



Unbanked Task Force Sub-Committees

FAITH BASED CONNECTIONS

Community Partner Co-Chair: Veta Jeffery, Office of Community Engagement

Financial Partner Co-Chair: Tony Edmonds, PNC Bank

This committee is charged with creating and maintaining relationships with faith based partners to develop outreach programs, activities and events to reach unbanked and under-banked consumers – and to get congregations 100% banked. The main projects of this committee are the Annual Pastor's Breakfast in March and Unified Message Day during Money Smart Week.

MEETING:

EMAIL

FINANCIAL EDUCATION

Community Partner Co-Chairs: Debbie Irwin, United Way & Jane Jung, Catholic Charities

Financial Partner Co-Chair: Laura Gilbert, Commerce Bank

The subcommittee is charged with the development of a process to provide unbanked and under-banked individuals with financial education opportunities and how to ensure that financial education providers make their services accessible and relevant to the target population. The main task of this committee will be to manage the Bank-On Save-Up Mini-Grant process.

MEETING

EMAIL

FUND DEVELOPMENT

Community Partner Co-Chair: OPEN

Financial Partner Co-Chair: Michael Stevenson, Royal Banks of St. Louis

This working group will seek financial and in-kind support from community interests who understand the economic realities of having a large unbanked population. Funding will be needed to maintain communication among all stakeholders, host public programs/events and to market the initiative to the greater community.

MEETING

EMAIL

MARKETING & COMMUNICATIONS

Community Partner Co-Chair: Paula E.W. Carey, Urban League

Financial Partner Co-Chair: Alex Fennoy, Midwest BankCentre

This working group will develop a St. Louis unbanked branding strategy that is intended to reduce the number of unbanked families with a consistent theme and message that is effective and easily recognized.

MEETING: 2ND Tuesdays, 3:00-4:30pm at 100 Black Men, 4631 Delmar, 63108

EMAIL:



PRODUCTS & SERVICES (when called to action)

Community Partner Co-Chair: Galen Gondolfi, Justine Petersen

Financial Partner Co-Chair: Veronica Morrow-Reel, Citizens National Bank

This committee meets when new products and services that will serve the needs of the unbanked and under-banked need to be created (i.e. the Bank-On Save-Up criteria). Currently this committee is examining pre-paid cards and checkless accounts as a viable solution to serve the needs of unbanked and under-banked households.

MEETING

EMAIL

PARTNERSHIP DEVELOPMENT

Community Partner Co-Chair: OPEN

Financial Partner Co-Chair: Phillip Sangokoya, PNC Bank

This committee's role is to create deeper one-on-one partnerships among banks and community partners that will foster innovative strategies and opportunities for seamless collaboration that will create long-term financial stability for unbanked and under-banked consumers.

MEETING

EMAIL

PROGRAMS & EVENTS (when called to action)

Community Partner Co-Chair: Sherri Nicholson, Urban Strategies, Inc.

Financial Partner Co-Chair: OPEN

This committee is designed to assist with and plan Community Outreach Events that seek to engage low income households with financial services.

MEETING

EMAIL

RESEARCH, EVALUATION & OUTCOMES

Community Partner Co-Chair: Jackie Hutchinson, PCAC

Financial Partner Co-Chair: Ted Rice, Montgomery Bank

This committee's primary task is to produce an annual report to the community that will showcase our accomplishments and successes from the previous year. This committee may also study data and trends from the FDIC, Federal Reserve, CFED, CFE, America Saves, etc. that will inform our work and may re-direct our outreach efforts in order to increase effectiveness.

MEETING

EMAIL

YOUTH OUTREACH

Community Partner Co-Chair: Miranda Jones, Better Family Life

Financial Partner Co-Chair: LaTonya Jackson, Electro Savings Credit Union

This committee will work to engage youth through initiatives such as America Saves and Money Smart Week – utilizing bank and reality fairs to provide hands on practical experiences.

MEETING

EMAIL

