



126 W 6th St
Carroll, IA 51401
712.792.3567
availa.bank

Availa Bank Commits to Financial Education Outreach

New mission statement inspires employees to lead financial education initiatives in all branch communities.

Carroll, Iowa (June 1, 2022) – This June, Availa Bank recognizes the impact elderly abuse has on the lives of thousands of Iowans each year. In honor of World Elder Abuse Awareness Day on June 15th, all Availa Bank locations will be rolling out an ongoing financial education outreach program for all ages, beginning with an emphasis on senior citizen education.

Older adults are some of the most vulnerable members of society. As they age, they are more likely to experience social isolation which increases the likelihood of abuse and neglect. With Availa Bank's financial education outreach programs, the hope is to stop this abuse before it begins. These programs are designed to educate on scams, fraud, identity theft, best practices for online financial apps and services, and more. It's been proven that older adults who are socially connected and educated are less likely to be hospitalized and less likely to go into nursing homes. This education will help them achieve those benchmarks for success.

The bank is dedicated to protecting and educating the communities they serve and hope this financial education outreach program will expand and grow to include people at every age and stage of the financial journey. It's right in the bank's mission statement: empower our team to inspire and enable our clients and the communities we serve to achieve financial success.

Availa Bank President and CEO, Jeff Scharfenkamp, is proud to support this campaign. "As a community bank, Availa sees financial education outreach as a fundamental responsibility in serving our customers and communities. The need for financial education is greater than ever as the most vulnerable members of our society have more often become targets for fraud and financial abuse. We are committed to helping our customers and communities stay informed so they do not become victims of financial abuse. Availa Bank takes pride in knowing that our financial education and guidance has already positively impacted many of our customers and helped them achieve financial success," he says.

If an organization or individual is interested in the programs the bank will offer, they can give the bank a call or stop by their local branch today: [Availa Bank Financial Education Outreach - Availa Bank](#).

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About Availa Bank: Availa Bank's roots date back to 1870 when it was originally chartered. Availa is the first three syllables of the word available, a word that defines the bank's mission – to empower our team to inspire and enable our clients and the communities we serve to achieve financial success. Availa Bank locations are in the following communities: Ames, Ankeny, Arcadia, Carroll, Coon Rapids, Council Bluffs, Denison, Fort Dodge, Holstein, Jewell, Nevada, Pocahontas, Roland, Sioux City, and Webster City. For more information about Availa Bank, visit www.Availa.Bank. Member FDIC.