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# Nebraska Bank Launches In-School Savings Program at Bridgeport Elementary School

**Bridgeport, NE – October 14, 2025** – NEBRASKA BANK is proud to announce the launch of its third in-school savings program with the opening of the *Bulldog Branch* at Bridgeport Elementary School. This initiative is designed to foster financial literacy among young students by teaching them to set savings goals, count currency and coins, and understand basic banking operations.

Originally created by the Nebraska Council on Economic Education and the University of Nebraska in 2002, the in-school savings program has grown significantly. There are now 73 programs active across the state, with 16 more—including Bridgeport's—launching this fall.

Each Tuesday during the school year, NEBRASKA BANK staff will set up the Bulldog Branch on campus, providing students the opportunity to make real deposits into their savings accounts. To encourage consistent saving habits, the program offers fun incentives such as stickers, yo-yos, and other small prizes—creating excitement among the young savers. On its first day, **47 students** participated, depositing a total of **$400.18**, with NEBRASKA BANK matching **$222.93** in bonus funds.

Bridgeport Public Schools Superintendent George Schlothauer shared: "The primary motivating factor in partnering with Nebraska Bank to create an in-school savings program at Bridgeport Public Schools was to promote financial literacy and encourage positive saving habits among students from an early age. By integrating real-world banking experiences into the school environment, the program aimed to help students develop practical money management skills, understand the value of saving, and build a foundation for future financial responsibility.

The Nebraska Bank team has been fantastic to work with and they have made this experience very meaningful to the kids. Our staff, administration and board of education are very excited to watch this program grow."

A unique feature of the Bulldog Branch is its Student Teller program. Six, sixth-grade students have been selected to serve as tellers, where they'll learn to take and record deposits—a hands-on experience that builds responsibility and reinforces financial skills.

NEBRASKA BANK Vice President, Kelly Roach adds, "The engagement from the students, the school staff, and administration has been amazing! It has been exciting to hear the buzz and anticipation from the students eager to make their first deposit. It's also been a great project for our bank staff. We have been gearing up to launch the branch for months and completing our first day was very gratifying to see it come to fruition! We look forward to seeing increased student participation as they set and reach new savings goals."

NEBRASKA BANK is honored to serve its newest customers at the Bulldog Branch and looks forward to supporting students as they grow in both education and savings.

**More information can be found on in-school savings programs at:**
***https://business.unl.edu/research/centers-and-institutes/economic-education/nebraska-council-on-economic-education/student-programs/in-school-savings-program/***

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*Founded in 1889, Nebraska Bank is a community bank that currently serves Nebraskans from nine locations across the state. Nebraska Bank specializes in agriculture, commercial, industrial, construction, mortgage and consumer banking. For more information on Nebraska Bank, please email Sarah Sasse-Kildow, at skildow@ne.bank.*