

ALABAMA SECURITIES COMMISSION

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Alabama Securities Commission Strengthens Financial Future for Alabama During Financial Literacy Month

Montgomery, AL (April 09, 2026) – April is National Financial Literacy Month in the United States, and Alabama Governor Kay Ivey recognized the importance of financial education by declaring April as ‘Facts on Saving and Investing Campaign Month’ in Alabama.

Strong saving and investing habits can mean the difference in reducing financial stress and increasing opportunities in the long-term. According to a 2025 report of the Federal Reserve, only 63% of U.S. adults could cover a \$400 dollar emergency with cash or savings. Equally alarming is that approximately 40% of Americans don’t have a retirement savings account, according to a 2025 Gallup poll. With inflation and the rising cost of living, setting aside money is not enough. That’s why investing, and the concept of compound interest, becomes a powerful tool for growing savings over time. Compound interest allows savers to earn interest not only on the money invested, but also on the interest accumulated over time. For example, \$5,000 invested over 10 years will nearly double based on a conservative seven percent return.

“Financial literacy is imperative for long-term stability and success in life,” said Alabama Securities Commission (ASC) Director Amanda Senn. “Financial confidence can be developed over time but requires taking the first step. It’s never too late to take control of your financial future through education and by adopting healthy financial habits.”

To get started, take advantage of technologies that simplify personal finance, including budgeting, saving, and investing, especially for beginners. Brokerage firms offer a variety of services that make investing easier for beginners. They provide user-friendly platforms where individuals can buy and sell investments, along with helpful tools and automated services for investing. Index funds and exchange traded funds are low fee options and provide diversification by allowing investments in multiple companies at once. For those looking for more personalized guidance, a financial planner can provide tailored advice based on individual goals, income, and financial situations.

“Building financial confidence comes through knowledge, and financial education provides the foundation for understanding how and which financial concepts and tools should be a part of your program,” said Senn. The ASC focuses on providing free financial and investor education, including fraud awareness, to all Alabama residents and organizations, with an emphasis on students, women, senior citizens, and industry professionals.

Research shows significant gaps in retention, application, and confidence in financial management skills for students. In a statewide 2024 research study conducted by Auburn University, more than 1 in 3 college students graded their personal financial management as a “C” or worse. The ASC works with organizational and industry partners, such as the Alabama Council on Economic Education, Jump\$tart Alabama,

Alabama DECA, and Alabama FBLA to bring financial education programs and resources to classrooms across the state.

Women are another group the ASC specifically targets for financial education. In Alabama, research conducted by the Women's Foundation of Alabama revealed that women contribute nearly \$43 billion annually to the state's economy, and 3 in 4 Alabama families rely on a female breadwinner. While women are driving economic growth within Alabama, significant financial literacy gaps, lack of financial confidence, and economic disparities remain, underscoring the urgent need for targeted financial education and empowerment programs. "Women are sustaining Alabama's economy and supporting their families at extraordinary levels, yet systemic gaps in pay, access to capital, and financial education persist. When we invest in women's financial empowerment, we invest in Alabama's economic future," Senn said.

Financial protection for Alabama's seniors is also a major part of ASC's education initiatives. The ASC partners with agencies such as the Area Agencies on Aging, the Better Business Bureau, Senior Medicare Patrol, and the Alabama Cooperative Extension Systems to bring critical financial protection education to seniors in Alabama. "Financial scams and exploitation against our seniors are climbing at an alarming rate in Alabama, so we want to educate as many seniors as possible about the signs of scams and how they can protect themselves," Senn said.

"There are opportunities for learning and growth at every age, and we encourage everyone to take advantage of opportunities to learn more about personal finance and the ways you can help protect yourself from fraud and scams," said Senn.

To schedule a free financial education program for your group or organization, call the Alabama Securities Commission at 1-800-222-1253 and ask for the Public Affairs Division, or visit the ASC website at asc.alabama.gov.

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