

# BusinessWorld *in-depth*

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## 24<sup>TH</sup> DEPOSITOR PROTECTION AND AWARENESS WEEK

*"Kapag sa bangko may ipon, handa anumang panahon"*



Deposits are insured up to



Bank deposit mo, protektado!

₱1 Million per depositor



**PATANONG NI PDIC**

Sa deposit sa bangko, hanggang magkano ang insured ng PDIC?

A. ₱50,000	B. ₱1,000,000
C. ₱500,000	D. All of the above

[www.facebook.com/OfficialPDIC](https://www.facebook.com/OfficialPDIC) [@OfficialPDIC](https://www.instagram.com/OfficialPDIC) [www.youtube.com/OfficialPDIC](https://www.youtube.com/OfficialPDIC)

I-deposit sa bangko?



**TAMA**

I-deposit ang ipon sa bangko. Para secured ng PDIC ang ipon mo!

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# CONTENTS

## MESSAGES

1. PHILIPPINE PRESIDENT FERDINAND R. MARCOS, JR.
2. BSP GOVERNOR ELI M. REMOLONA, JR.
3. DOF SECRETARY FREDERICK D. GO
4. PDIC PRESIDENT & CEO ROBERTO B. TAN
5. IADI PRESIDENT AND CHAIR OF THE EXECUTIVE COUNCIL ALEJANDRO LÓPEZ
6. BAP PRESIDENT ANA MARIA A. DELGADO
7. CTB PRESIDENT JAIME VALENTIN L. ARANETA
8. RBAP PRESIDENT PATRICK BRYAN E. ABSIN
9. DIBA PH PRESIDENT SIMEON ANGELO S. MADRID
10. BANGKOOP CHIEF EXECUTIVE OFFICER ATTY. MICKEL M. BORIGAS

**DEPOSITOR PROTECTION AND AWARENESS WEEK: EQUIPPING FILIPINOS FOR ANY FINANCIAL SEASON**

**SAVING BEFORE THE STORM**

**SAFER HOME FOR YOUR HARD-EARNED SAVINGS**

**FROM READY TO SECURE: THE 7 HABITS OF A WISE SAVER**

**CONFIDENCE, EVERYWHERE**

# President's Message

**M**y warmest greetings to the Philippine Deposit Insurance Corporation (PDIC) as you observe the 24th Depositor Protection and Awareness Week and celebrate your 63rd Anniversary.

Through its commitment to safeguarding depositors and financial institutions, the PDIC has reinforced the public's trust and confidence in the Philippine banking system. Because of your earnest efforts, our people are now more than willing to place their hard-earned money to banks knowing that dependable mechanisms exist to protect them.

This year's observance underscores the importance of equipping our citizens with the knowledge needed to make informed financial choices. As products and services become more sophisticated, the PDIC's work grows even more vital in helping consumers manage risks, avoid scams, and preserve their financial stability. I therefore welcome your initiatives to deepen public understanding of savings, banking, and insurance.

The national government is strongly committed to fostering a resilient and inclusive economy. We value the contribution of agencies such as the PDIC that create conditions where people can pursue progress with security. Under *Bagong Pilipinas*, I have no doubt that the PDIC will continue to fulfill its mandate with excellence, integrity, and foresight, delivering even greater service to the nation.

I wish you a happy anniversary and more success in the years ahead.

**(Sgd.) FERDINAND R. MARCOS, JR.**  
*President*  
**Republic of the Philippines**

[BACK TO  
CONTENTS  
PAGE](#)



## BSP Governor's Message

**M**y warmest congratulations to the Philippine Deposit Insurance Corporation (PDIC) on its 63rd anniversary and the 24th Depositor Protection and Awareness Week.

This year's theme, "*Kapag sa bangko may ipon, handa anumang panahon,*" is a timely reminder of the value of saving and financial preparedness. Good financial habits help families manage daily needs, handle emergencies, and build a more secure future.

For more than six decades, PDIC has helped protect depositors and build trust in the banking system. The recent increase in deposit insurance coverage from ₱500,000 to ₱1 million per depositor is an important step. It gives Filipinos greater confidence that their hard-earned savings are protected during uncertain times.

As the financial landscape evolves, the Bangko Sentral ng Pilipinas and PDIC will continue to work closely together. Our shared goal is to keep the financial system safe, stable, and resilient. We also aim to strengthen depositor confidence and support long-term economic growth.

Congratulations once again to PDIC, and best wishes for its continued service to the Filipino people, *sa anumang panahon.*

**(Sgd.) ELI M. REMOLONA, JR.**  
Governor, **Bangko Sentral ng Pilipinas**  
Chairperson, **Philippine Deposit Insurance Corporation**



BACK TO  
**CONTENTS**  
PAGE



## DOF Secretary's Message

I recognize the importance of advancing depositor education and empowering the public to make sound financial choices. Sustained and collective efforts are essential to promoting confidence in the banking sector.

As the Philippine Deposit Insurance Corporation (PDIC) celebrates the 24th Depositor Protection and Awareness Week (DPAW), this observance serves as a timely reminder of the importance of responsible saving, informed financial decision-making, and preparedness in building a more financially secure future for all Filipinos.

