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FOR IMMEDIATE RELEASE

VyStar Credit Union Earns 2025 Finovate Award for Savings Challenge Impact

Over \$5 Million Saved Through Financial Education and Community Empowerment

JACKSONVILLE, FL – VyStar Credit Union has been awarded the [2025 Finovate Excellence in Sustainability Award](#) for its innovative Savings Challenge, which helped more than 31,000 members and community participants build emergency savings and collectively set aside more than \$5 million in just 90 days. Finovate celebrates standout innovation and impact, and this prestigious recognition places VyStar among a select group of industry leaders shaping the future of financial services.

The VyStar Savings Challenge empowered individuals and families to build an emergency savings of \$1,000 and strengthen their collective financial habits. It was launched at a critical time for residents in Atlanta, Jacksonville and Orlando, cities ranked by [WalletHub](#) as several of the nation's most financially distressed. With many households vulnerable to unexpected expenses like a car repair or medical bill, the challenge provided tools, tips and encouragement to turn financial stress into financial confidence — helping participants take concrete steps toward long-term stability.

“The VyStar Savings Challenge wasn’t just about saving money, it was about connecting with people on one of their biggest financial challenges and helping them build confidence, control and hope,” said Dana Karzan, VyStar Chief Marketing Officer. “We heard stories of families cutting expenses, automating savings and finding peace of mind for the first time. This award reflects the measurable impact we’ve made together.”

Participants received weekly savings tips, access to VyStar’s Emergency Fund Calculator, automated savings tools and support from members of a dedicated Facebook community.

The results were extraordinary:

- \$5.17 million in total incremental savings
- 21% of participants saved more than \$1,000
- 917 completed VyStar’s Financial Health Quiz, with savings being the lowest-scoring area
- 66% improved their Financial Fitness Health Score within the 90 days



“Winning the Finovate Award for Excellence in Sustainability is a proud moment for VyStar,” said Jonathan Hanson, VyStar Senior Vice President, Marketing Strategy and Member Engagement. “The Savings Challenge reflects our commitment to empowering members with tools that promote financial wellness while supporting long-term, values-driven impact.”

VyStar continues to expand its Financial Fitness Initiative, offering free resources on savings, budgeting, credit and investing through its website and community hubs like the Financial Fitness Center at The Corner at Debs Store in Jacksonville.

For more information, visit vystarcu.org/financialfitness

For more information about the Finovate Awards and to view the full list of winners, visit: <https://finovate.com/congrats-to-the-2025-finovate-awards-winners/>

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About VyStar Credit Union

VyStar Credit Union is the second-largest credit union headquartered in Florida, with 78 full-service branches across Florida and Georgia, 1 million members and assets of over \$14 billion. VyStar is the top mortgage lender in Northeast Florida and 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, and past and present military members and their families all over the world. VyStar members have access to 55,000 surcharge free ATMs worldwide. For more information, visit vystarcu.org, and follow us on [Facebook](#), [Instagram](#), [X \(Twitter\)](#), and [LinkedIn](#).