



Financial Institution Partnerships: Statement of Principles

Shared Goals

Bank On Suncoast, convened by United Way Suncoast (UWS), works to strengthen financial security for unbanked, underbanked, and ALICE households by expanding access to safe, affordable banking products and financial empowerment opportunities throughout our 5-county footprint.

As a coalition, we work collaboratively to:

- Increase availability and visibility of Bank On certified accounts.
- Integrate banking access into community programs, government systems, and nonprofit services.
- Raise awareness through coordinated outreach, communications, and community education.

We welcome financial institutions that share these goals, align with Bank On National Account Standards, and affirm their commitment to supporting coalition efforts.

Product Offering and Availability

Financial institution partners agree to:

- Offer a transactional account that meets Bank On National Account Standards, as published by the Cities for Financial Empowerment (CFE) Fund.
- Ensure Bank On certified accounts are accessible in all local branches and online in the same manner as other consumer accounts.
- Allow standard account opening pathways (e.g., online, mobile, and in-branch), consistent with your institution's protocols.
- Ensure internal sales incentives, performance metrics, and staff guidance do not discourage offering or opening Bank On certified accounts.
- Ensure Bank On accounts are never used for targeted upselling of products that may not meet consumer needs.

Account Visibility, Marketing, and Staff Awareness

Financial institution partners agree to:

- Display and position Bank On certified accounts alongside other comparable checking products, both in-branch and online, facilitating informed consumer comparison.
- Provide ongoing staff training on Bank On account features, eligibility, and opening procedures, with support from UWS and the Bank On Suncoast coalition staff lead as needed.
- Collaborate with UWS on shared outreach materials, standardized messaging, branding guidance, and campaign efforts to ensure accurate and consistent communication.
- Integrate Bank On certified accounts into aligned community engagement activities, including VITA, workforce programs, reentry efforts, and other approved Bank On Suncoast partnerships.

Metrics and Data Reporting

Financial institution partners agree to:

- Participate in the CFE Fund's Bank On National Data (BOND) portal, operated with the Federal Reserve Bank of St. Louis.
- Submit any required anonymous aggregate metrics annually or as requested by the CFE Fund.
- Support UWS in analyzing trends to help improve coalition strategies, outreach, and banking access integrations.

Coalition Support

To help strengthen our region's presence and impact, FI partners agree to:

- Designate a primary point of contact with decision-making authority to support coalition activities.
- Support UWS-led initiatives by:
 - Facilitating branch-level connections for community partnerships.
 - Participating in integration design meetings when partnering with community agencies.
 - Supporting outreach, communication, and financial education efforts.
 - Participating in the annual Financial Inclusion Summit and other convenings.
- Provide reasonable support for UWS-led community campaigns and public events highlighting Bank On certified accounts.

Agreement

By signing below, the financial institution agrees to participate in the Bank On Suncoast coalition in accordance with this Statement of Principles.

Financial Institution: _____

Representative: _____

Title: _____

Contact Number: _____

Email Address: _____