

Be a Wise Saver

A PDIC Campaign for Safe and Responsible Banking

“The PDIC advocates to empower every Filipino through financial literacy.” This is our corporate social responsibility (CSR) statement.

There are two important components to the PDIC’s CSR framework: financial education and inclusion. Through *financial education*, Filipinos can learn how to cultivate wise and responsible saving habits and make sound financial decisions. Additionally, *financial inclusion* provides individuals enhanced access to financial services that give people opportunities to apply what they learned to achieve their financial goals and raise their standards of living.

The PDIC fulfills its corporate social responsibility by conducting financial literacy sessions. Through its **Be a Wise Saver (BAWS)** campaign, the Corporation provides various stakeholder groups such as students, senior citizens, and working professionals with opportunities to learn how to manage their money well and achieve their financial goals.



The **Philippine Deposit Insurance Corporation (PDIC)** is a government instrumentality created by Congress through Republic Act No. 3591 on 22 June 1963 to protect depositors and promote financial stability.

As the state deposit insurer, the PDIC protects depositors by providing deposit insurance for all insured deposits of banks operating in the Philippines.

Deposit insurance, which is fully supported by the PDIC Deposit Insurance Fund, enables depositors to confidently deposit their hard-earned savings in banks.

Philippine Deposit Insurance Corporation
PDIC Chino Bldg., 2228 Chino Roces Avenue
Makati City 1233

Hotline: (02) 8841-4141 (For Metro Manila calls)
Toll-free: 1-800-1-888-PDIC or 1-800-1-888-7342
(for calls outside of Metro Manila)

Website: www.pdic.gov.ph
Facebook: www.facebook.com/OfficialPDIC
X (formerly Twitter): @OfficialPDIC
YouTube: www.youtube.com/@PDICOfficial



© 2025

Be a Wise Saver

A PDIC Campaign for Safe and Responsible Banking



Promoting Wise Saving and Responsible Banking: PDIC's 'Be a Wise Saver' Advocacy Campaign

The Philippine Deposit Insurance Corporation (PDIC) launched on 17 June 2009, its flagship savings advocacy program, the Be a Wise Saver (BAWS) campaign, which is designed to promote responsible saving habits among Filipinos. The BAWS campaign introduces the 7 Habits of a Wise Saver, a set of principles aimed at encouraging individuals to manage their finances more prudently and to develop a sustainable savings mindset.

As the first nationwide responsible banking advocacy campaign in the Philippines, BAWS represents a significant collaboration between the PDIC, the Bangko Sentral ng Pilipinas (BSP), and four major banking associations: the Bankers Association of the Philippines (BAP), the Chamber of Thrift Banks (CTB), the Rural Bankers Association of the Philippines (RBAP), and the Bank Marketing Association of the Philippines (BMAP).



7 Habits of a Wise Saver

1

Know your bank

Know the owners of your bank – the people behind it and the people who manage it. Find out and ask about your bank's financial condition and its strengths and weaknesses. PDIC, BSP, and your bank's websites, newspapers, magazines, television and radio will provide most of the information you need. All banks licensed to operate by the BSP are required to display the PDIC decal and standee in their bank's premises and digital platforms.



2

Know your bank products

Understand where you place your money. Don't confuse investments with regular deposits. Read and understand the fine print and don't hesitate to clarify with bank personnel terms and conditions that are not clear.



3

Know your bank's services and fees

Choose the right bank for you by knowing your needs and matching these with your bank's services. Be aware of bank charges and fees. In addition, compare interest rates, terms and conditions of banks before choosing where to deposit.



4

Keep your bank records safe and updated

Always secure your passbook, deposit slips, ATM card, certificate of time deposit (CTD), checkbook, digital confirmations for online transactions, and other bank records. Have your passbook and CTDs updated every time you do a transaction. Inform your bank whenever there are changes in your contact details to avoid bank mails with sensitive information getting into the wrong hands.



5

Transact with authorized bank personnel and on official channels only

Do not hesitate to ask bank personnel to present an ID and always ask for proof of your transaction. For accounts maintained in digital banks, transact only in the bank's official online platforms.



6

Be informed about PDIC deposit insurance

PDIC guarantees deposits up to ₱1 million per depositor, per bank. This insurance is automatic and free of charge. Meanwhile, investment products, fraudulent accounts, laundered money and deposit products from unsafe and unsound banking practices are not covered by deposit insurance.



7

Be cautious of offers that are too good to be true

Simply walk away from offers that are too good to be true. These may indicate fraudulent or risky schemes. Generally, excessively high interest rates carry more risks. Please refer to BSP Circular No. 640 for more information.

