
The logo for Veteran Saves Week 2024 features a stylized American flag motif at the top, with a red star in the center of a blue circle, flanked by blue stars. Below this, the words "VETERAN SAVES WEEK" are written in a bold, blue, sans-serif font, and "2024" is written in a bold, red, sans-serif font.

**VETERAN
SAVES
WEEK**
2024

A photograph of a man with short dark hair and a beard, wearing a green t-shirt and a dog tag necklace. He is looking down at a clipboard he is holding in his hands. The background is a plain, light-colored wall.

**SET A GOAL
MAKE A PLAN
SAVE AUTOMATICALLY**

ECONOMIC IMPACT

In 2024 during Veteran Saves Week, **887 organizations** joined together to encourage Veterans, transitioning service members and their families to pause and do a financial check-in.

Financial institutions reported that **\$1,764,734.25 was deposited** into new or existing savings or wealth-building accounts. Another **\$418,329.00 was pledged** to be deposited into new and existing savings accounts toward savings goals in the remainder of 2024.

Of the Savers who took the Veteran Saves Pledge, a digital tool that guides Savers through setting a savings goal and making a simple plan to reach that goal, **30% chose to save for an Emergency Fund, 22% chose Debt Repayment, and 14% chose to save for Housing-related goals**, such as homeownership, repairs, or renting.

These choices highlight how the current economic landscape shapes the financial priorities of Veterans, transitioning service members, and their families.



HIGHLIGHTS



887

Participating organizations



4.1 M
Total individuals reached



\$1.7M
Total deposits into savings or wealth-building accounts during Veteran Saves Week 2024



\$418K
Pledged to be deposited into savings accounts toward savings goals during the remainder of 2024



TOP SAVINGS GOALS

EMERGENCY FUND

(30%)

This is the top savings goal chosen when taking the Veteran Saves Pledge. This goal reinforces that overall Veteran and transitioning military Savers want to have a savings account, but specifically want to form a cushion to pull from for those unexpected expenses.



DEBT REPAYMENT

(22%)

Debt repayment is crucial for the Veteran community as rising interest rates increase borrowing costs and debt balances. Prioritizing debt repayment helps Savers and their families reduce financial stress and free up resources for other priorities.



HOUSING

(14%)

Housing was the 3rd most important goal during Veteran Saves Week 2024. Veteran and transitioning military Savers understand that reducing debt and saving successfully is key in the path to stable, safe housing, and shows that they are taking the necessary steps to prepare ahead of time.



AWARDS

The Designation of Savings Excellence (DOSE) Award honors significant efforts made by banks and credit unions during Veteran Saves Week.

The 2024 DOSE Recipients are:

Banks

First Commonwealth Bank

Dairy State Bank

Fidelity Bank

Armed Forces Bank

Credit Unions

La Capitol Federal Credit Union

New Horizons Credit Union

Navy Federal Credit Union

The Community Impact Award recognizes an organization that used the Veteran Saves Pledge to make an impact and encourage savings goals for their community.

The 2024 Community Impact Recipient is:

Armed Forces Bank

The Annual Savings Champion Award is presented to non-financial institution organizations with the greatest impact reported during the week.

The 2024 Saving Champion Recipients are:

Jackson Sams Wealth Strategies

Howard County Office of Consumer Protection

Association of Military Banks of America (AMBA)

Manna University

Connecticut State Library - Division of Library Development

Maryland ABLE

Armed Forces Financial Network

Harris Financial Coaching

United Military Care

Idaho Department of Finance

AAFMAA Wealth Management & Trust LLC

US Army Soldier Recovery Unit

National Disability Institute's ABLE National Resource Center

Department of Veterans Affairs

UT/TSU Extension Lawrence County

Tennessee Department of Commerce & Insurance, Securities Division



THANK YOU

A huge THANK YOU to our Veteran Saves Week 2024 participating organizations and sponsors! Because of your efforts to empower the financial lives of the Veteran community, our inaugural Veteran Saves Week was a huge success.



LOOKING FORWARD

Veteran Saves Week 2025 will take place from **November 4-7, 2025**. We invite you to stay engaged with Veteran Saves throughout the year by incorporating our content and partner resource packets in your programming, and participating in our many workshops and events.