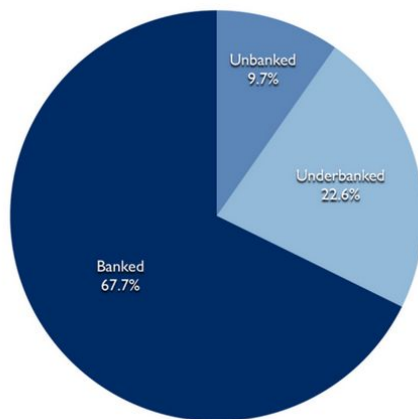
Creating an environment that reduces and removes barriers to mainstream banking

The Challenge: Too Many Arkansans are Unbanked and Underbanked

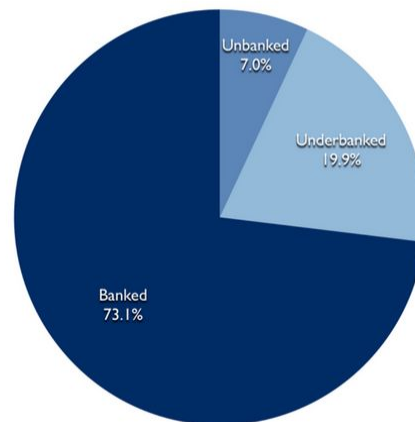
Families who do have bank accounts often live paycheck to paycheck, which limits their economic mobility. Without bank accounts, families are often forced to rely on costly alternatives to cover monthly expenses and basic necessities like rent, electricity, utilities, food, and medicine—paying more for basic services.

When lower-income families have access to bank accounts, they are more likely to own assets than families of similar means without bank accounts. Unfortunately, millions of families lacking access to mainstream financial services fall victim to high-risk, costly financial situations that trap them in a cycle of debt, dependency, and potential poverty. This cycle of “barely scraping by” is not uncommon among the unbanked community in Arkansas.

Arkansas Households



U.S. Households



Data from the [Federal Deposit Insurance Corporation](#)

According to the Federal Deposit Insurance Corporation, **unbanked** refers to a household in which no one has a checking or savings account.

A household is categorized as **underbanked** if it had a checking or savings account and used one of the following products or services from an alternative financial services provider in the past 12 months: money orders, check cashing, international remittances, payday loans, refund anticipation loans, rent-to-own services, pawn shop loans, or auto title loans.

The Solution: Bank On Arkansas+

In response to this national issue, cities and towns across the country have adopted the “Bank On” model. The model is housed at a national nonprofit organization—the Cities for Financial Empowerment (CFE) Fund—which helps support local coalition efforts to connect consumers to safe and affordable bank accounts. In Arkansas, the Arkansas Asset Funders Network (Arkansas AFN) recognizes the benefits resulting from the Bank On model and seeded the first-ever statewide Bank On Arkansas+ Coalition.

The goal of Bank On Arkansas+ is for all Arkansans to have safe, trusted, and affordable banking so they have the opportunity to save for themselves, build wealth for their families, and improve quality of life in their communities.

Bank On coalitions are local partnerships among municipal officials; city, state, and federal government agencies; financial institutions; and community organizations that improve the financial stability of underbanked and unbanked residents in their communities. Bank On Arkansas+ already has over 40 diverse partners participating in the Coalition. A full list of participating organizations can be found on the website: www.bankonar.org.

The Bank On Arkansas+ Coalition coordinates financial service providers and community organizations to make it easier for low- and moderate-income individuals to open bank accounts. Community partners disseminate information and education regarding banking opportunities to the community, while financial institutions provide appropriate and safe accounts that meet [Bank On National Standards](#) to customers in need.

To ensure individuals have the tools to address their financial needs beyond a safe and affordable checking account, Plus Partners offer financial capability services, such as financial education, financial coaching, debt management, credit building/repair, asset building, and/or small business development.

We currently have 13 financial institutions with certified Bank On accounts: BancorpSouth, Bank of America, Centennial Bank, Chase Bank, Citizens Bank, Diamond Lakes Federal Credit Union, First Security Bank, IBERIABANK, Simmons Bank, Southern Bancorp, Up Federal Credit Union, U.S. Bank, and Wells Fargo.

Bank On Arkansas+ Launch

Bank On Arkansas+ publicly launched November 1, 2017, at a press event at the University of Arkansas at Little Rock followed by launch events throughout the state to engage local communities and highlight financial services and partners within those communities.

