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FOR IMMEDIATE RELEASE

VyStar Members Help Generate \$49,000 for Area High Schools Turning Everyday Purchases into Opportunities

Through everyday VyStar debit card purchases, members are helping fund student success, education programs and critical school needs.

JACKSONVILLE, FL – Everyday purchases are making a lasting impact in local schools thanks to VyStar Credit Union members, who helped generate more than \$49,000 this academic year for 19 Florida high schools through VyStar's High School Debit Card Give Back Program.

"The VyStar Debit Card Give Back Program has been a tremendous benefit to Bradford High School because it provides flexible funding that directly supports our students and school community," said Chris Coffey, Bradford High School Principal. "These unrestricted funds allow us to remove financial barriers by helping students pay for testing fees, educational trips, and other opportunities they might not otherwise be able to afford. We have also used the funds to support campus beautification projects and student culture activities that help create a more positive and engaging school environment. Programs like this allow us to invest in both the academic success and overall experience of our students, and we are grateful for VyStar's continued partnership in supporting public education."

The flexible funding from VyStar helps schools respond to real student and classroom needs, from covering ACT and SAT testing fees and supporting Career and Technical Education (CTE) programs to assisting families during times of hardship. In some schools, the funding has helped provide workforce training equipment, expand academic opportunities, and support students facing unexpected challenges.

Launched in 2022, VyStar's [High School Debit Card Give Back Program](#) was designed to help members support the schools and communities they care about most. Every time a member uses a participating school-branded debit card, VyStar donates five cents back to that school, up to \$10,000 annually per school.

The program builds on VyStar's award-winning Academy of Business High School Branch Program that reimagines financial education by embedding student-run branches directly within high schools. Operating across eight Florida school districts, these 19 branches serve as immersive learning environments where students gain hands-on banking experience, build financial confidence, and develop career-ready skills. Since its launch in 2006, the program has reached over 180,000 students, provided more than 2,200 paid internships, and led to full-time employment at VyStar for 100 graduates, while helping thousands build financial confidence and career skills.

Among the top-earning schools this academic year were Jean Ribault High School, Bartram Trail High School and Bradford High School, each generating more than \$4,000 in funding through member debit card usage.



Top Earning Schools This Academic Year:

- Jean Ribault High School (Duval County)
- Bartram Trail High School (St. Johns County)
- Bradford High School (Bradford County)
- Clay High School (Clay County)

“Every swipe represents something bigger than a transaction, it’s an investment in students, schools and stronger communities,” said Michael Rathjen, VyStar’s Vice President of School Programs. “This program gives members a meaningful way to support local students and help create opportunities that can make a lasting difference.”

Any VyStar member can request a high school branded debit card, turning everyday purchases into ongoing investment in local schools. By choosing these cards, members help strengthen communities and support student success across the region. [Learn more](#) about the VyStar High School Debit Card Give Back Program at vystarcu.org.

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About VyStar Credit Union

VyStar Credit Union is the second-largest credit union headquartered in Florida, with 79 full-service branches across Florida and Georgia, more than 1 million members and assets of over \$14 billion. VyStar is a major employer in the region with over 2,300 employees across the communities it serves. VyStar membership is open to everyone who lives or works in the 49 contiguous counties of Central to North Florida, 29 Georgia counties, as well as past and present military members and their families all over the world. Members benefit from convenient access to over 55,000 surcharge free ATMs worldwide. VyStar has earned national recognition from Time Magazine, Fortune, USA Today and Forbes for excellence in financial services, innovation and customer service, reflecting its commitment to delivering value and exceptional experiences to members. For more information, visit vystarcu.org, and follow us on [Facebook](#), [Instagram](#), [X \(Twitter\)](#), and [LinkedIn](#).