This celebration is further made meaningful as the Corporation marks its 63rd anniversary. I commend the PDIC for its steadfast commitment to protecting depositors and supporting the country's sustained economic growth and financial stability.

Congratulations to PDIC on this milestone, and may it continue to serve the Filipino people with excellence and integrity.

**(Sgd.) FREDERICK D. GO**  
*Secretary, Department of Finance*  
*Vice-Chairperson, Philippine Deposit Insurance Corporation*



BACK TO  
**CONTENTS**  
PAGE



24TH DEPOSITOR PROTECTION AND AWARENESS WEEK  
"Kapag sa bangko may ipon, handa anumang panahon"

**A**s we mark the 24th Depositor Protection and Awareness Week (DPAW) from June 16 to 22, I invite every Filipino to reflect on a simple but powerful idea captured in this year's theme: "Kapag sa bangko may ipon, handa anumang panahon."

Saving in a bank is more than a financial habit — it is a practical step toward resilience. It allows individuals and families to prepare for uncertainties while working toward goals that matter, whether it is education, a livelihood, a home, or financial security in times of need.

Banks play a vital role in this journey by providing a safe and dependable place for savings. Complementing this is deposit insurance provided by the Philippine Deposit Insurance Corporation (PDIC), which helps protect depositors and sustain confidence in the banking system. This protection is especially important during challenging times, when trust and stability matter most.

At PDIC, our commitment is clear: to safeguard depositors and support the stability of the financial system. We continue to strengthen partnerships with regulators and banks, while also making sure that depositors are well-informed about how to protect their money.

DPAW is an opportunity not only to raise awareness about deposit insurance but also to encourage better financial habits. When people understand how the system works, they are in a better position to make informed decisions and manage risks.

Ultimately, readiness starts with discipline. Setting aside even small amounts today can make a meaningful difference tomorrow. By choosing to save in banks, depositors take an active role in securing their financial future.

We encourage everyone to stay informed, save regularly, and make full use of the protection available through the banking system.

We wish everyone a meaningful 24th DPAW.

**(Sgd.) ROBERTO B. TAN**  
*President and CEO*  
**Philippine Deposit Insurance Corporation**

[BACK TO CONTENTS PAGE](#)



## PDIC President and CEO's Message



## Protecting Confidence in Uncertain Times

**D**eposit insurance systems often come to mind during times of financial stress – those rare but challenging moments when a financial institution fails, and depositors worry about the safety of their savings. But the real value of deposit insurance goes far beyond times of crisis. At its core, it is about preserving public confidence before fear takes hold.

This is why public awareness is so important.

A deposit insurance system cannot succeed if people do not know it exists, how it works, or what protections it offers. At the International Association of Deposit Insurers (IADI), we often say that if depositors are not aware of the characteristics, functions, benefits, and limitations of deposit insurance, it is almost as though the system does not exist at all. This may sound like a bold claim, but time and again, experience has shown that confidence relies not just on the protection itself, but also on people’s understanding of that protection.

In today’s fast-changing financial landscape, this challenge has grown even more urgent. Digital banking, virtual platforms, instant payments, and the rapid spread of information – and misinformation – through social media have reshaped how people interact with money and financial institutions. In this environment, trust can erode quickly if there is uncertainty about what is protected, by whom, and under what conditions.

For this reason, deposit insurers have a responsibility that extends beyond their technical operations. They must help people clearly distinguish between regulated, protected deposits and other financial products that carry different risks or forms of protection. Transparency and clarity are not just desirable – they are essential for maintaining financial stability.

The Core Principles for Effective Deposit Insurance Systems recognize this reality. Public awareness is not a secondary feature of an effective system; it is one of its foundations. People need clear and reliable information about what is covered, what is not, and which institutions are protected. The 2025 IADI Core Principles also emphasize the importance of preventing the misuse of deposit insurance symbols or messages that could mislead depositors and undermine trust in the financial safety net.

Initiatives like the PDIC Depositor Protection and Awareness Week are key to building and reinforcing this trust. They provide opportunities to engage directly with the public and explain, in practical and relatable terms, how deposit insurance safeguards the savings of families, workers, retirees, entrepreneurs, and small businesses.

In the end, deposit insurance is more than a financial tool. It is a public promise – a promise that no depositor should face uncertainty alone when confidence in the financial system is tested.

Financial stability is not just about regulation, supervision, or capital buffers. It also depends on whether people trust that the financial system will treat them fairly in moments of doubt. Protecting that trust may well become one of the most important roles of deposit insurers in the years ahead.

At IADI, we are proud to support the Philippine Deposit Insurance Corporation (PDIC) in advancing this mission and sharing the message that protecting depositors is, ultimately, about protecting confidence itself.

**(Sgd.) ALEJANDRO LÓPEZ**  
*President and Chair of the Executive Council*  
**International Association of Deposit Insurers**

## IADI President’s Message



BACK TO  
CONTENTS  
PAGE



## BAP President's Message

**T**he Bankers Association of the Philippines joins the Philippine Deposit Insurance Corporation in celebrating the 24th Depositor Protection and Awareness Week (DPAW). This meaningful initiative reminds us that every Filipino saver plays an important role in nation-building. Encouraging a strong culture of saving not only helps families achieve greater financial security and resilience but also strengthens the country's capacity for long-term economic growth and stability. Every deposit entrusted to the banking system contributes to productive investments, business expansion, job creation, and broader economic development. As partners in financial intermediation and inclusion, banks remain fully committed to promoting responsible saving, financial literacy, and depositor confidence across all sectors of society.