Financially empowered families lead to financially empowered communities where every one in the state of Arkansas, not just the few, can set and achieve their financial goals.

For more information, contact Kara Wilkins, director of Bank On Arkansas+ at kara@assetfunders.org or 410-292-9569.



**BANK ON
ARKANSAS+**

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Bank On Arkansas+

Bank On AR+ Website: BankOnAR.org

- Background information, one-pagers, infographics, presentations, and more for download at: bankonar.org/resources/
- Information about Bank On Arkansas+'s connection to the Arkansas Asset Funders Network and the Cities for Financial Empowerment may be found at: bankonar.org/faqs/
- The list of Bank On AR+ Sponsors may be found on the homepage: bankonar.org/

Social Media



@BankOnArkansas



@BankOnArkansas



Bank On Arkansas+

These are the hashtags we frequently use:

#bankonarkansas #assetbuilding #incomeinequality #1in10unbankedAR
#financialsecurity #personalfinance #financialinclusion #arleg

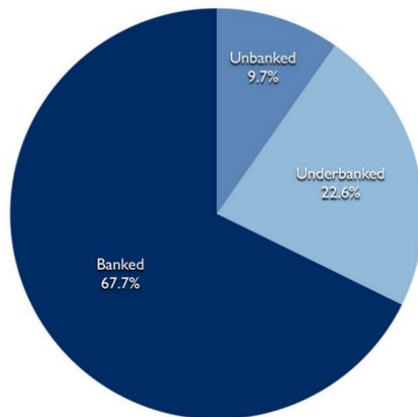


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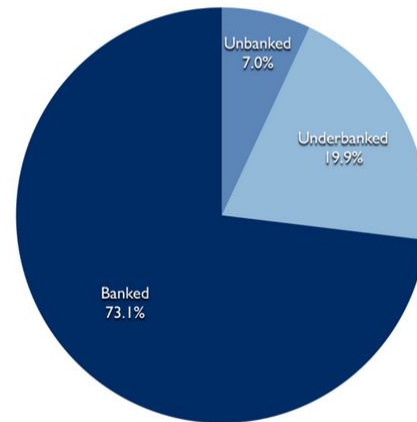
Arkansas
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By the Numbers: The Unbanked & Underbanked in Arkansas

Arkansas Households



U.S. Households



Data from the [Federal Deposit Insurance Corporation](#)

- Unbanked - refers to a household in which no one has a checking or savings account.
- Underbanked - refers to a household that had a checking or savings account and used one of the following products or services from an alternative financial services provider in the past 12 months: money orders, check cashing, international remittances, payday loans, refund anticipation loans, rent-to-own services, pawn shop loans, or auto title loans.

\$196.50

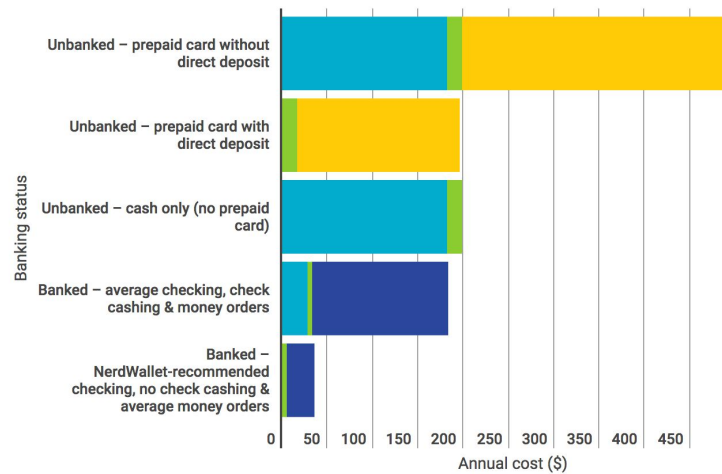
Average annual cost of not having a bank account for individuals who use a prepaid debit card that features direct deposit.

\$497.33

Average annual cost of not having a bank account for individuals who use a prepaid card that does not feature direct deposit.

