

Dept. of Financial Institutions: America Saves presents DFI with 2023 Savings Champion Award

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MADISON, Wis. – The [Wisconsin Department of Financial Institutions \(DFI\)](#) today announced that [America Saves](#) has named the agency as a recipient of the [2023 Savings Champion Award](#), an annual award reserved for organizations, nonprofits, and government agencies that achieved remarkable impact during the annual [America Saves Week](#) campaign. The DFI is one of only 20 recipients to be honored this year out of more than 3,900 organizations who participated in America Saves Week, which took place the week of February 27 through March 3, 2023.

“It is an honor to shine a spotlight on these organizations that are committed to helping others gain financial confidence,” said Kia McCallister-Young, Director of America Saves. “As an organization, we know that an informed saver is an empowered saver, and an empowered saver will make the best financial decisions for themselves. We honor these Savings Champions because, though they all work in different areas, they each have the belief that no matter a person’s current financial situation, we can always meet them where they are and support them on their journey to achieve their financial goals. We appreciate that these Savings Champions have joined us in ensuring more access to financial education so that more people are empowered to create positive saving habits.”

[America Saves Week](#) is a time-honored, national event bringing together thousands of organizations across multiple sectors to transform the lives of Americans by encouraging them to save successfully. The DFI alongside 3,900 other participating organizations helped reach nearly nine million people and during the weeklong event, individuals deposited more than \$788 million into new or existing savings accounts.

“We’re honored to receive this award from America Saves, and we thank them for their support and collaboration in encouraging individuals and families to evaluate their finances by highlighting several key areas that contribute to financial stability during America Saves Week each year,” said DFI Secretary-designee Cheryll Olson-Collins. “America Saves Week is a great time for Wisconsinites to build their financial wellness and resilience by setting a savings goal, making a plan, and getting in the habit of saving. Our goal with the annual campaign is to help more Wisconsinites build their emergency savings and save for the future, whether that’s for buying a car, paying for college, purchasing a home, or planning for retirement.”

To review the complete list of the 2023 Savings Champions, read the [America Saves news release](#).

[America Saves](#) is a campaign managed by the nonprofit Consumer Federation of America that uses the principles of behavioral economics and social marketing to motivate, encourage, and support low-to-moderate income households to save money, reduce debt, and build wealth. America Saves encourages individuals and families to take the America Saves pledge and organizations to promote savings year-round and during [America Saves Week](#). Since its inception, over 12,000 organizations have participated in America Saves Week to promote savings to their communities. Learn more at [AmericaSaves.org](#).