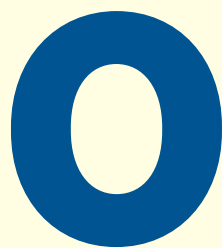
As we celebrate this year's DPAW with the theme, "Kapag sa bangko may ipon, handa anumang panahon," we also warmly congratulate the PDIC on its 63rd anniversary and recognize its steadfast contribution to preserving stability and confidence in the Philippine banking system through the years. For many years, the BAP and PDIC have worked closely together in advancing a safe, stable, and trustworthy banking system for the Filipino people. We reaffirm our collective responsibility to empower Filipinos to save with confidence and to build a more financially secure future for generations to come.

**(Sgd.) ANA MARIA ABOITIZ-DELGADO**  
President  
Bankers Association of the Philippines



[BACK TO  
CONTENTS  
PAGE](#)





On behalf of the Chamber of Thrift Banks (CTB), I extend our warmest congratulations to the Philippine Deposit Insurance Corporation (PDIC) as you lead the nationwide observance of the 24th Depositor Protection and Awareness Week (DPAW). This year's celebration holds an even deeper significance as it beautifully coincides with the grand culmination of the Corporation's 63rd Anniversary.

For over six decades, the PDIC has served as an unshakeable pillar of public trust and stability in the Philippine financial system. By safeguarding the hard-earned money of ordinary Filipinos, you have transformed the concept of "saving" from a mere financial habit into a powerful instrument of personal security and national resilience.

This year's theme, "*Kapag sa bangko may ipon, handa anumang panahon,*" hits home perfectly for the thrift banking sector. Thrift banks are structurally rooted in serving micro, small, and medium enterprises (MSMEs), countryside builders, and everyday Filipino savers. We see firsthand how consistent, safe, and formal savings empower individuals and businesses to navigate economic shifts, climate uncertainties, and unexpected life challenges. A country that saves with confidence is a country built to weather any storm.

The recent landmarks achieved through our strong partnership — including the enhanced protections that continue to shield our depositors — reiterate our shared commitment to financial inclusion and consumer education. As the banking industry pivots toward a hybrid future of optimized physical branches and digital platforms, ensuring that our savers remain both protected and deeply aware of their financial rights is paramount.

We at the CTB stand firmly with the PDIC in championing this advocacy. We pledge to continue driving financial literacy, strengthening our operational defenses, and fostering a secure banking ecosystem where every Filipino can confidently look toward tomorrow.

*Mabuhay ang* PDIC on your 63rd year of dedicated service, and may this 24th Depositor Protection and Awareness Week inspire a stronger culture of saving across our nation!

**(Sgd.) JAIME VALENTIN L. ARANETA**  
*President*  
**Chamber of Thrift Banks**

BACK TO  
**CONTENTS**  
PAGE

## CTB President's Message



## RBAP President's Message

**O**n behalf of the Rural Bankers Association of the Philippines (RBAP), I warmly join the Philippine Deposit Insurance Corporation (PDIC) in celebrating the 24th Depositor Protection and Awareness Week (DPAW) from June 16 to 22, 2026.

This year's theme, "*Kapag sa bangko may ipon, handa anumang panahon,*" serves as a timely reminder of the importance of cultivating a savings habit and entrusting our hard-earned money to safe and regulated financial institutions. In an increasingly uncertain world, financial preparedness remains one of the most effective ways for Filipino families and communities to build resilience against unexpected challenges.

As trusted partners in countryside development and financial inclusion, rural banks continue to play a vital role in encouraging Filipinos to save, plan for the future, and gain access to essential financial services. Through our 361 strong members across the country, we remain committed to promoting responsible banking practices and helping more Filipinos understand the value of saving in banks that are supervised by the Bangko Sentral ng Pilipinas and protected by PDIC.

We commend PDIC for its steadfast efforts in safeguarding depositors and strengthening public confidence in the Philippine banking system.

As we celebrate DPAW 2026 and PDIC's 63rd anniversary, let us continue working together by encouraging more Filipinos to save in banks, help build stronger households, more resilient communities, and a more secure future for our nation.

Congratulations to PDIC on another successful observance of Depositor Protection and Awareness Week.

**(Sgd.) ATTY. PATRICK BRYAN E. ABSIN**  
*President*  
**Rural Bankers Association of the Philippines**



[BACK TO  
CONTENTS  
PAGE](#)



**A**s we observe the 24th Depositor Protection and Awareness Week, the Digital Bank Association of the Philippines (DiBA PH) joins the Philippine Deposit Insurance Corporation (PDIC) in promoting the importance of saving, financial preparedness, and confidence in the banking system.

