

NEWSWORTHY TRENDS

Alumni Sometimes Slip In Providing Financial Support To Colleges And Universities That Gave Them So Much

(NAPSA)—People often look for ways to support what's important to them—and for many alumni, their alma mater is what matters most.

According to a survey of college graduates commissioned by Bank of America, 57 percent of respondents claimed their college years were the best years of their life, and 58 percent would like their children to follow in their collegiate footsteps.

Despite the passion alums may still have for their universities, only 45 percent make annual contributions to their alma maters. Of those that do contribute, only about one-in-four make contributions of more than \$100 annually.

Furthermore, of the 55 percent of survey respondents who say they have yet to donate to their alma mater, nearly four-in-ten claim the lapse is because they have not gotten around to it, or that it is difficult to juggle donations amid other financial and time obligations. Given that two-thirds of alumni own college-branded gear, and nearly 50 percent proudly don a college-branded sweatshirt, a college-branded check card that gives back may be just the hassle-free combination of pride and passion alums are looking for.

Bank of America's MyExpression™ alumni products include branded credit cards, check cards, checks, money market, CD and savings offerings. Each time a check card is used to buy everyday items, a contribution is made to the group featured on the card. Also, each credit card, check card and check is emblazoned with the organization's logo to allow passionate customers to show the world their proud support. And for the 50 percent of college grads who consider themselves college sports fanatics, every opportunity to share that pride is welcome.



Bank of America survey finds alums take pride in their alma mater but may be uncertain how to share that passion financially.

The MyExpression Alumni Survey, commissioned by Bank of America, found that campus traditions and memories play an active role in the lives of college graduates:

- Most (70 percent) agree that their major in school is directly related to their current career.
- Over two-thirds (67 percent) of college grads agree that college helped them or their classmates come out of their shell.
- Half (48 percent) of alumni say they regularly spend time with or socialize with their college friends.

- Four in ten (40 percent) of college graduates agree that the friendships they made in college resulted in the development of their relationship with their spouse and significant other.

- Over a third (37 percent) of alumni report that the friendships they formed in college resulted in business relationships later in life.

To learn more about MyExpression alumni accounts or to find your college or university alumni association program, visit www.BankofAmerica.com/myexpression.

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