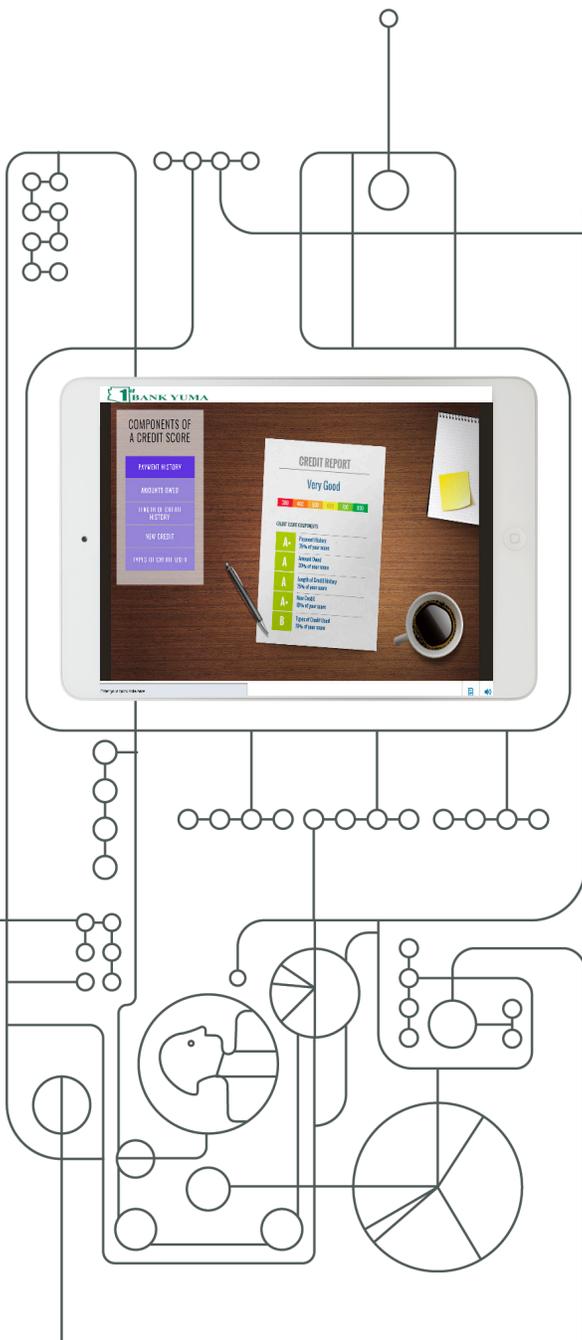


Financial Education by 1st Bank Yuma Reaches 10,000 Students in Year Five:

A Win-Win for the Community and the Bank



1st Bank Yuma was founded in 2001 in response to a pressing need: the city of Yuma, Arizona—a community of small, family-owned businesses—wasn't being well-served by large corporate banks. Since then, the bank has expanded to five branches across Yuma and Nogales, thriving with its mission of always keeping the needs of its unique consumer base at the forefront.

The Problem

The Yuma region struggled with high student dropout rates and a lack of financial literacy in the community, but president and CEO Terry Frydenlund knew the bank could help. "1st Bank Yuma is committed to the community," he said. "And if we can educate the student population on the importance of understanding their finances, we can create loyal customers in the future, as well." So Frydenlund brought on Jeff Byrd to fill an important outreach role—community relations officer.

With Byrd leading the way, the bank quickly focused on teaching financial education to all age groups—from kindergarteners to adults—with the goal of becoming the premier financial education resource in their community. But creating a scalable financial education program was a challenge. So when Frydenlund learned about EVERFI's interactive online financial education program, he was intrigued by the digital delivery methods, which he knew would enable 1st Bank Yuma to scale its reach. The bank partnered with the EVERFI team to get the program off the ground.