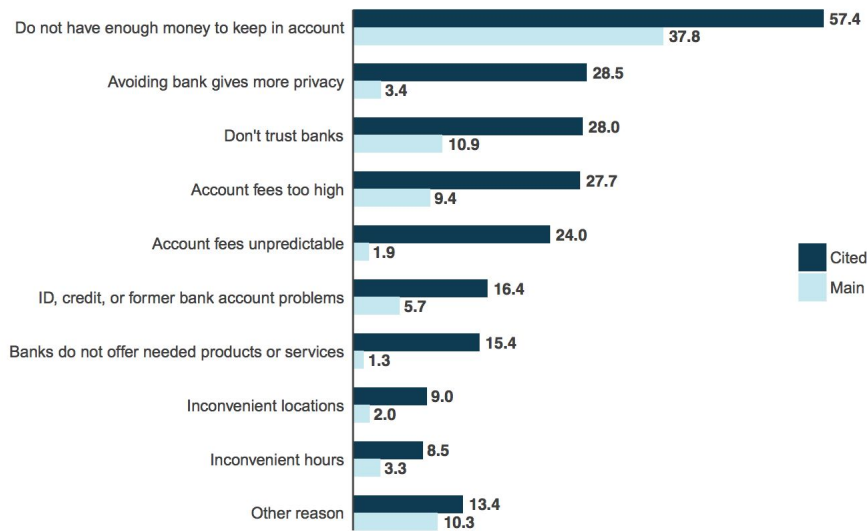
Source: <https://www.nerdwallet.com/blog/banking/unbanked-consumer-study/>

Annual costs: unbanked vs. banked households



Source: <https://www.nerdwallet.com/blog/banking/unbanked-consumer-study/>

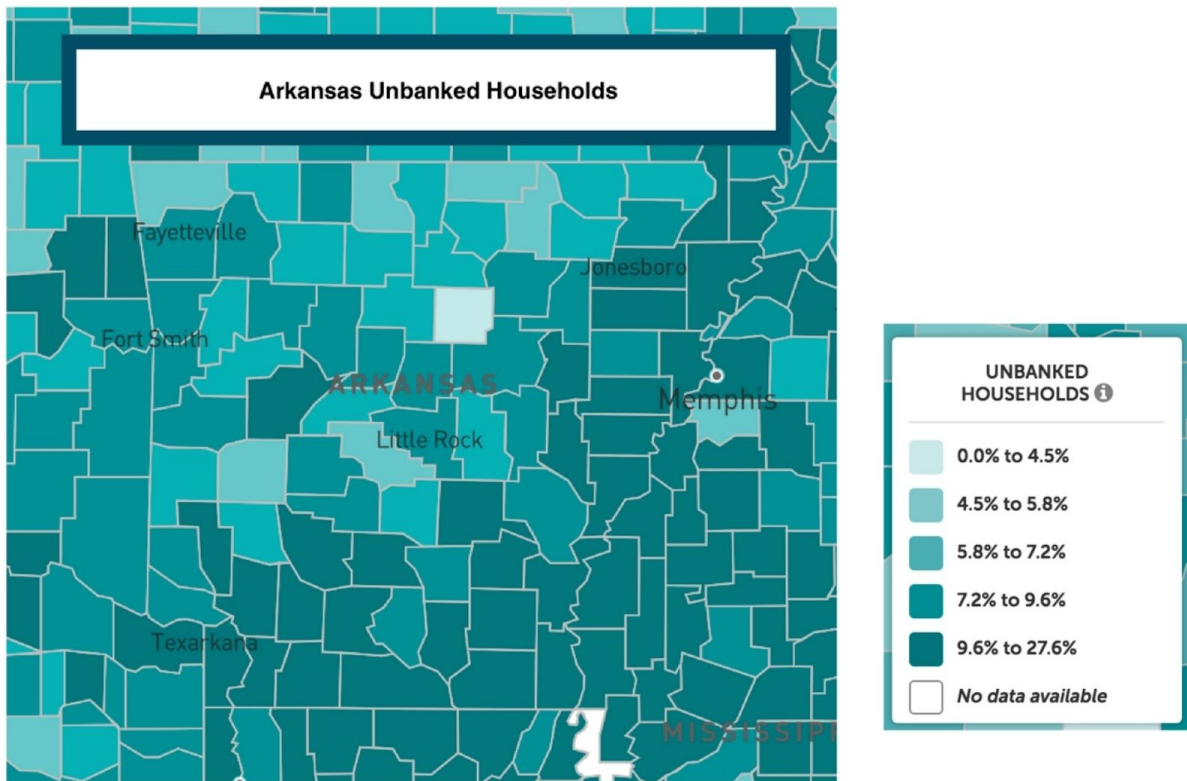
Reasons for Not Having a Bank Account, Unbanked Households, 2015 (Percent)



