



Women & Wealth



BYNA ELLIOT

*“I was 14-years-old
when I realized I was
growing up poor...”*



“**you** can't afford something unless **you can buy** it twice.”

Jay-Z



NET WORTH BLACK FAMILIES



Fortune Magazine reported last year that by 2053, when America is predicted to be majority non-White, Black people will have a median wealth of ZERO DOLLARS if current trends continue.

Source: TBD



WHY AREN'T WE WEALTHY?

TOP THREE REASONS

1. No Generational Wealth
2. Heavy Consumers
3. Low Stock Market Participation.





Black Middle-Class Family

Black folk have a trillion dollar\$ in buying power!!

Source: TBD



Fifth Third Bank
Community
Commitment



Fifth Third has committed \$32 billion for mortgage, small business and community development loans and investments to improve lives in low- and moderate-income communities throughout its 10-state footprint.

THAT INCLUDES:



\$11.2B

Mortgage Lending



\$11.1B

Small Business Lending



\$9.6B

Community Development Lending & Investments



\$98.1M

Philanthropic Donations



FIFTH THIRD BANCORP

Member FDIC. Equal Housing Lender.

\$32 BILLION EXPLAINED



BYNA ELLIOTT

2018 STATE OF WOMEN-OWNED BUSINESSES REPORT



Women-Owned Businesses

58

percent since 2007



Women Of Color

163

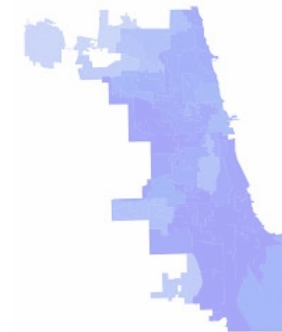
percent since 2007



Latinas

172

percent since 2007



SHEcago

Top 5 Black elected officials running CHICAGO (Shecago):
1) Mayor Lightfoot, 2) City Treasurer Melissa Conyears-Ervin, 3) Anna Valencia, City Clerk; 4) Toni Preckwinkle, President of Cook County ; 5) Kimberly Fox, Cook County State's Attorney

