



Financial Literacy | *Building Brighter Financial Futures*

At Lone Star National Bank, financial literacy means more than just education. To us, it means empowerment. We believe everyone deserves the knowledge and confidence to make informed financial decisions, regardless of their age, background, or stage of life.

Our commitment to financial literacy begins with one of the Valley's most recognizable faces: Cowboy Cash. Through classroom visits, community events, and interactive presentations, Cowboy Cash helps make financial education engaging, approachable, and fun for children. To reinforce these lessons, LSNB developed a Cowboy Cash-themed financial literacy coloring book that introduces concepts such as saving, budgeting, spending wisely, and financial responsibility in a way that resonates with young learners.

While inspiring the next generation is a priority, our financial literacy efforts extend far beyond the classroom. LSNB is equally committed to providing financial education to adults, professionals, healthcare workers, educators, and community members throughout South Texas. Through presentations at schools, hospitals, health fairs, conferences, and community events, our bankers share practical information that helps individuals make informed decisions about budgeting, fraud prevention, homeownership, retirement planning, banking services, and identity theft protection.

In 2025 alone, LSNB conducted 30 financial literacy sessions, reaching 6,390 individuals across 18 schools, community organizations, healthcare providers, and public events. Through partnerships with organizations such as DHR Health and other healthcare groups, LSNB has been able to bring financial education directly to those who dedicate their lives to serving others.

What makes this program unique is its ability to connect with people at every stage of life. Whether teaching a child the value of saving their first dollar or helping a professional plan for long-term financial success, the goal remains the same: to provide knowledge, guidance, and support that empowers individuals to build a stronger financial future.

At LSNB, financial literacy is one of the ways we give back to the communities that have supported us for more than 40 years. By investing in financial education, we are investing in stronger families, stronger businesses, and stronger communities across South Texas.

****Video Submission: Financial Literacy***