



Western Alliance  
Bank™

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## CLIENT STORY

**Company:**

AZ Earn to Learn

**Industry:**

Nonprofit

Kate Hoffman  
Executive Director/Founder  
AZ Earn to Learn

# Western Alliance Partners With Empowering Nonprofit to Promote Economic Independence

A little goes a long way in the hands of Kate Hoffman, Executive Director/Founder, AZ Earn to Learn, which guides students to save \$500 each year to unlock an annual match of \$4,000 at one of three Arizona state universities. The overarching purpose? To help economically challenged kids become financially competent and build life-long assets including higher education.

The bank has been involved with Tucson-based AZ Earn to Learn since Hoffman was working at her dining table on the concept to create these matching scholarship funds.

“Western Alliance has been a major supporter even before we had our first student,” said Hoffman. “Not only did the bank help us get our organization off the ground, they also provide important financial support – and they have done this every year since the program launched in 2012. I can’t imagine a better community partner.”

Importantly, Western Alliance stepped up as the first of the organization’s financial partners to synchronize savings activity with AZ Earn to Learn’s smartphone app. “Now when a student saves \$100 they can see in real time how the university they hope to attend puts in an \$800 match. This adds a major layer of encouragement and offers an essential motivator to keep students saving and pursuing their goals.”



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**Kate Hoffman**

Executive Director/Founder, AZ Earn to Learn