the Lip Bar

Founder & CEO
Melissa Butler



Meet
Melissa

Women Making A Difference

Programs TO CONSIDER

Impact of the Commitment Resources



<https://www.facebook.com/watch/?v=1777485415606735>

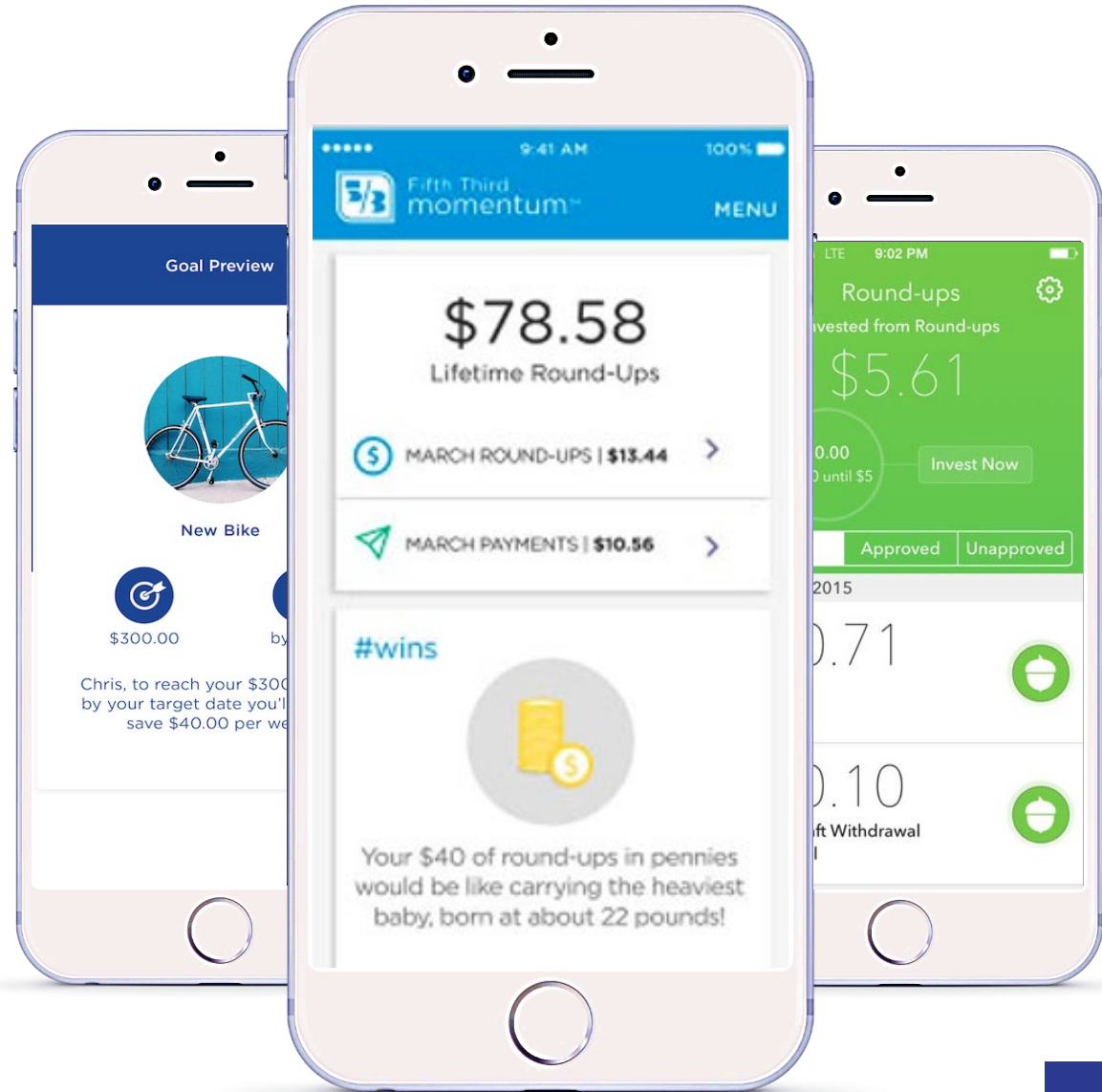
Programs TO CONSIDER

Fifth Third eBUS

The Fifth Third eBus:
Bringing Financial Education to the Community

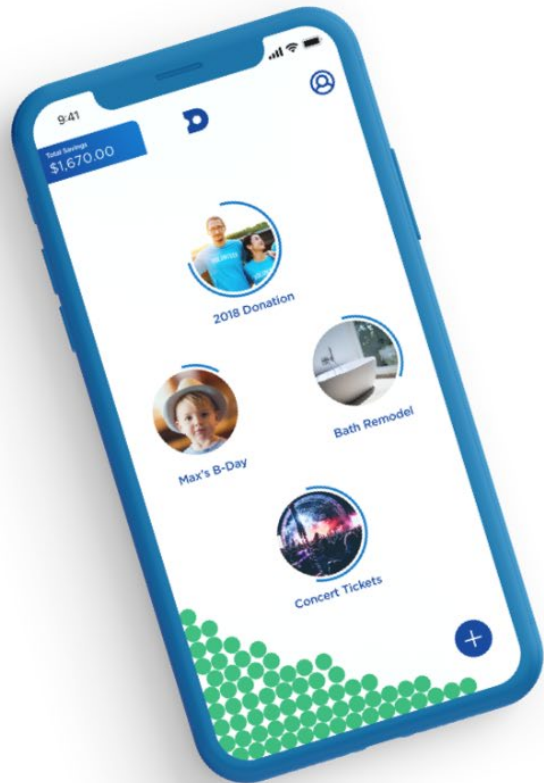


Easy Ways To Save With Technology



Easy Ways To Save With Technology

Fifth Third



Unleash your saving potential

Dobot is our free app that makes it easy to save for what matters most.

