

Page County State Bank's Commitment to Financial Literacy and its Local Schools

For the last three years, Page County State Bank (PCSB) in Clarinda has made financial literacy one of its missions. During that time, the bank has made 37 presentations and reached approximately 830 children. Joining the Race to Save was just another step toward their commitment to children's financial education.

PCSB bankers enter their local community and Lutheran elementary schools to teach students various topics on money management. They also participate in story hour for preschoolers at the local library. This year PCSB has made 16 presentations and reached over 400 students.

To create excitement and incentive for their young investors, PCSB has created the Rock Star Savers Club. With this account, children ages 3-12 receive an initial \$5 deposit from the bank as well as quarterly financial educational newsletters. As a part of the Race to Save, PCSB has added an extra incentive to open a children's savings account at the bank. For each child's savings account opened in 2011, PCSB will donate \$10 to the community school chosen by the customer.

"We thought that this incentive would not only encourage saving but also help our local schools that are facing huge budget cuts," says Cynthia Whitmore, assistant vice president at PCSB. "Our commitment is not only to financial education but to the communities we serve."

PCSB plans to continue its financial education efforts for the Race to Save throughout 2011.

