

2024 ANNUAL REPORT

A coalition of financial institutions, community-based organizations, local government, and employers working together to ensure that all residents have the opportunity to be financially healthy.

PEOPLE

Working to connect people to safe, affordable accounts and financial services.


7,000
English and Spanish guides distributed in the community.

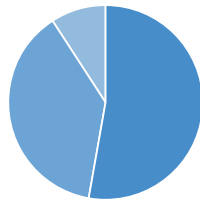
Launched a **new website** for Bank On Greater Milwaukee! The site showcases *Certified Accounts and their features, educational resources & videos, and ways to get involved.*

Participated in **11 community outreach events**, reaching **585+** people with financial education and resources.
Coalition members delivered over **110** financial education sessions to **2700+** people.

Celebrated Financial Literacy Month in April with **5+** Money Smart Book Read events in elementary schools, reaching **400+** youth!

PARTNERS

Nurturing a vibrant banking access coalition.



57+ MEMBERS
47% Community-based organizations
40% Financial institutions
13% Government & Network partners

672+ hours

19 coalition members volunteered their time to help increase banking access.

In partnership with the FDIC Alliance for Economic Inclusion, we supported & expanded the **Financial Health Counselor Network** and trained 17 new counselors.

BOGM developed **new bilingual outreach materials** to share with coalition members & partners, including how to open a bank account and comparing cash apps to bank accounts.

PRODUCTS

Improving the financial services marketplace.

In 2024 there were **18** nationally certified Bank On accounts in the market.

Coalition members helped **470+ youth** open their first bank account!

According to the Bank On National Data Hub, just over **7,000+ new certified accounts** were opened in 2023.

87%
of these customers were new to the institution.

PROGRESS

Advocating on banking access issues.

Participated in a UW-Madison Consumer Science program community project. Students developed **a new video on how to open an account** in English & Spanish.



BOGM's Program Director **participated in a national discussion on how being unbanked affects people** at an event held at the St. Louis Federal Reserve in November 2024.



Part of a national network of **100+ Bank On coalitions!**

23%

of individuals and families are either unbanked or underbanked in Milwaukee County. This is a decrease of 10 points since our coalition launched in 2019!

Source: 2024 Prosperity Now Milwaukee Scorecard

2024 BOGM CHAMPIONS
For their commitment to building stronger financial futures for people.

Community Connector
My Way Out, Inc.

Leadership & Activity
Dr. Jeanette Mitchell
Jackie Carter
Dafi Dyer
Shelina Harvey
Coretta Herring
Carol Maria

OUR 2024 FUNDERS

Associated Bank, BMO Bank, CIBC,
Cities for Financial Empowerment (CFE) Fund
First Federal Bank of Wisconsin,
Old National Bank, Quad Graphics, U.S. Bank
United Way of Greater Milwaukee & Waukesha County
We Energies Foundation, WI DFI,
Zilber Family Foundation

Thank you for your support!