DISCOVER DOBOT

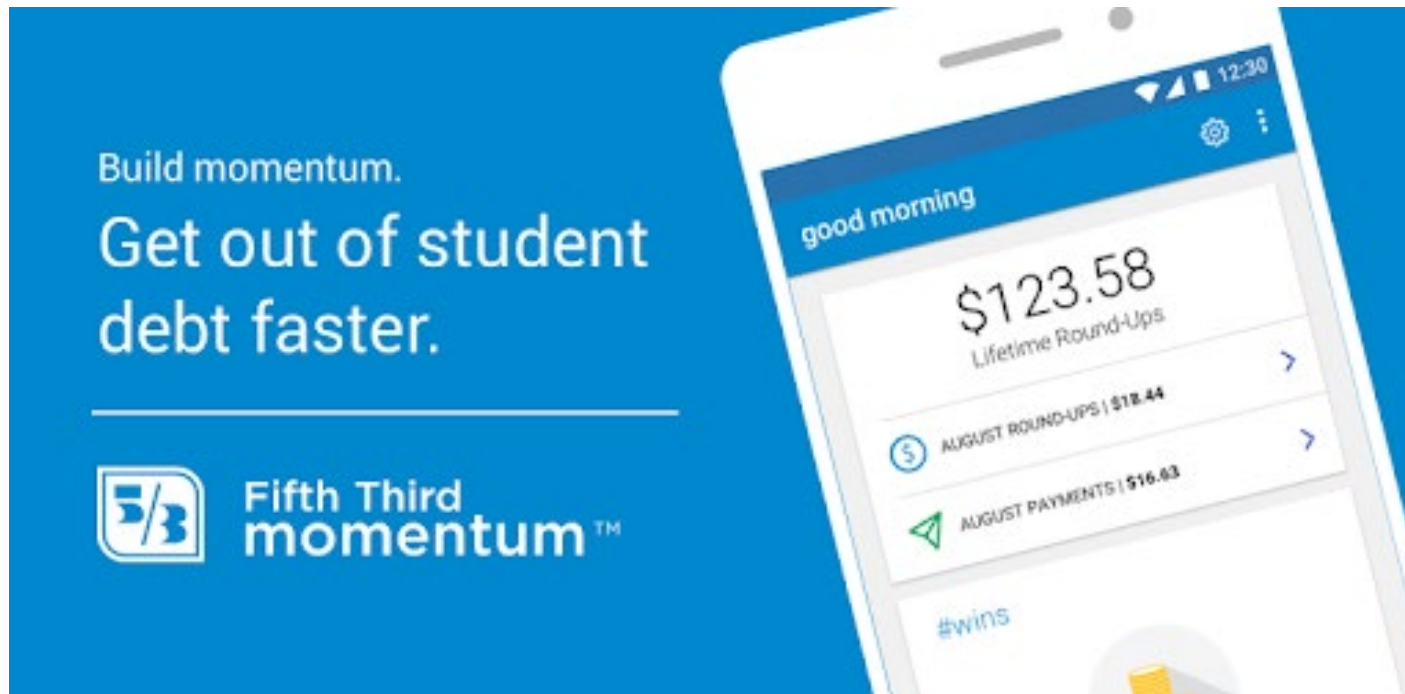


**Save automatically
or at your own pace.**

With automated savings, Dobot determines your safe savings amount. Then every few days, it transfers that money into your Dobot savings account. You can add more money anytime. Or you don't even have to use the automatic savings feature at all.

Easy Ways To Save With Technology

Fifth Third Momentum



Every Fifth Third debit card purchase you make helps pay down your student loan.

Fifth Third Momentum™ works automatically by rounding up your debit card purchases and applying it to your student loan balance. Making these weekly smaller payments in addition to your regular student loan payment can make a dent in your debt! In three easy steps you can begin the journey that ends with paying off your student loans faster—while saving in interest along the way.



Easy Ways To Save With Technology

Acorns



Every Fifth Third debit card purchase you make helps pay down your student loan.

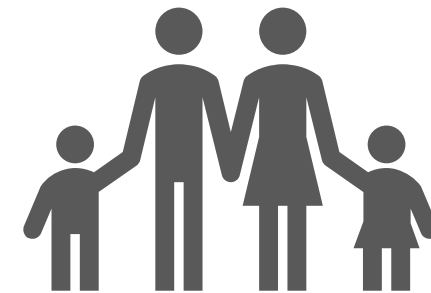
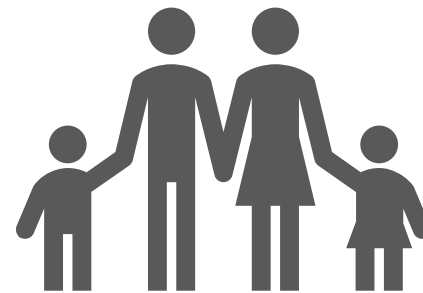
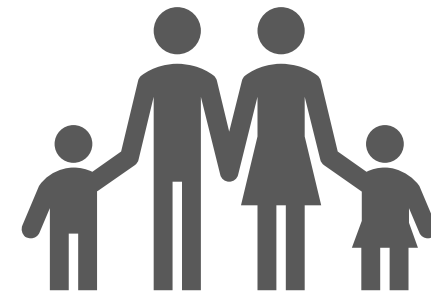
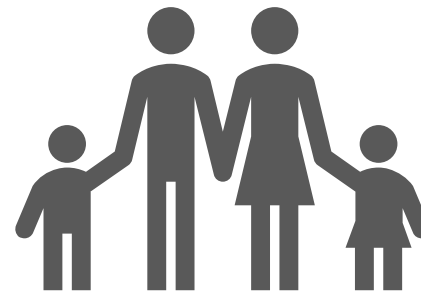
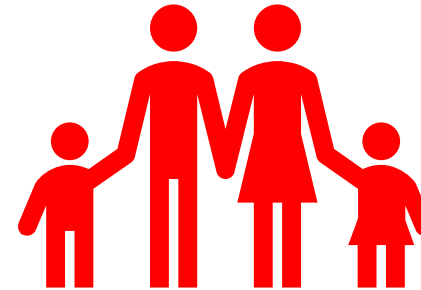
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Right Insurance Mix



U.S Black Households



1 in 5 at zero or negative net worth

Saving 401K Retirement



Cycle Breaker

Imani & Byna



2019 Savoy Magazine

Most Influential Women
In Corporate America



Meet Byna Elliott

As Senior Vice President, Chief Corporate Community and Economic Development Officer for Fifth Third Bank, Byna Elliott oversees Fifth Third Bank's \$32.1 billion, five-year Community Commitment Initiative designed to help rebuild communities in its 10-city, 14-market footprint. While the 160-year-old bank is headquartered in Cincinnati, Ohio, Elliott sits in her native city of Detroit, Michigan where she is leading the bank in serving low- and moderate-income communities with education, homeownership, small business investment, workforce readiness, and community development. Byna is the highest ranking African-American female nationwide for Fifth Third Bank and the only African-American female in the top 300 of the corporation.

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