



AMBA

Association of Military
Banks of America

2025

Annual Report & Wrap Up

To strengthen military banking, empower
our members, and advance financial
readiness for those who serve.

Letter from the CEO

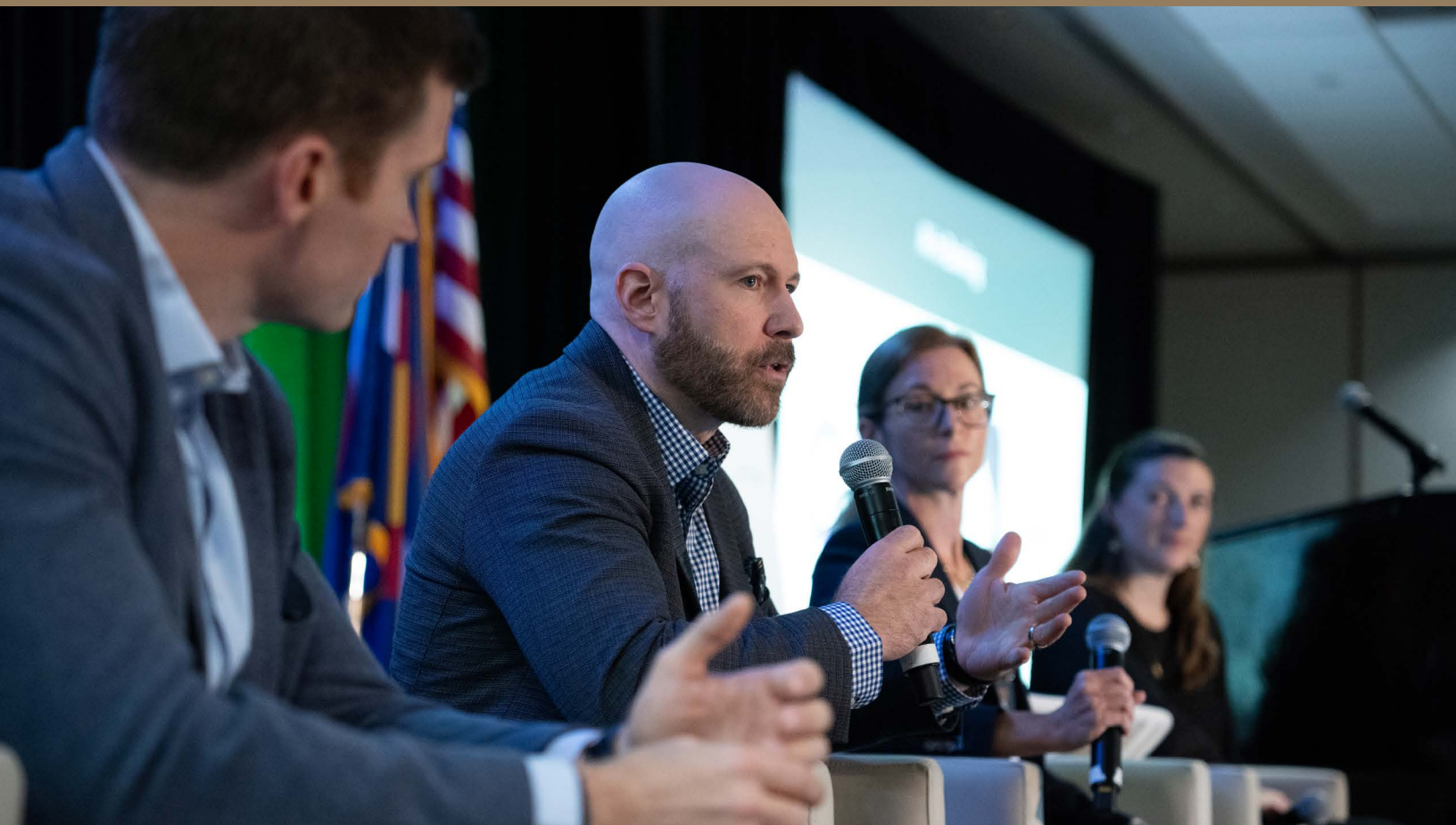
As we look back on 2025, I can't help but reflect on a year of meaningful progress and significant transition for the Association of Military Banks of America. In 2025, we revised our mission statement and strategic priorities, developing a refreshed framework to guide our future work. AMBA also undertook and completed a comprehensive rebranding effort, launching a new logo and redesigned website to modernize our identity, better engage current and prospective members, and strengthen our digital presence.