This year's theme, "Kapag sa bangko may ipon, handa anumang panahon," highlights a simple but powerful truth: financial security begins with the habit of saving. Whether preparing for emergencies, supporting a family's future, or pursuing personal aspirations, having savings in a regulated bank helps Filipinos navigate life's uncertainties with greater confidence.

Digital banks represent a relatively new category within the Philippine banking sector, established to help expand access to financial services through technology. Since the Bangko Sentral ng Pilipinas (BSP) introduced the digital bank framework, digital banks have helped make savings, payments, credit, and other banking services more accessible to millions of Filipinos, including many who previously had limited access to formal banking channels. Through secure digital platforms, customers can now open accounts, save, transfer funds, and manage their finances anytime and anywhere.

Like deposits maintained in traditional banks, deposits in BSP-licensed digital banks are held within the regulated banking system and are covered by PDIC deposit insurance, subject to applicable limits and regulations. These protections give depositors more confidence as they build their savings and financial future. We encourage Filipinos to continue building the habit of saving and to take advantage of safe, accessible, and regulated banking channels available to them.

As an industry, digital banks remain committed to working closely with regulators, including the PDIC and the BSP, to promote responsible innovation, strengthen consumer protection, and expand access to secure and trusted financial services. Together, we can help more Filipinos build financial resilience and prepare for whatever the future may bring.

On behalf of the Digital Bank Association of the Philippines, I congratulate the Philippine Deposit Insurance Corporation on its 63rd anniversary and commend its continued efforts to protect depositors and strengthen the stability of the Philippine financial system.

**(Sgd.) SIMEON ANGELO S. MADRID**  
*Chairperson and President*  
**Digital Bank Association of the Philippines (DiBA PH)**

[BACK TO CONTENTS PAGE](#)

## DiBA PH President's Message



## BANGKOOP CEO'S Message

The observance of the 24th Depositor Protection and Awareness Week (DPAW) serves as a timely reminder of the vital role that savings play in building financially secure families, resilient communities, and a stronger nation.

This year's theme, "Kapag sa bangko may ipon, handa anumang panahon," underscores a simple yet powerful truth: financial preparedness begins with the discipline of saving and the confidence that one's hard-earned money is protected. In an increasingly dynamic and uncertain environment, having savings in a trusted financial institution provides individuals and families with security, stability, and peace of mind.

As the national federation of cooperative banks in the Philippines, the Cooperative Banks Federation of the Philippines (BANGKOOP) remains steadfast in its commitment to promoting financial inclusion, responsible banking, and community empowerment. Across the country, cooperative banks continue to serve as accessible and dependable financial partners, helping millions of Filipinos cultivate the habit of saving, access financial services, and pursue opportunities for economic advancement.

We recognize and commend the Philippine Deposit Insurance Corporation (PDIC) for its unwavering commitment to protecting depositors and maintaining public confidence in the banking system. Through deposit insurance, public education initiatives, and its role in promoting financial stability, PDIC provides an essential safeguard that strengthens trust in Philippine banks and encourages greater participation in the formal financial sector.

BANGKOOP proudly joins PDIC and the entire banking community in celebrating Depositor Protection and Awareness Week. Together, let us continue to educate, inspire, and empower every Filipino to save wisely, bank responsibly, and build a financially secure future.

On behalf of the cooperative banking sector, we congratulate PDIC on its 63rd Anniversary and thank the Corporation for its enduring partnership in advancing depositor protection and financial stability for the benefit of all Filipinos.

**(Sgd.) ATTY. MICKEL M. BORIGAS, AFA, RSW, REB,  
REA, LPT, EnP, MBA, Th.D., J.D., FICD, PhDM**  
*Chief Executive Officer*  
**Cooperative Banks Federation of the Philippines (BANGKOOP)**



BACK TO  
**CONTENTS**  
PAGE



**PDIC**  
The **Philippine Deposit Insurance Corporation**  
leads the nationwide observance of the  
**24th Depositor Protection and Awareness Week | 16 - 22 June 2026**

**Kapag sa bangko may ipon,  
handa anumang panahon**

**Deposits are now insured up to  
P1 Million per depositor**

**@OfficialPDIC**  
**@OfficialPDIC**  
**www.pdic.gov.ph**

## *Depositor Protection and Awareness Week:* **Equipping Filipinos for any financial season**

By **Mhicole A. Moral**, *Special Features and Content Writer, BusinessWorld*

**H**ouseholds often face sudden financial demands, including medical expenses, job disruptions, and school-related costs. These situations frequently lead families to rely on savings they have built over years of hard work.

Bank savings serve as a primary storage for funds that may be accessed when needed and function as part of everyday financial planning for many account holders. Money placed in banks also carries another layer of protection under the country's financial framework.

The Philippine Deposit Insurance Corporation (PDIC) provides insurance coverage for eligible deposits, giving depositors protection within the formal banking system. This arrangement supports confidence among account holders in keeping funds in banks rather than outside financial institutions.

Under Presidential Proclamation No. 358, signed on April 4, 2003, the government established Depositor Protection and Awareness Week (DPAW). The observance takes place annually from June 16-22 across the country, aiming to strengthen public trust in the banking system and align with broader economic growth.

