



UNITED WAY INITIATIVE: BANK ON ROANOKE VALLEY

A typical unbanked household can pay up to \$1,000 a year just to cash paychecks.

A growing number of families in the Roanoke Valley are without the most basic financial tool – a bank account. These households are hard-pressed to respond to emergencies and meet their basic needs, much less build any savings for the future.

Our Solution:

- Work with local banks and credit unions to reduce barriers to banking and provide low-entry checking and savings accounts
- Offer free financial education classes. Topics range from choosing a checking account; budgeting; building and repairing credit; and saving for college and retirement.

If 1,000 new accounts are opened this year families in the Roanoke Valley could save a total of \$1,000,000, improving their long-term financial stability and boosting the local economy.

Learn more and sign up for classes at www.BankOnRV.org.

**BANK
ON** 
**ROANOKE
VALLEY**

Approximately
6,948 households
in the Roanoke
Valley do not
have a bank
account.

United Way
of Roanoke Valley

