



The 2020 Joe Belew Award sponsored by the Consumer Bankers Foundation, will be presented to the CBA member-bank applicant with the most innovative and impactful community development program.

In keeping with the theme of CBA LIVE 2020 and its promise of “something more,” CBA is interested in programs showcasing creative, outside-of-the-box community development initiatives serving their areas.

The winning bank will receive \$10,000 for the nonprofit program partner of its choice and be featured in an award ceremony at CBA LIVE 2020 in March in San Diego, CA. CBA also will showcase the program in a press release, through social media and on its website throughout the following year. All submissions will be featured in the 2020 Joe Belew Award booklet, distributed at CBA LIVE and electronically in CBA communications.

The winner will be selected by a volunteer subcommittee of the CBA Community Reinvestment Committee.

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#### JUDGING CONSIDERATIONS

**Innovation:** What is unique or innovative about the program that sets it apart from other programs seeking to enhance their community development initiatives? How is this program solving an issue in a new way?

**Impact:** Does the program have an evaluation plan to measure progress and impact? What measurable success has the program achieved or potentially will achieve?

**Sustainability & Replicability:** Is the program sustainable? Could these “best practices” be replicated by other players in the industry?

**Collaboration:** How has the bank involved organizations or individuals from the community in the program? What partnerships have been formed?

#### APPLICATION TIMELINE

December - CBA will begin accepting applications in November. The application is available on CBA’s Joe Belew Award webpage. Completed applications should be submitted via email to [mcolon@consumerbankers.com](mailto:mcolon@consumerbankers.com).

January - The deadline for applications is Wednesday, January 15, 2020. The judging process begins for the CBA Joe Belew Award subcommittee.

Late February - All applicants will be contacted regarding the status of the submission.

March - The 2020 Joe Belew Award winner will be announced at CBA LIVE 2020 March 23-25 at the Hilton Bayfront San Diego, CA.

#### About the Joe Belew Award

Established to honor CBA’s former president, Joe Belew, for his commitment to community development, the award encourages and recognizes the efforts of CBA member banks whose innovative solutions address pressing social issues.

The focus of the Award changes annually. Past years have focused on job creation, affordable housing programs, serving the unbanked and underbanked, financial education, financial innovation, small business initiatives, and programs to support service members, veterans and their families.

#### How to Apply

Visit the Joe Belew Award page on our website to download the application. Email your completed application to [mcolon@consumerbankers.com](mailto:mcolon@consumerbankers.com).

#### Learn More

For additional details on the Joe Belew Award or other questions, contact Maren Colon at [mcolon@consumerbankers.com](mailto:mcolon@consumerbankers.com) or call 202.552.6394.

