

First National Bank Texas – Financial Literacy

In 2020, while all communities across the country were impacted by COVID-19, underserved communities were disproportionately affected. Many challenges prevalent in low-resource communities were poverty, job loss, food insecurity, and housing. First National Bank Texas (FNBT) remained committed to continue their efforts with in-person financial literacy classes as well as adapting to the new virtual world to provide financial literacy classes. In April of 2020, a company-wide initiative was launched to help employees deliver financial literacy, whether in-person or virtually, to address the financial health needs of the community. First National Bank Texas prioritized the initiative with three goals: (1) prepare employees by providing additional financial literacy resources and creating employee guides on hosting an online presentation, (2) partner with organizations to help the community make informed decisions on maintaining financial security, and (3) share additional online resources through Banzai, an interactive program that provides real-world experience through articles, coaches, calculators and courses to cater to individual's financial literacy needs. FNBT and its employees take great pride in being part of its customers' and communities' financial literacy journey. This commitment was unwavering during this time of a national crisis and remains a cornerstone of its service promise.