

CBA | JOE BELEW AWARD

The 2021 Joe Belew Award will be presented to the CBA member-bank applicant with the most responsive and impactful COVID-19 relief or support program.

How did your bank or bankers go above and beyond to help consumers? Did your bank lend a helping hand to the community or employees? (Please do not include your banks Payment Protection Program efforts.)

Suggested examples:

- Affording Housing Assistance
- Mask Making
- PPE Donation
- Work from Home Initiatives
- Financial & Budget Education
- First Responder & Front-Line Worker Support
- Food Insecurity & Assistance program
- Utility Payment Support

Selected by member volunteers from CBA's Community Reinvestment Committee, the winning program will receive \$5,000 for the nonprofit partner of its choice and be featured in an award ceremony at **CBA LIVE 2021 taking place August 16-18, in Orlando, FL**. CBA will showcase the program in a press release, via social media and on its website throughout the following year. All submissions will be featured in the 2021 Joe Belew Award booklet, distributed at CBA LIVE and online.

JUDGING CONSIDERATIONS

*Only one (1) application per bank will be submitted and accepted.

Innovation: What is unique or innovative about your banks COVID-19 response efforts that sets it apart from other banks?

Impact: Does the COVID-19 response have an evaluation plan to measure progress and impact? What measurable success has the program achieved or potentially will achieve?

Responsiveness: What was needed from your bank to respond to the needs of the community? How quick was your bank to react?

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

APPLICATION TIMELINE (One application per bank)

March: CBA will begin accepting applications.

April: The deadline for applications is Wednesday, April 21, 2021. Submission review and judging process begins.

End of May: All applicants will be contacted regarding the status of the submission.

August: Winner announced at CBA LIVE 2021 taking place August 16-18, at the JW Marriott Grande Lakes in Orlando, FL.

About the Joe Belew Award

Established to honor CBA's former president Joe Belew's 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.

Learn More

For additional details on the Joe Belew Award or other questions, contact Maren Colon at mcolon@consumerbankers.com or call 202.552.6394.