



Non-Financial Institution Coalition Partnerships: Statement of Principles

Shared Goals

- The Bank On New Mexico Coalition is dedicated to helping improve the financial stability of the unbanked and underbanked residents of our community by connecting them to safe and affordable mainstream accounts in banks and credit unions, raising public awareness of these efforts and opportunities, and otherwise expanding access to financial education and other financial empowerment opportunities.
- Partnerships are key to Bank On New Mexico's success, and we welcome community partners in our state who share these goals, support our Coalition efforts, and adhere to this Statement of Principles.

Awareness and Visibility

- Coalition partner organizations will be recognized on the Bank On New Mexico website page and benefit from the reciprocal relationships that occur in a community network with opportunities to work in multi-sector workgroups.
- Coalition partner organizations will schedule Bank On New Mexico presentations for their leadership and staff to increase awareness and will have the option to share information about Bank On New Mexico / Bank On certified accounts on their website and/or other media and marketing.
- Coalition partner organizations will receive an electronic Bank On seal for the current year recognizing their commitment and support of Bank On New Mexico.

Coalition Support

- Coalition partner organizations will support Coalition efforts, ideally designating an empowered individual as a primary point of contact and attending Coalition convenings.
- As reasonably feasible, this support can include facilitating connections in their community, participating in multi-sector workgroups, supporting marketing and communications efforts, and/or underwriting Coalition efforts and convenings.