More than two decades since its declaration, DPAW still centers on encouraging awareness of savings protection and the importance of keeping funds within regulated banking institutions. The PDIC plays a key part in these efforts through its deposit insurance mandate, serving as a platform for financial education and public information campaigns.

This year’s theme, “Kapag sa bangko may ipon, handa anumang panahon,” highlights preparedness through savings kept in banks. The message draws attention to the value of maintaining funds that households and businesses may use for planned expenses and unexpected needs throughout different financial situations.

### **STRONGER PROTECTION FOR DEPOSITORS**

In March 2025, the Maximum Deposit Insurance Coverage doubled from ₱500,000 to ₱1 million per depositor, per bank. The policy change was the main driver behind the rise in total insured deposits in the banking system for ₱1.3 trillion.

*The message draws attention to the value of maintaining funds that households and businesses may use for planned expenses and unexpected needs throughout different financial situations.*

The higher coverage also translated into more protection for depositors. As of December 31, 2025, fully insured accounts reached 169.2 million, up 20.9 percent from 140.0 million a year earlier. These accounts represented 98.8 percent of all deposit accounts nationwide, indicating that nearly all depositors now hold balances fully covered by deposit insurance. Hence, the adjustment strengthened the financial safety net available to depositors and provided assurance that their deposits would remain protected in the event of a bank closure.

### **BEYOND DEPOSIT INSURANCE**

As a co-regulator of banks alongside the Bangko Sentral ng Pilipinas (BSP), the PDIC conducts joint examinations as part of its broader supervisory work and builds institutional capacity through training programs for bank directors and officers. One such initiative is the PDIC K.E.Y. (Knowledge Foundations, Enhanced Governance, and Your Compliance Compass) program. Rolled out in late 2025,

PDIC K.E.Y. focuses on building strong governance and robust compliance by insured banks.

As the mandated receiver and liquidator of closed banks, the PDIC manages and liquidates the assets of closed banks to help settle the claims of closed bank creditors. They include depositors with uninsured deposits or balances in excess of the maximum deposit insurance coverage. The PDIC carries out the functions of liquidation through collection of loans and disposal of assets, among others, to increase the chances of recovery among the closed bank's creditors. The duty of the PDIC to maximize recoveries through closed bank liquidation contributes to nation-building as settled claims are plowed back to the broader economy by way of savings, capital, and investments.

Supporting these core mandates of PDIC is its advocacy to nurture financially literate depositors.

Towards this end, the PDIC regularly conducts financial literacy seminars that empower Filipinos with financial knowledge and runs campaigns that raise public awareness of the Corporation and deposit insurance. Through its flagship Be a Wise Saver campaign, PDIC continues to promote wise saving habits to Filipinos of all ages, from college students to pre-retirees. By consistently running public information activities anchored on further opportunities for further engagement such as DPAW, participating in the Economic and Financial Literacy Week (EFLW) of the Department of Economy, Planning and Development (DEPDev), and nationwide multimedia public awareness campaigns, the Corporation continually promotes financial literacy and greater awareness of the benefits, imitations, and importance of deposit insurance to ordinary Juans and Juanas.

### **FULFILLING MANDATE AND MISSION**

Republic Act No. 3591 enacted on June 22, 1963 mandates the PDIC as the state deposit insurer. Deposit insurance is a financial safety net for eligible bank deposits, covering amounts up to limits set by the state deposit insurer. The coverage gives depositors assurance that funds are protected within prescribed thresholds, which encourages market discipline and participation in formal banking channels.

The Corporation is an attached agency of the BSP and is a member of the Financial Sector Forum, the Financial Stability Coordination Council, and the Financial Inclusion Steering Committee. 





FREEMIX

# Saving before the storm

**A**

s Filipinos, we are no strangers to storms.

When dark clouds gather and weather advisories flash across the airwaves, our TV screens, and socmed walls, we instinctively prepare. We check the roof for leaks, secure loose items outdoors, stock up on essentials, and make sure our umbrellas are within reach. We do not wait for the first raindrop to fall before taking action.

Yet, when it comes to our finances, many of us are less prepared.

Life’s financial storms often arrive without warning. A sudden illness. A car that breaks down on the way to work. An unexpected home repair. A temporary loss of income. These challenges can strike anyone, regardless of age, profession, or income level.

That is why this year’s Depositor Protection and Awareness Week (DPAW) theme: “*Kapag sa bangko may ipon, handa sa anumang panahon.*” carries a message that is both timely and timeless. As the lead agency for the nationwide observance of DPAW, the Philippine Deposit Insurance Corporation (PDIC) encourages everyone to build an emergency fund, one of the simplest yet most powerful tools for achieving financial security.

### **YOUR FINANCIAL LIFEBOAT**

An emergency fund is not money set aside for a vacation, a new gadget, or a special celebration. It is your financial safety net. Money reserved exclusively for life’s unexpected emergencies.

Think of it as your lifeboat. You may never need it during calm seas, but when rough waters come, you will be grateful it is there.

Without an emergency fund, even a relatively small financial setback can quickly become a major burden. Many people are forced to borrow money, secure high-interest loan, or use up long-term savings meant for education, retirement, or other important goals.

An emergency fund helps prevent temporary problems from becoming financial struggles.

