



**BANK ON
ARKANSAS+**

**BECOMING
BANKED**

The cost of banking versus more costly alternatives



PAY DAY

Alex receives his check and travels to the local check cashing establishment where he must pay to get his hands on his own money.



LACKS CUSHION

After paying bills and buying basic necessities like food for his family, Alex has little to no money left for emergencies.



RELIES ON LENDERS

When his wife unexpectedly falls ill, Alex is forced to take out a short-term, high-interest loan from a predatory lender to afford her medication.



FACES DEBT

Now, Alex's money must go towards repaying the loan which will once again leave him without a cushion.



VERGE OF POVERTY

Month after month, Alex and his family live on the verge of poverty. Unable to save or even break even, they become trapped in a cycle of debt and dependency, unsure about their financial future.

PAY DAY

Alex receives his check and travels to the bank. Thanks to his local bank having a certified Bank On Arkansas+ account, which Alex learned about through a trusted community partner, Alex no longer distrusts financial institutions.

LEARNS

Alex meets with a financial coach through a Bank On Arkansas+ community partner and learns how to save portions of his earnings.



EARNS

Alex begins to save small portions of his paycheck each month.



BUILDS SAVINGS

Alex and his family open a savings account with the goal of saving for emergencies.



CONTRIBUTES

Alex contributes to his community through supporting local businesses and paying taxes.

INVESTS IN FUTURE

Alex shifts his focus to grow his savings, build his credit score, and explore a small business loan.