Source: [2015 FDIC Survey of Unbanked and Underbanked Households](#)

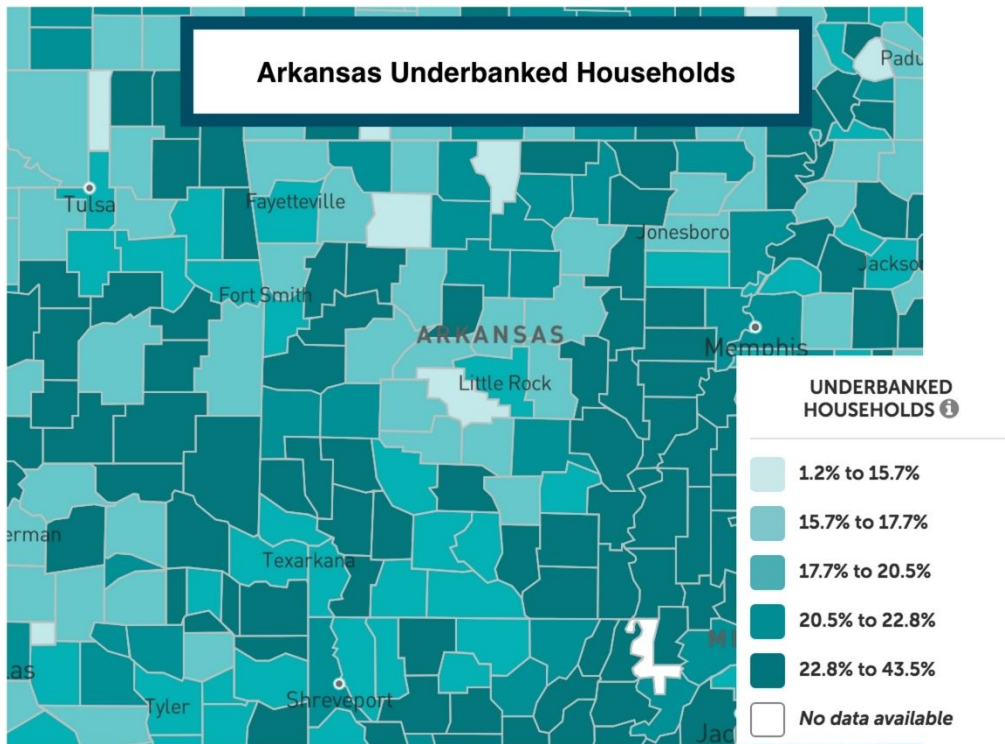
According to the Federal Deposit Insurance Corporation, the number one reason people do not have a bank account is: “Not enough money.” This concern is sometimes compounded by individuals who believe they will encounter high and unpredictable fees, including overdraft fees. Bank On Arkansas+ is a partnership among financial institutions, community organizations, and government agencies to promote “safer” accounts that are free or low-cost and have no to low opening deposit requirements and no overdraft fees.

Nonprofits and other community partners are trusted sources of information within underserved communities that help a broad range of clients understand how banking can support their efforts to become more financially independent and reach their goals.



Highest Percentage of Unbanked Households in AR - Phillips County, 17.9%

Map courtesy of [Prosperity Now](#)

