

Community Service 2011 Company of the Week: BBVA Compass Week of November 6, 2011

BBVA Compass: Building a Better Future Through Financial Education

BBVA Compass is helping people of all ages develop a better understanding of money and their finances through its signature financial education programs. Financial education is central to the bank's corporate responsibility focus – and is promoted by U.S. Country Manager and BBVA Compass President and CEO Manolo Sánchez, who is currently FSR's Community Service 2011 Vice Chairman.

Teach Children to Save

In April, BBVA Compass employees in 25 cities taught 3,700 elementary school students the American Banker's Association Education Foundation's (ABAIEF) Teach Children to Save curriculum.

"I had so much fun delivering the Teach Children to Save program. In addition to the prepared lesson, I spoke about the importance of saving for the future and passed out coloring books and crayons for the students to keep. The kids had lots of fun, and the teachers were very grateful. I can't wait to do this again next year." – Karen Guillen-Mayen, Riverside, California



Commercial Relationship Manager Mark Armstrong is pictured here surrounded by students participating in his Teach Children to Save class in Tucson, AZ.

Get Smart About Credit

October is National Get Smart About Credit Month – during which 69 BBVA Compass employees delivered the ABAIEF's Get Smart About Credit curriculum to 4,700 high school juniors and seniors.

“The sessions enabled us to work with young adults in our community and provide basic knowledge about finance and the importance it will play in their lives as they enter the adult, business world.” – Carmen Belcher, Decatur, Alabama



Collections and Recovery/Quality Control Service Analyst Carmen Belcher is pictured here with two Hayden High School students who participated in her Get Smart About Credit class in Hayden, AL.

Money Smart

BBVA Compass provides financial education to adults using the FDIC Money Smart curriculum in two ways. Employees volunteer to deliver financial education seminars to clients, prospects and the community at large, and the bank partners with nonprofit organizations which deliver seminars using materials provided by BBVA Compass.

“I think the Money Smart program is a great way to reach people we would not normally reach due to their misconceptions about banking. I encountered many people who had negative opinions of banks at the beginning of the course, but later considered starting a banking relationship due to having a better understanding of how their financial well being fits into the economic puzzle.” – Michael Thibodeaux, Austin, Texas



U.S. Country Manager and BBVA Compass President and CEO Manolo Sánchez (center) is pictured here surrounded by the bank's nonprofit partners who teach Money Smart and BBVA Compass Corporate Responsibility and Reputation team members.

Congratulations BBVA Compass!