### **WHY SAVING IN BANKS MATTERS**

For generations, many families have practiced saving cash at home, in drawers, piggy banks (*‘alkansya’*), envelopes, or hidden containers. While the intention is admirable, cash stored at home is vulnerable to theft, fire, flooding, accidental loss, and even simple forgetfulness. There is also another risk that is often overlooked – temptation.

When money is readily available, it becomes easier to spend on non-essentials. A few impulsive purchases here and there can gradually erode these savings meant to address emergencies.

Keeping your emergency savings in a secure bank account creates both protection and discipline. Savings remain safe, accessible when truly needed,

*The greatest benefit of an emergency fund is not the money itself. It is confidence.*

and less vulnerable to impulse spending. Depositors’ peace of mind increases as deposits placed in banks grow.

**START SMALL, START TODAY**

One of the biggest misconceptions about emergency funds is that you need a large amount of money on the onset. The truth is that every emergency fund starts with a first deposit.

It is generally recommended to have an emergency fund that is enough to cover three to six months of essential living expenses, including food, housing, utilities, transportation, and other necessities. If your monthly essentials amount to ₱20,000, your target emergency fund may range from ₱60,000 to ₱120,000. At first glance, the amount may seem intimidating but the goal is not to build it overnight but to build the habit.

Small, consistent steps create powerful results over time. Set aside a fixed amount from every paycheck, no matter how small and modest. Automate transfers to a separate savings account whenever possible. Treat these savings like any other important monthly obligation. Progress, not perfection, is what matters most.


**THE VALUE OF AN EMERGENCY FUND**

The greatest benefit of an emergency fund is not the money itself. It is confidence. It is knowing that if your child gets sick, your car needs urgent repairs, or your income is temporarily interrupted,



you have options. It is the ability to face unexpected challenges without panic or excessive debt.

Most importantly, it is the peace of mind that comes from knowing that your family is protected when life takes an unexpected turn. Building an emergency fund requires patience, discipline, and sometimes difficult choices. It may mean delaying certain wants today so that you can safeguard your future tomorrow. But, every peso saved is an investment in your resilience.

Because financial security is not built when the storm arrives. It is built long before the clouds even appear. So, start today. Save in banks. Save for the rainy days. And give yourself the confidence to weather whatever season life may bring. 

[BACK TO CONTENTS PAGE](#)

# Safer home for your hard-earned savings

**E**very peso you save tells a story. It represents early mornings at work, long hours away from family, sacrifices made, and small pleasures delayed or postponed. Saving money is rarely easy. It takes discipline, patience, and a commitment to putting tomorrow's needs ahead of today's wants.

But while many people focus on how to save, an equally important question often goes unasked: Where should those hard-earned savings be kept?



DAMONLAMY/UNSPLASH

*Deposit insurance plays a critical role in maintaining confidence in the banking system. It provides depositors with the assurance that their savings remain secure even during periods of financial uncertainty.*

For generations, many Filipinos have practiced saving at home. Some keep cash in drawers, cabinets, envelopes, or piggy banks (*alkansya*) tucked away in hidden corners. Having a saving habit is an admirable discipline. However, as important as the habit of saving or the decision to save is the decision on where we keep our money.

#### **WHEN HOME IS NOT A SAFE PLACE FOR SAVINGS**

Many people assume that cash stored at home is safe because it is always within reach. Unfortunately, the very thing that makes it convenient also makes it vulnerable. A single incident like a burglary, a house fire, a leaking roof, or a flood can instantly wipe out years of hard-earned savings.

Some risks are even less obvious. Termites can destroy paper bills. Moisture can damage cash bills. Misplaced envelopes can be forgotten. Unlike money in a bank account, cash kept at home has no backup and no protection once it is lost. Additionally, when savings are easily accessible, it becomes easier to justify “borrowing” a little for an impulse purchase, an unnecessary upgrade, or an unplanned expense. One “temptation” becomes another, and

before long, money intended for emergencies or future goals slowly disappears.

A bank account creates an important boundary. It separates spending money from savings money. It helps individuals stay committed to their saving goals.

#### **MORE THAN A PLACE TO KEEP SAVINGS**

A bank does more than simply hold your savings. Your deposits are protected because these are insured by the Philippine Deposit Insurance Corporation (PDIC) through deposit insurance. Deposit insurance is a government policy and a financial safety net that protects all bank depositors. Effective March 15, 2025, the PDIC insures deposits up to the maximum coverage of ₱1 million per depositor, per bank. This means that even in the unlikely event that a bank encounters financial difficulties, valid deposits remain protected.

Deposit insurance plays a critical role in maintaining confidence in the banking system. It provides depositors with the assurance that their savings remain secure even during periods of financial uncertainty. By safeguarding depositors’ funds, the deposit

insurance system also contributes to the broader objective of preserving financial stability and public trust in the banking sector. This peace of mind is something cash at home simply cannot offer.

### **PROTECTING YOUR SAVINGS FROM AN INVISIBLE THREAT**

There is another danger that many people do not immediately notice: inflation. As prices increase over time, the purchasing power of cash gradually decreases. The money that can buy a week's worth of groceries today may buy less in the future.