Guided by our mission to advocate for strong and innovative military banking, AMBA remained focused on strengthening the institutions that serve our nation's service members, veterans, and their families.

Military banking plays a vital role within both the financial services sector and the broader national security framework. Our member banks operate in complex environments that demand resilience, adaptability, and the highest standards of service. Financial wellness supports readiness, and readiness strengthens our force. Throughout 2025, AMBA advanced three core priorities:

- **Growth and Innovation**
- **Advocacy**
- **Partnerships**





Growth and Innovation

As the financial services landscape evolves, military banking must evolve with it. In 2025, AMBA expanded opportunities for collaboration around digital modernization, cybersecurity, fraud prevention, and emerging technologies through our inaugural reimagined capstone event, Military Banking Summit 2025 (MBS2025). We fostered the exchange of best practices and encouraged responsible innovation that strengthens institutions while enhancing service to military and veteran communities. Through strong membership growth, driven in part by the success of our marquee event and key programs such as the Veterans Benefits Banking Program, we made meaningful progress in moving military banking forward.





Advocacy

Advocacy remains central to our mission. In 2025, we engaged policymakers, regulators, and defense leaders to ensure the unique role and operational realities of military banks are clearly understood. We partnered with fellow trade organizations to support or oppose initiatives affecting our members' ability to serve the military community effectively. We provided input on legislative and regulatory matters impacting financial access and service delivery on installations and overseas, reinforcing the essential connection between financial readiness and mission readiness. We're carrying that momentum forward into 2025, as we press legislators for Community Reinvestment Act (CRA) reform that codifies the recognition of creditable financial services provided by banks in support of our military and veteran community into law.



Partnerships

AMBA's impact is amplified through collaboration. During 2025, we strengthened engagement with member banks, industry service providers, military and veteran service organizations, and government partners. Our longstanding relationship with partners such as the Armed Forces Financial Network (AFFN) remains a centerpiece of this effort. As a trusted convener, AMBA ensured military banking perspectives were represented in national discussions and aligned with shared goals.



Looking ahead to 2026, we will build on this foundation with renewed focus on growth, deeper member engagement, and strategic partnership opportunities that deliver tangible value to our members as they support those who serve. By broadening engagement across the ecosystem, we position military banking to remain strong, innovative, and mission-focused.

I extend my sincere appreciation to our member banks, industry partners, military and veteran service organizations, and government partners for their continued collaboration. I am especially grateful to AMBA's Board of Directors for their leadership, strategic guidance, and steadfast commitment to our mission.

Our purpose remains clear. AMBA will continue to advocate for strong and innovative military banking in support of our members who serve the service members, veterans, and families who depend on them. It's a new day at AMBA, and we'll continue to move military banking forward!

Sincerely,

**Omuso George,
President and CEO**

**Association of Military
Banks of America**



AMBA Member Bank Growth

AMBA experienced strong membership growth in 2025, growing from 86 to 101 member banks. Membership growth over the past year has been closely aligned with AMBA's renewed strategic focus on member and partner engagement, innovation, and policy leadership. With an intentional emphasis on expanding member value through enhanced programming, partnerships, and advocacy, AMBA has attracted both new institutions and increased participation from existing members. Our recent organizational investments in member engagement and strategic growth capacity further position our association to sustain this positive trajectory.

Veterans Benefit Banking Program (VBBP)



In 2025, AMBA continued to expand financial access for Veterans through its strong partnership with the Veterans Benefits Administration and 150 participating financial institutions, achieving measurable growth and impact over 6 years of continuing collaboration.

- Since its inception in 2019 and through the end of 2025, VBBP banked over 647,000 Veterans, VA beneficiaries, and caregivers who were previously under- and unbanked and not utilizing direct deposit for VA monetary benefits.
- Over 179,000 VA benefit recipients used VBBP to convert from check or prepaid debit card to safe, secure, federally insured financial institution depository accounts for direct deposit of their monthly VA monetary benefits in 2025, providing a foundation for long-term financial stability.
- Since the inclusion of free financial counseling, total counseling was 3,927.
- Since 2023, 2,357 individuals, including Veterans and their family members, benefited from the financial health survey.
- For 2025, there were over 49,310 visitors, over 50 percent of those visitors researched VBBP financial institution while 30 percent was for financial counseling.
- Data analysis from VetCents demonstrated continued program growth and interest, positioning VBBP as a strong program to help banks meet Community Reinvestment Act (CRA) requirements.
- During Veteran Saves Week 2025, AMBA members Armed Forces Bank and First Arkansas Bank & Trust were recognized as Savings Excellence Award recipients, contributing to outreach that reached more than 1.5 million individuals and encouraged nearly \$2 million in savings deposits.

