



Together, we are working to ensure that every San Franciscan has the chance to open an account with the bank or credit union that works best for them.

BANK ON
SAN FRANCISCO

EVERYONE IS WELCOME



**WORKING TO SECURE A
BETTER FINANCIAL FUTURE
FOR EVERYONE.**

**BANK ON
SAN FRANCISCO**

EVERYONE IS WELCOME



See how Bank on San Francisco is helping real people keep more of their hard-earned money. Visit us at: www.bankonsf.org



EVERYONE IS WELCOME

EVERY DAY, THOUSANDS OF SAN FRANCISCANS ARE LOSING THEIR HARD-EARNED MONEY.

An estimated 50,000 San Francisco households don't have bank accounts. And approximately half the adult African-Americans and Latinos living in the city have neither checking nor savings accounts.

With no access to mainstream financial services, unbanked San Franciscans are forced to turn to check cashing companies, spending hundreds of dollars a year just to cash their checks and pay bills, and sending millions of dollars out of our community every year. With no safe way to access and save money, unbanked San Franciscans are particularly vulnerable in times of crisis or emergency, and lack the necessary tools to save and build assets.

We believe unbanked consumers would actually prefer to have bank accounts than to use check cashers. But many just aren't aware of banks and credit unions that will offer low-cost accounts, and they're worried that they won't be allowed to open accounts because they lack Social Security numbers or made mistakes with accounts in the past.

TODAY, EVERYONE HAS THE OPPORTUNITY TO OPEN A CHECKING ACCOUNT.

Bank on San Francisco is the first program of its kind to bring together 15 banks and credit unions in partnership with the San Francisco Treasurer's Office, the Federal Reserve Bank of San Francisco, and the nonprofit group EARN. Together, we are working to ensure that every San Franciscan has the chance to open an account with the bank or credit union that works best for them.

Participating banks and credit unions are ready to help those without a checking or savings account to:

- **Open a free or low-cost checking account**—Partner banks and credit unions are offering special free or low-cost products to help people keep more of their money instead of giving it to check cashing companies.
- **Keep an account open with no minimum balance**—Our partners are ensuring that accounts will stay open even if people need to spend all their money each month.
- **Open an account even with a troubled banking history**—Partner banks or credit unions will work with those who've bounced checks or incurred overdraft fees in the past and are currently locked out of the financial mainstream.
- **Open an account without a Social Security number**—Our partners will accept Mexican Matricula cards and Guatemalan Consular identification cards as primary identification.

Our partner banks and credit unions are making Bank on San Francisco a reality.



PARTNERING TO SECURE EVERYONE'S FINANCIAL FUTURE.

Bank on San Francisco is designed to help everyone enter the financial mainstream—and start saving for the future. In fact, working closely with participating financial institutions, San Francisco is the first city in the nation to develop a comprehensive program to help serve the unbanked.

Current financial institution partners:

Bank of America	Sterling Bank and Trust
Bank of the West	Union Bank of California
Citibank	United Commercial Bank
Mission Area Federal Credit Union	US Bank
Mission National Bank	Washington Mutual
Northeast Community Federal Credit Union	Wells Fargo
Patelco Credit Union	
San Francisco Federal Credit Union	
Spectrum Federal Credit Union	

Together, we hope to bring 10,000 unbanked San Francisco households into the financial mainstream by removing the barriers that have kept them away from banking institutions for so long. With Bank on San Francisco, now everyone is welcome.



ENSURING SUCCESS, NOW AND IN THE FUTURE.

We want our newly banked San Franciscans to have all of the tools they need to be successful, so we partnered with the nonprofit EARN (Earned Assets Resource Network) to provide high-quality financial education to all those who open Bank on San Francisco accounts. Classes are offered on a monthly basis in English and Spanish through our community partners, and online at thebeehive.org.

Now everyone can learn how to:

- **Stay on a budget**
- **Manage a checking account**
- **Improve a credit rating**
- **Pay off debt**
- **Save for the future**

San Francisco residents can quickly obtain information about Bank on San Francisco, as well as hundreds of other community services, such as employment assistance, free tax assistance, counseling, child care, food banks, and more by simply dialing **2-1-1**. Operated by United Way, 2-1-1 is free, confidential, and available 24 hours a day in more than 150 languages. Learn more at: www.211bayarea.org

PARTNER WITH BANK ON SAN FRANCISCO.

We know our success rests on our ability to reach unbanked San Franciscans through the networks they trust, like employers, places of worship, community agencies, and local colleges. Bank on San Francisco can provide essential training, advice, and account opening opportunities to your organization. In turn, your organization can help connect us with unbanked San Franciscans looking to take the first step on the road to financial security. Visit **bankonsf.org** to sign up and find out how you can:

- Host a financial training seminar for your organization.
- Invite a Bank on San Francisco bank or credit union of your choice to partner with your organization.
- Create an action group to encourage members of your community to enroll in financial education, open checking accounts, or start savings plans.
- Include Bank on San Francisco information in your mailings and newsletters.
- Display posters and other materials in public spaces.
- Place a link on your Web site to **bankonsf.org**.

To find out more about the program, and to see how Bank on San Francisco is helping real people keep more of their hard-earned money, visit us at **bankonsf.org**.