Keeping savings in a bank deposit account allows your money to earn interest, helping it keep pace with rising costs. While earnings from interest may seem small, they can make a meaningful difference over time.

Simply put, money stored under a mattress stays the same. Money in a bank has this opportunity to grow.

### **ACCESS AT YOUR CONTROL**


Today's banking system offers another advantage that previous generations never had: instant access when it matters most. Imagine facing a medical emergency late at night, needing to send financial assistance to a family member, or paying for urgent repairs after an unexpected accident.

With digital banking services, funds can be accessed, transferred, and managed securely within minutes. There is no need to search for misplaced cash or carry large sums of money. Your savings remain protected while still being available whenever life demands them.

### **STARTING A SAFER FUTURE WITH A SAFER CHOICE**

At its heart, saving money is not simply about accumulating wealth. It is about creating security. It is about ensuring that your family can weather unexpected challenges. It is about having options when life becomes uncertain. It is about protecting the dreams and goals that matter most.

Every peso you save represents hard work and hope. As the nation observes the Depositor Protection and Awareness Week (DPAW), the PDIC encourages everyone to take the next step in their financial journey to save wisely.

Because your hard-earned money deserves more than a hiding place. It deserves a safe home. And with the PDIC's deposit insurance, a bank is where that protection begins. 



[BACK TO CONTENTS PAGE](#)



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*From ready to secure:*  
**The 7 Habits of  
a Wise Saver**

**S**aving money is one of the most responsible decisions a person can make. Every peso set aside represents sacrifice, industry and a commitment to building a more secure future.

But, saving is only half the equation. The other half is making sure that your savings remain safe, accessible, and protected when you need them most.

A bank account can provide a strong foundation for financial security. It protects your money from many of the risks associated with keeping cash at home and gives you access to tools that can help your savings grow. Yet, true financial security is not achieved simply by opening an account; it is built through smart habits practiced consistently over time.

As the nation observes the 24th Depositor Protection and Awareness Week (DPAW), the Philippine Deposit Insurance Corporation (PDIC) encourages the public to adopt these seven habits of a wise saver that can help protect hard-earned savings and strengthen financial resilience.

### **1. KNOW YOUR BANK**

Just as you would carefully choose a doctor, a school, or a place to live, choosing a bank deserves thoughtful consideration. Before opening an account, take time to learn about the bank and research its owners, managers, and overall financial health using resources from the Bangko Sentral ng Pilipinas (BSP) and the PDIC. Is it licensed and regulated? Does it have a strong reputation? Is it financially sound? Always look for the official PDIC decal or standee on the bank's physical premises or verified digital platforms to ensure they are fully licensed and regulated. A trustworthy bank is more than a place to store money. It is a partner in helping you achieve your financial goals.

### **2. KNOW YOUR BANK PRODUCTS**

Not all financial products serve the same purpose. Many people mistakenly assume that all products

*Financial security is rarely built through one big decision. More often, it is the result of small, consistent habits practiced over months and years.*

offered by banks provide the same level of protection. In reality, savings accounts, time deposits, investment products, and other financial instruments carry different levels of risk and accessibility. Before signing any document, understand exactly what you are opening and how it works. Always read the fine print and never hesitate to clarify confusing terms with bank staff before signing any document. If something is unclear, ask questions. An informed saver is a protected saver.

### **3. KNOW YOUR BANK'S SERVICES AND FEES**

Small fees may seem insignificant today but over time they can quietly eat up your savings. Compare interest rates, maintaining balance requirements, transfer charges, and other service fees before opening an account. The

right banking product should support your financial habits and not work against them. Being attentive to these details helps ensure that more of your hard-earned bank deposit stays in your account where it belongs.

#### **4. KEEP YOUR BANK RECORDS SAFE AND UPDATED**

Many people take great care of their deposits but overlook the importance of safeguarding financial records. Passbooks, ATM cards, checkbooks, account statements, and digital banking credentials should be treated with the same level of care as valuables. Keep important documents securely, create strong passwords, and update your personal information whenever changes occur. These simple precautions can prevent unnecessary inconvenience and potential fraud.

#### **5. TRANSACT WITH AUTHORIZED BANK PERSONNEL AND ON OFFICIAL CHANNELS ONLY**

Convenience and caution must go hand-in-hand in today’s digital world. Whether you are banking online, using a mobile app, or visiting a branch, always transact through official and verified channels. Never share your PINs, passwords, or one-time passwords (OTPs), even with someone claiming to represent the bank. Remember: legitimate bank personnel will never ask for information that could compromise your account. A few moments of vigilance can prevent long-term challenges.

#### **6. BE INFORMED ABOUT PDIC DEPOSIT INSURANCE**

Many depositors are unaware that their savings are protected by law. In the Philippines, deposit insurance exists as a government policy and a financial safety net that protect all bank depositors. Deposit insurance is provided by the PDIC up to the maximum amount of P1 million per depositor


per bank. Understanding how deposit insurance works gives savers an added layer of confidence. Knowing what bank products are covered help you make informed financial decisions and avoid misunderstandings. Financial protection is most effective when people understand how it works.