AMBA Events – AMBA Spring Luncheon

In honor of National Military Appreciation Month in May and as part of our strong partnership with service organization supporting our military and veteran community AMBA showed through its sponsorship of the [Military Family Advisory Network's](#) Military Family Financial Readiness Coalition (MFFRC) Roundtable, providing another aspect of partnership and advocacy for the financial well-being of our military community. Immediately following, AMBA hosted its [Annual Spring Luncheon](#) at the Ritz Carlton Hotel in Pentagon City. US Army Lieutenant General David Wilson, Deputy Chief of Staff, G9, Headquarters Department of the Army was the guest speaker, and he provided unique insights into Soldier and Family Readiness issues, and programs supporting Quality of Life for our Soldiers and their Families.

AMBA Matching Grant Program

As part of AMBA's commitment to help its member banks make a meaningful impact in their communities, AMBA partnered with several banks to support their initiatives that align with their community service goals. AMBA awarded 12 member banks matching grant funds of \$1,500 in support of their bank's community service initiatives.

Armed Forces Financial Network

As a co-founder and partner of the [Armed Forces Financial Network](#), AMBA maintains a strong supportive relationship with AFFN. AFFN continued to provide support to the military and veteran communities our member banks serve. Most of AMBA's members participate in AFFN because it offers lower-cost ATM/POS transaction costs to AMBA banks and their customers and provides outstanding financial support to military communities in the form of matching grants and sponsorship of military and veteran service organizations.



MBS2025

The Premier Gathering
for **Military Banking**

Cheyenne Mountain Resort
Colorado Springs, CO
August 24 – 27

Association of Military Banks of America

Military Banking Summit (MBS) 2025

In 2025, AMBA successfully launched its reimagined and newly-designed Military Banking Summit MBS2025, marking an evolution from its previous traditional Annual Fall Workshop to a broader, member-focused gathering.

- Held at Cheyenne Mountain Resort in Colorado Springs, Colorado, the Summit expanded programming to include forward-looking discussions on cybersecurity, combatting fraud, digital assets, artificial intelligence, fintech innovation, and financial education across the servicemember lifecycle.
- More than 90 attendees participated in thought leader sessions, member bank updates and panel discussions, including best practices for supporting servicemembers and their families transitioning to civilian life.
- The event also recognized excellence among members, awarding USAA as Navy Bank of the Year, First Arkansas Bank & Trust as Air Force Bank of the Year, and Armed Forces Bank as Army Bank of the Year.
- Keynote speakers included John Wayne Troxell, Former Senior Enlisted Advisor to the Joint Chiefs of Staff, retired Colonel Ken Mintz, who shared life lessons gained through a career of service and his walk across America in support of several charitable causes, retired Colonel Samantha Weeks, first female solo U.S. Air Force Thunderbird pilot, and Rodney Hood, former Acting Comptroller of the Currency, who shared insights on leadership and regulatory perspectives.



AMBA Strategic Transition

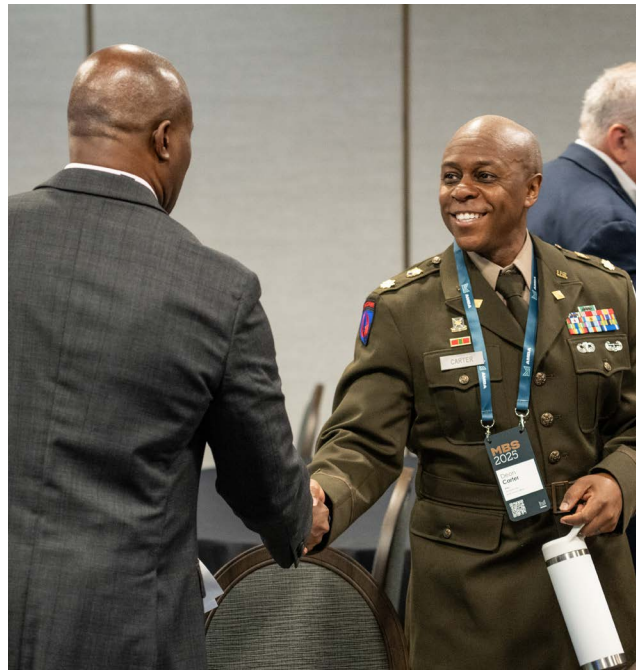
In January 2025, AMBA updated its strategic framework to strengthen governance, clarify priorities, and position the association for long-term growth and impact.

