STRATEGIC HIGHLIGHTS

While pressures on the financial system were provoking crises in 2022, the Public Banking Institute continued to envision a reality in which the public has the power and resources needed to invest in our own healthy economic well-being.

Just as the First Bank of the United States crafted by Alexander Hamilton became the financial foundation of American independence, empowering the new nation to build its own productive economy, today’s public banks would give states and cities the power to build their own local economic futures.

We opened 2022 with a focus on building allies and support for public banking across the country. We launched a series of simple, concrete tools and initiatives to help build the movement and to help advocates communicate the basics of public banking.

TOOL KIT FOR ADVOCATES

Trifold Brochures — Over 500 brochures have been printed in a few months and have been distributed at well-attended community events.

World Map of Public Banking — Illustrating the global success of public banking, our map has been viewed and downloaded thousands of times since it launched.

Intro Slide Deck — Developed to help advocates introduce public banking to potential allies, legislators, and the public.

Banners — Advocates can use these two eye-catching banners at farmers markets and other community events.

“PBI Explains” Video Series — The first two videos of the series offered guidance for addressing common questions often faced by advocates and lawmakers.
OUTREACH, PUBLIC EDUCATION

Outreach Campaign — The campaign introduced PBI and public banking to over 80 national organizations whose work might benefit substantially from public banks. These meetings resulted in very successful networking and outcomes for PBI.

Newsletter — Our newsletter keeps advocates well informed about public banking legislation and news and typically receives a notable 40% open rate.

Twice-Monthly National Coalition and Coordinator Meetings — Twice-monthly Zoom meetings enable coordinators and advocates to share updates and learn from experts and each other.

Advocacy support for National Infrastructure Bank campaign — PBI Chair Ellen Brown and Senior Advisor Walt McRee participated throughout the year in Town Halls organized by our friends at the Coalition for a National Infrastructure Bank.

FINANCIAL SUMMARY

We opened 2022 with reserves of $15,367. We were grateful to receive $51,941 in donations from over 100 individuals, mostly from small contributions.

PBI’s Board, Senior Advisor, and Advisory Board again contributed valuable resources to our shared mission, donating more than 1,600 volunteer hours. These resources sustained a bare-bones budget with two part-time consultants and a tiny $53,763 in expenses.
2022 Recap

- **Ellen Brown**, Chair, continued to write and speak on public banking and the economic outlook and was a frequent featured panelist for advocacy webinars hosted by our friends the Coalition for a National Infrastructure Bank and others.

- **Nichoe Lichen**, Treasurer, contributed many hours each week guiding the work and output of our consultants, and initiated dozens of introductions to aligned national organizations identified via our Outreach campaign.

- **Walt McRee**, Chair Emeritus, gave generously of his time and insights and coordinated twice-monthly national Coordinator and Coalition Meetings.

- **Cimbria Badenhausen**, Engagement and Support Director and Charitable Giving Coordinator, researched and coordinated our Outreach campaign to aligned national organizations, coordinated and provided technical support for our twice-monthly national Coordinator and Coalition Meetings, connected legislators and organizers with resources, kept track of donor relations, posted on social media, managed PBI’s bookkeeping, and kept its records.

- **Suzanne O’Keeffe**, Communications Director, designed and drafted our many-faceted Tool Kit for advocates including our Trifold Brochure, Intro Slide Deck, World Map, and Banners, and created primers to help those new to making a presentation or tabling an event. She continued to update and adapt our website, executed our year-end giving program, created our regular newsletter, and kept track of legislation and related news.

Advisory Board


In Memoriam:
Hazel Henderson (1933-2022)
**STRATEGIC PLANNING FOR 2023**

- **New video** — Demonstrate the local control, local power, and local benefits of public banks through real world examples.
- **Build alliances** — Continue to form relationships with aligned organizations and introduce the value public banks could bring to shared missions.
- **“Bank local” awareness** — Develop a website page highlighting community banks and credit unions rated as excellent for serving their communities, as examples of institutions with which public banks could partner.
- **Forum for strategic advocacy** — Continue our monthly national meetings that enable local coordinators to share insights, strategic planning, and resources.
- **Nonpartisan messaging for advocates** — Build common language that resonates for all.

**OUR VISIONARY COMMITMENT**

Imagine how quickly things can shift once everyone realizes the benefits of having an economic engine that works for the public good and whose profits go back to the public instead of to private shareholders. We continue our commitment to inspire, enable, and support the creation of public banks that have a mandate to serve local governments, local businesses, and the public.