#### **7. BE CAUTIOUS OF OFFERS THAT ARE TOO GOOD TO BE TRUE**

One of the oldest lessons in finance remains one of the most important: if something sounds too good to be true, it probably is not true. Scammers often lure victims with promises of unusually high returns, guaranteed profits, or risk-free investments. These offers are designed to exploit on people’s urgent needs, hope and even greed. Before depositing your hard-earned savings in banks, take time to verify information today to save you from costly mistakes tomorrow. Refer to guidelines like the BSP Circular No. 640 to stay informed and guarded against predatory schemes.

#### **SMART HABITS, BIG AND SMALL**

Financial security is rarely built through one big decision. More often, it is the result of small, consistent habits practiced over months and years. Choosing a trustworthy bank, understanding financial products, protecting your account information, and staying alert to scams — these simple actions may seem ordinary, but together they protect your hard-earned savings.

This year’s observance of DPAW reminds us that saving in a bank to be prepared for any eventuality in the horizon is not just about putting money aside; it is about making sure that money remains protected when life’s unexpected challenges arrive. The goal is not merely to save but to save wisely, protect your hard work and sacrifices, and build a future filled with confidence and peace of mind. 

[BACK TO CONTENTS PAGE](#)



# Confidence, everywhere

Every day, millions of people place their trust in the financial system. They deposit their hard-earned earnings. They save for education. They plan for retirement. They build businesses. They save for their families.

Behind every deposit is a dream. And behind every dream, confidence must stand.

As a Deposit Insurer, our mandate is clear: to protect depositors, to promote financial stability, and to safeguard public confidence in the banking system.

But protection is only powerful when people understand it. Confidence grows when awareness grows.

And so, we began a journey — to bring depositor protection closer to the people we serve.

We entered the digital conversation. Through a dynamic social media campaign, we simplified complex concepts.

We explained how deposit insurance works: who is covered and not covered, what is protected and what is not, and why stability matters.

We transformed technical language into everyday understanding. Short videos. Clear infographics. Real-life scenarios. On screens large and small, depositor protection became accessible, shareable and human.

Engagement grew. Questions turned into clarity. Awareness turned into reassurance.

But confidence must also be heard.

Through radio and television, we carried our message into homes, vehicles, and





workplaces. We spoke in familiar voices and in trusted tones. We told stories of resilience during uncertainty. Of stability during change. Of a PDIC quietly working in the background so families can move forward without fear.

Across airwaves, one message resonated: Because your deposits are protected, the financial system is safeguarded.

And then, we stepped into the rhythm of everyday life. Our message traveled on buses and modern jeepneys, where thousands commute daily.

It stood tall in metro and train stations as symbols of forward progress. It watched over highways from billboards. It reached neighborhoods through community stores and local transports.

It welcomed travelers at seaports and airports — gateways of opportunity and growth.

Wherever people moved, confidence moved with them.

Depositor protection was no longer an abstract guarantee.

It became visible, present, and constant.

This was more than a campaign. It was a commitment from the PDIC. A commitment to transparency, to education, and to proactive communication.

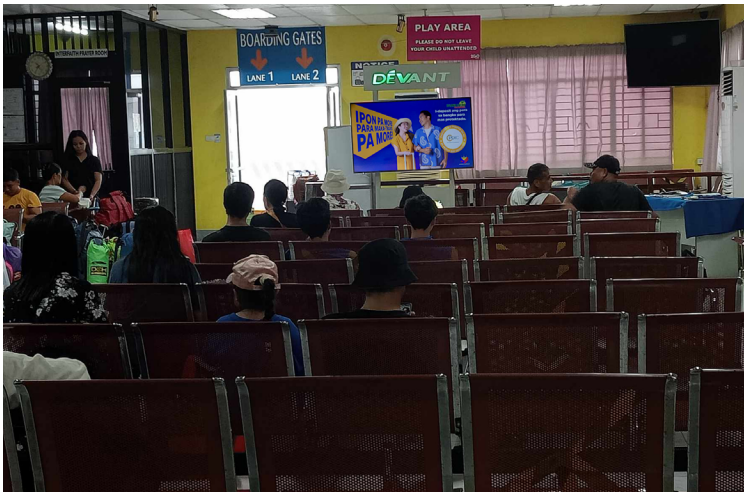
We witnessed growing public engagement, a stronger recognition of our mandate, and a deeper understanding of depositor rights and protections. And most importantly, heightened public confidence in the stability of the financial system.

Trust strengthened not through crisis, but through preparation and anticipation.

Our journey across digital platforms, airwaves, and city streets carried one powerful idea: Confidence, everywhere. Not just in times of crisis but every single day.

Even when the day ends and the lights go out, PDIC remains awake, always steadfast and vigilant to protect the depositing public. While they rest peacefully with their loved ones, the PDIC stands guard over their hard-earned savings.


Deposit insurance is a shield of trust, working tirelessly through every night



and every challenge. Deposit insurance never sleeps. Because for us, depositors’ peace of mind matters.

Because when depositors are confident, banks are stronger,

communities are resilient, and economies are robust, inclusive and sustainable.

This is the mission we share. This is the trust we uphold. This is the future we protect. 



[BACK TO CONTENTS PAGE](#)



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