



## Partner with Us

Bank On Central Iowa is a cooperative effort by the City of Des Moines, United Way of Central Iowa, financial institutions, and community partners to connect people without bank accounts to affordable financial services including checking and savings. Also, we help people who are unbanked or underbanked learn to manage their money and save for the future through financial education opportunities.

Individuals who have relationships at mainstream banks and credit unions build life-long financial relationships that open the door to other available services. Safe, convenient access to quality, affordable financial products helps communities across Central Iowa enter the financial mainstream and invest in a brighter, more economically viable future for themselves and their families.

## Why Become a Financial Partner

By becoming a partner, financial institutions can expand their resource to targeted areas and enhance their existing products and develop strategies to reach unbanked customers.

*As a Financial Partner, you can:*

- Help open accounts for the unbanked by offering the Bank On Central Iowa qualified products at branch locations.
- Develop partnerships with local community organizations to reach new clients.
- Provide Bank on Central Iowa referral cards to families.
- Include Bank On Central Iowa information in your mailings and newsletters.
- Display posters promoting the program in public spaces.
- When possible place a link on your website to [www.everyonecansave.org](http://www.everyonecansave.org) or [www.dmgov.org](http://www.dmgov.org)
- Attend quarterly Bank On Central Iowa meetings.

**Start Today. It's Worth It!**

## Why become a Financial Education Partner

By becoming a partner, community organizations can expand their outreach to low and moderate income individuals who are unbanked or underbanked.

*As a financial education partner, you can:*

- Provide financial literacy to individuals and families in the community.
- Develop partnerships with financial institutions to reach new clients.
- Refer low to moderate income families to Bank On Central Iowa.
- Include Bank On Central Iowa information in your mailings and newsletters.
- Display posters promoting the program in public spaces.
- When possible place a link on your website to [www.everyonecansave.org](http://www.everyonecansave.org) or [www.dmgov.org](http://www.dmgov.org)

## Why become a Community Partner

By becoming a partner, community organizations will be able to assist individuals and families served in meeting their financial and program goals while entering into the mainstream banking system.

*As a community partner, you can:*

- Promote and educate families who are under banked or unbanked about the program and the importance of being banked.
- Refer low to moderate income families to Bank On Central Iowa.
- Provide Bank on Central Iowa referral cards to families.
- Include Bank On Central Iowa information in your mailings and newsletters.
- Display posters promoting the program in public spaces.
- When possible place a link on your website to [www.everyonecansave.org](http://www.everyonecansave.org) or [www.dmgov.org](http://www.dmgov.org)
- Attend quarterly Bank On Central Iowa meetings.

We welcome financial institutions and community organizations to partner with Bank On Central Iowa to decrease the number of unbanked and under banked individuals in Central Iowa. By moving individuals into the financial mainstream, we reduce loss of income to these individuals, increase security, and savings.

If you would like to become a Bank On Central Iowa partner please contact:

Melissa Nordell-Earp

phone: 515.248.6245

email: [manordell-earp@dmgov.org](mailto:manordell-earp@dmgov.org)

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