



Chime Celebrates Financial Progress Month, Reminds Americans ‘You’re Making It’ in New TV Spot

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Leading banking app celebrates member progress with a monthlong campaign including a new TV spot featuring sports legend Deion Sanders as “Coach Chime”

Chime® releases all-new data revealing the positive impact its products are making on the financial progress of its members nationwide

SAN FRANCISCO--([BUSINESS WIRE](#))--April marks Financial Literacy Month, but for the second consecutive year, Chime is redefining the conversation by celebrating **Financial Progress Month**®. As a leading financial technology company, Chime believes that “financial literacy” places too much emphasis on deep knowledge and rigid benchmarks of success—when in reality, financial progress is about the everyday steps people take toward their goals.

“Financial progress isn’t just about knowing the basics of money—it’s about having the right tools, building good habits, and getting the support you need along the way,” said Jennifer Kuperman, Chief Corporate Affairs Officer at Chime. “For too long, financial success has been measured by big milestones, but in reality, the journey is made up of small wins that build over time. At Chime, we want to remind people that - in ways both big and small - they’re making it. That’s why this April, we’re celebrating the steps, the effort, and the momentum—because progress deserves recognition.”

To mark the month, Chime is debuting a brand new TV spot, releasing its first-ever Impact Map that highlights the financial progress its members’ are making by using Chime products, and hosting local community and civic activities.”

‘Coach Chime’ Rallies America: You’re Making It

To kick off Financial Progress Month, Chime is airing a brand-new TV spot titled “[You’re Making It](#),” featuring Pro Football Hall of Famer and current University of Colorado head coach **Deion Sanders**. In the ad, Sanders steps out of his role as Coach Prime and into Coach *Chime*, delivering both validation and encouragement, as he reminds Americans that good financial habits and wins no matter how big —like building credit history, practicing “loud budgeting,” or treating yourself when you can—are all part of making progress.

“Financial success isn’t just about where you end up—it’s about every decision, every sacrifice, and every step you take,” said Sanders. “I’ve spent my career learning this lesson myself and coaching players to recognize their own progress and keep pushing forward. That’s why I’m excited to team up with Chime to remind people: you’re making it.”

Sanders will serve as a mentor for the 2025 cohort of the [Chime Community Changemakers](#), a program that supports grassroots organizations breaking down financial barriers for everyday Americans. As part of the initiative, Chime offers Changemakers unrestricted funding, pro bono support, executive mentorship, and access to a growing network of leaders dedicated to financial empowerment. Nominations for the 2025 Chime Community Changemakers cohort are now open through April 30.

You’re Making It’ IRL

In addition to Sanders, the spot features top Twitch streamer Kai Cenat, WWE star Becky Lynch, and 2024 Chime Changemaker Josue De Paz from [First Tech Fund](#). Chime aims to make this year its biggest Financial Progress Month ever and to do so, the brand is bringing “You’re Making It” to life with partnerships and activations throughout April with talent featured in the spot.

Followers of Cenat should be on the lookout for a surprise announcement, and Chime will be partnering with some of the biggest creators to bring to life the FinTok trends featured in “You’re Making It,” like loud budgeting and girl math. For the first-time, Chime will also sponsor WrestleMania and bring its “[Chime Lane](#)” to the event in Las Vegas later this month, where Chime members will be able to access WrestleMania through a dedicated entrance and receive exclusive perks at the event.

“This year, we’re taking Financial Progress Month to the next level—making it bigger and bolder than ever before. From FinTok to WrestleMania, we’re meeting consumers where they are—connecting through creators, moments, and stories that reflect the everyday journey of financial progress,” explained Vineet Mehra, Chief Marketing Officer for Chime. “The ‘You’re Making It’ campaign isn’t just a one-off; it’s a movement, with new elements rolling out all month through partnerships and activations. At Chime, we’re changing the narrative: progress isn’t about hitting big milestones—it’s about real people making tangible progress, every single day.”

Proof of Progress: Chime’s First-Ever Impact Map

Chime's mission to unite everyday people to Unlock Financial Progress™ isn't simply inspiration for its marketing campaign. Everyday, its products and services translate to real impact for its millions of members. To showcase this momentum, Chime is unveiling "[Americans Chime In: Financial Progress Across the USA](#)," the company's first-ever impact map highlighting how Chime members across the country are 'Making It.'

According to Chime research:

- **97% of members** say Chime has helped them make financial progress in at least one way.¹
- **4 out of 5** of members say that Chime has helped improve their *overall* financial situation. Just over half of traditional bank customers say the same.²
- Members say that Chime products have helped them bridge the gap until their next paycheck almost **3X as often** as customers of traditional banks.²
- Compared to customers of traditional banks, Chime members are **over 1.5X** as likely to say that our products have helped them improve their credit scores.²

Progress in Action: Civic and Community Engagement

Chime is hosting programming throughout Financial Progress Month to celebrate the everyday achievements of Chime members, shine a light on local leaders and organizations driving positive change, and inspire more people to get involved in civic and community initiatives that foster lasting financial well-being.

Later this month, Sanders will bring his "Coach Chime" message to local high schoolers in Boulder, Colorado, during an event encouraging students to open up dialogue about money and finances and offering resources to kick start their financial journeys.

On April 25, Chime will return to Dallas, Texas for an event hosted at For Oak Cliff, a community center and member of Chime's Community Changemaker program. Chime will host local high school students from Dallas' Oak Cliff neighborhood for an interactive "Game of Life"-style simulation. To get young people thinking about their financial futures, students will face real-world financial decisions to build their simulated career, financial goals, and pathways.

For more information on how Chime is fulfilling its mission to Unlock Financial Progress in its communities, visit chime.com/in-the-community/.

About Chime

Chime is a financial technology company founded on the premise that basic banking services should be helpful, easy, and free. Chime builds products that allow the company to succeed when its members do. That's why Chime doesn't rely on punitive fees such as overdraft, monthly service, or minimum balance fees. Chime is one of the most downloaded banking apps in America. Member deposits are FDIC-insured through The Bancorp Bank, N.A. or Stride Bank, N.A., Members FDIC, up to applicable limits.³ For additional information, please visit www.chime.com.

Chime is a financial technology company, not a bank. Banking services are provided by The Bancorp Bank, N.A. or Stride Bank, N.A., Members FDIC.

1 Information compiled from Hero Metric Survey responses from 35,000 active Chime members - July 2024.

2 Comparison of respondents across two surveys saying Chime (Survey 1) or their traditional financial institution (Survey 2) improved their overall financial situation a moderate amount or more. Survey 1 conducted by Chime July 2024 of active Chime direct depositors (35,000 responses). Survey 2 conducted by YouGov September 2024 of nationally representative bank customers, ages 18-64, with household income under \$100K (2,052 responses).

3 Chime® is a financial technology company, not an FDIC-insured bank. Banking services provided by The Bancorp Bank, N.A. or Stride Bank, N.A., Members FDIC. Deposit insurance covers the failure of an insured bank. Certain conditions must be satisfied for pass-through deposit insurance coverage to apply.

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