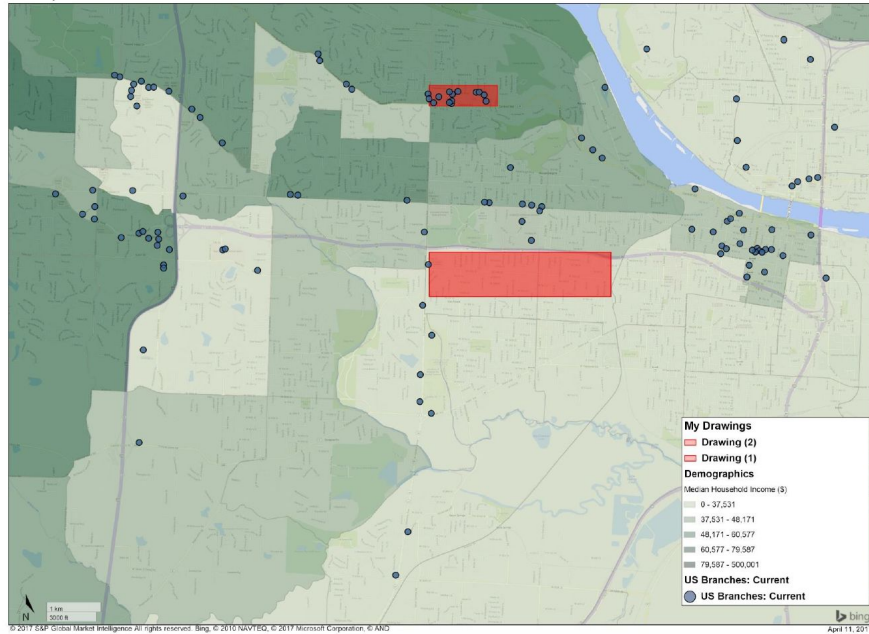


Highest Percentage of Underbanked Households - Lee County, 29.8%

Map courtesy of [Prosperity Now](#)

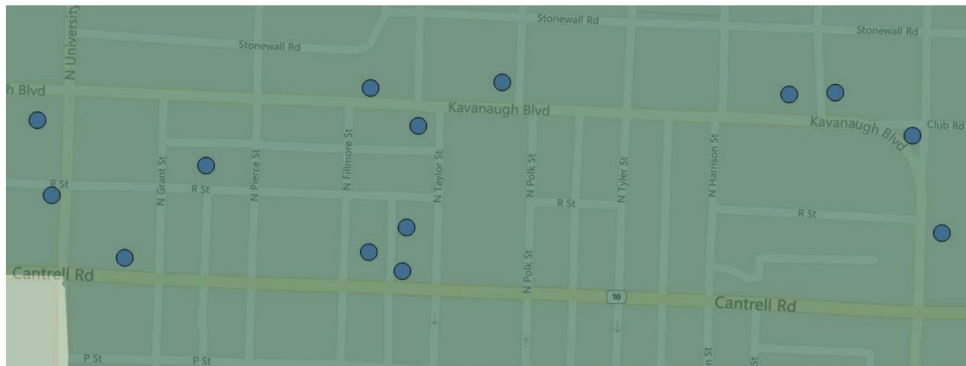
Bank Branches in Little Rock

SNL | Little Rock Bank Branches



Access to Banking: The Heights versus 12th Street Corridor

Kavanaugh Blvd – Cantrell Rd.



Census Tract Served: Heights

Population: 5,367

Size: 2.82 square miles

14 Financial Institutions



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Bank On Arkansas+ Launch Events

November 1, 2018 - Press Event

Sponsored by the University of Arkansas at Little Rock

Location: UALR College of Business Atrium

Time: 9:30 AM

November 2 and 3, 2018 - Community Launch Events

To bring awareness to financial and other services available in the community, financial institutions and nonprofit partners will host regional launch events in Conway, Fayetteville, Helena, Jonesboro, Little Rock, and other cities across the state.



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Founding Members

AARP
Arkansas Bankers Association
Arkansas Community Action Agencies Association, Inc. (ACAAA)
Arkansas Community Colleges
Arkansas Foodbank
Arkansas Small Business & Technology Development Center
Arvest Bank
Bank of America
Central Arkansas Development Council (CADC)
Citizens Bank
Clinton School of Public Service
Communities Unlimited
Credit Counseling of Arkansas
Crowley's Ridge Development Council
Diamond Lakes Federal Credit Union
Economic Opportunity Agency of Washington County
Economics Arkansas
Entergy Arkansas
Federal Reserve Bank of St. Louis
First Community Bank
First Security Bank
FORGE Community Loan Fund
Habitat for Humanity of Central Arkansas
Heart of Arkansas United Way
Hope Credit Union
Houseaboutit Community & Economic Development Agency
IBERIABANK
Interfaith Arkansas
Mexican Consulate
Our House
Regions Bank
Simmons Bank
Southern Bancorp
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United Way of Central Arkansas
United Way of Northeast Arkansas
United Way of Northwest Arkansas
University of Arkansas Cooperative Extension Service
Winthrop Rockefeller Foundation
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