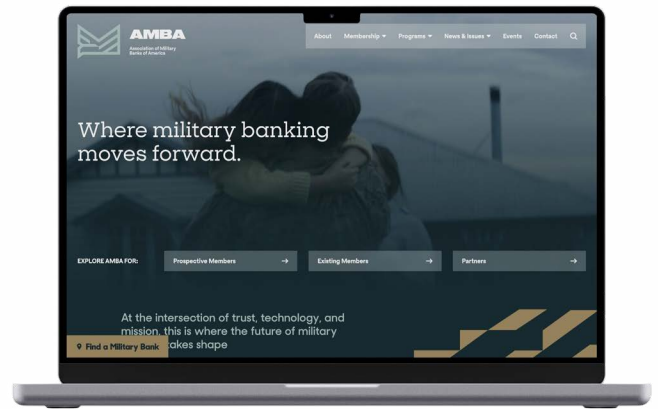
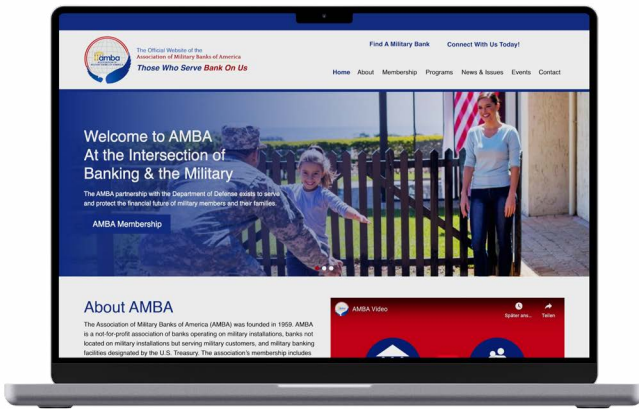
- The process reaffirmed AMBA's mission to advocate for strong and innovative military banking, supported by a vision of strengthened military banking, empowered military communities, and achieved financial resiliency.
- Core values — Integrity, Advocacy, Innovation, and Service — were reinforced as guiding principles shaping the organization's future direction.
- AMBA completed an organizational restructuring to align staff and resources with strategic priority lines of effort.

Advocacy

Throughout 2025, AMBA remained actively engaged on Capitol Hill and with federal regulators to protect military banking interests and advocate for sound financial policy.

- Besides individual letters to Congress and some federal agencies, AMBA also joined several financial trade associations in joint letters to Congress opposing the Credit Card Competition Act (Durbin-Marshall bill), citing concerns about reduced consumer choice, increased risk of fraud, and harm to smaller financial institutions.
- AMBA met with numerous Congressional staff offices to provide awareness of the foundational role that banks play in providing financial support and readiness across the military and veteran community. AMBA also met with members and staffers to advocate for legislative changes that strengthen its member banks' ability to support military and veteran financial well-being.
- AMBA maintained its continuing relationship with Department of Defense senior military banking liaison representatives to address issues encountered by on-base AMBA member banks, while also partnering with DOD to provide training to military banking liaison officers





AMBA Re-brand: New Website/New Logo

In 2025, AMBA introduced a refreshed brand design, including a new logo and website that honors its legacy while presenting a modern identity aligned with today's military community.

- At its core, the logo reinforces AMBA's mission of serving those who serve, with its members remaining in the association's central focus. The new logo embodies leadership, legacy, and forward momentum.



AMBA

Association of Military
Banks of America

Thank you for a great year!

We look forward to advancing our
mission with you in 2026.

 America 250

MBS2026

Mayflower Hotel, Washington D.C.
September 27-29, 2026

militarybanking.org