

2025 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.

9,000

English and Spanish guides distributed in the community.

Posted **four new videos** in the “**Show Me The Money**” series, featuring tips on checking your credit, savings accounts, credit scores, and what banks can do for you.

Participated in **10 community outreach events**, reaching **859+** people with financial education and resources.

Coalition members delivered over **52** financial education sessions to **915+** people.

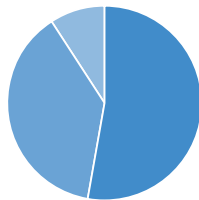


The new and improved BOGM website saw a **65%** increase in visits from 2024.

Distributed **300 books** to youth at three schools as part of **Money Smart Wisconsin Book Reads**. Thank you to **CIBC, The Equitable Bank, and Johnson Financial Group** for their participation!

PARTNERS

Nurturing a vibrant banking access coalition.



56 MEMBERS

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

2600+ hours

32 coalition members volunteered their time to help increase banking access and provide financial education.

We supported **over 30 financial health counselors** in our community with quarterly professional development sessions and two topic trainings.

BOGM launched a pilot program at the Milwaukee Community Reintegration Center (CRC) in partnership with Bank Five Nine. **39 justice-impacted people participated** in 4-week financial education cohorts and **over 70% opened a bank account**.

PRODUCTS

Improving the financial services marketplace.

In 2025 there were **18** nationally certified Bank On accounts in the market.

Coalition members helped **340+ people** open their first bank account!

According to the Bank On National Data Hub, just over **8,700 new certified accounts** were opened in 2024.

88%

of these customers were new to the institution.

PROGRESS

Advocating on banking access issues.

Bank On Greater Milwaukee was featured on **Fox6 Cents** in September 2025, discussing strategies to bank the unbanked in our community.



With Data You Can Use, we updated the **BOGM Financial Inclusion Map** in January 2025. This interactive tool helps visitors find Bank On certified accounts and identifies gaps in banking services.



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



2025 BOGM CHAMPIONS

Recognized the **Milwaukee Community Reintegration Center (CRC)** as a BOGM Community Connector Champion for their commitment to building stronger financial futures for justice-impacted people.

OUR 2025 FUNDERS

Associated Bank, Bank Five Nine, BMO, CIBC, Cities for Financial Empowerment (CFE) Fund, First Federal Bank of Wisconsin, MGIC, Old National Bank, PyraMax Bank, Quad Graphics, U.S. Bank, We Energies Foundation, Wells Fargo, WI DFI, Zilber Family Foundation

Thank you for your support!