

VETERAN SAVES WEEK
2025 Impact Report



**Financial Readiness
for Life After Service**

WELCOME

Thank you for being part of Veteran Saves Week 2025!

Whether you participated as a partner organization, supporter, or sponsor, your engagement helped create space for Veterans, transitioning service members, and their families to focus on saving during a time when financial decisions feel especially heavy for many households.

Veteran Saves exists to help the Veteran community build financial stability through saving. Our approach is practical and grounded in real life. We meet people where they are, encourage starting small, and focus on progress that feels achievable. That mission guided every aspect of Veteran Saves Week 2025.

This year's campaign took place against an ongoing affordability challenge. Rising costs continue to shape how Veterans think about money, priorities, and planning for the future. For many, saving is less about getting ahead and more about creating a buffer, reducing stress, and preparing for what comes next. The choices of Veterans made during Veteran Saves Week reflect that reality.

The data in this impact report tells that story. It highlights how Veterans engaged with savings goals, what they prioritized, and how partners across the country helped turn intention into action. More importantly, it offers insight into where Veterans are right now and how we can continue supporting them in meaningful ways.

We are grateful for the collective effort that made this week possible and for the commitment to helping Veterans build financial readiness for life after service.

HIGHLIGHTS



930

Individuals on our participating organizations list



552K

Total digital reach

1M

Total print reach



\$1.9M

Total deposits into savings or wealth-building accounts during Veteran Saves Week 2025



\$370K

Pledged during Veteran Saves Week to be deposited into savings accounts toward savings goals



TOP SAVINGS GOALS

EMERGENCY FUND

(29%)

This is the top savings goal chosen when taking the Veteran Saves Pledge. This goal reinforces that overall Veteran and transitioning military Savers want to have a savings account, but specifically want to form a cushion to pull from for those unexpected expenses.



GENERAL SAVINGS

(20%)

It can be hard to put aside money for savings, but this year's second most popular savings goal is helping put our Veteran Savers on the right track by focusing on general savings. We encourage Savers to make savings automatic by starting small and thinking big to help reach their goals.



VACATION OR SPECIAL EVENT

(12%)

A vacation or special event was the third most important goal during Veteran Saves Week 2025. This goal encourages our Savers to plan ahead, utilize their benefits, and more to ensure they're able to enjoy their time without having to worry about their finances.



AWARDS

The Designation of Savings Excellence (DOSE)
Award honors significant efforts made by banks and credit unions during Veteran Saves Week.

The 2025 DOSE Recipients are:

Banks

Armed Forces Bank
First Arkansas Bank & Trust

Credit Unions

Arsenal Credit Union
Central One Federal Credit Union
Eglin Federal Credit Union
La Capitol Federal Credit Union
New Horizons Credit Union

The Community Impact Award recognizes an organization that used the Veteran Saves Pledge to make an impact and encourage savings goals for their community.

The 2025 Community Impact Recipient is:

Armed Forces Bank

The Annual Savings Champion Award is presented to non-financial institution organizations with the greatest impact reported during the week.

The 2025 Saving Champion Recipients are:

AAFMAA Wealth Management & Trust LLC
Armed Forces Financial Network
Armed Forces Mutual
Connecticut State Library
Credit.org
Defense Credit Union Council
Howard County Office of Consumer Protection
Jackson Sams Wealth Strategies
National Disability Institute's ABLE National Resource Center
Ohio Tuition Trust Authority/CollegeAdvantage
Tennessee Securities Division



LOOKING AHEAD

Veteran Saves Week 2026 will take place November 16 through November 19, 2026. Building on the progress highlighted in this report, we're excited to continue this collective effort to encourage saving and support financial readiness for life after service.



JOIN OUR NETWORK

If you are reading this report and your organization is not currently part of our network, we invite you to get involved! Partner organizations gain access to campaign updates, shareable resources, and opportunities to participate in Veteran Saves initiatives throughout the year.

To learn more, visit VeteranSaves.org.