

# Newtown Savings Bank Selects Spiral to Drive Financial Wellness and Community Impact Through Everyday Banking

Newtown Savings Bank chooses Spiral to empower its customers to effortlessly grow their savings and support local nonprofits through everyday purchases.

NEW YORK, NY — **JULY 22, 2025** — [Spiral](#), the award-winning personalized banking platform, today announced a partnership with [Newtown Savings Bank](#), a leading Connecticut-based bank with over 165 years of service. The partnership will enable Newtown Savings Bank to amplify customer engagement and grow deposits through personalized digital experiences that transform everyday purchases into effortless savings and community impact.

By integrating Spiral's Roundup Center seamlessly into the digital banking experience, customers will be empowered to automatically round up their everyday purchases and direct the spare change toward their savings goals or support their favorite charitable causes, directly benefiting their communities and nonprofits.

"Newtown Savings Bank is committed to providing our customers with cutting-edge financial solutions that ensure their financial well-being," said Anthony Giobbi, Executive Vice President, Chief Banking Officer of Newtown Savings Bank. "Through Spiral's Roundup Center, customers can seamlessly achieve their financial goals while positively contributing to their community, all without changing their daily spending habits."

Customers can allocate their roundups entirely to savings or split them between savings and charitable giving. Moreover, they will also be able to support community and national nonprofits, as well as contribute to local causes such as affordable housing, financial education, and community development. This personalized experience also includes real-time impact tracking and tax-deductible donation receipts.

"It's inspiring to see how Newtown Savings Bank champions both financial wellness and digital innovation for their communities," said Shawn Melamed, CEO and Co-founder of Spiral. "We're excited to support more banks in improving their customers' lives while growing deposits and creating stronger, more connected communities."

Spiral's turnkey solutions integrate with leading digital banking providers and core systems. To learn more about Spiral's platform, please [contact Spiral here](#).

## About Spiral

Headquartered in New York City, Spiral is an award-winning fintech helping banks and credit unions to grow deposits and retention through personalized banking experiences. With Spiral,

financial institutions can empower their account holders to build savings, achieve financial freedom, and easily support their communities through any online bank account, debit card, or credit card.

Spiral powers millions of card transactions and thousands of community donations for financial institutions across the country. Recognized as a Top 100 Financial Technology Company, Spiral makes it easy for financial institutions to drive local impact and empower millions of people to build better lives. Spiral is backed by Team8, Euclidean Capital, Intuition Fund, Communitas Capital, Phoenix, Nidoco AB, MTVO, Curql, ICBA, and more. To learn more, visit [Spiral.us](https://spiral.us).

### **About Newtown Savings Bank**

Newtown Savings Bank is a community bank headquartered in Newtown, Connecticut, with over \$1.8 billion in assets. The Bank has been deeply committed to its customers and the community since 1855. It has 15 branches located in Newtown, Bethel, Bridgeport, Brookfield, Danbury, Monroe, Oxford, Shelton, Southbury, Trumbull, and Woodbury, along with the New Haven Regional Lending Center in Hamden, CT. For more information and location details visit [NSBonline.com](https://NSBonline.com) or call 800.461.0672. Member FDIC. Equal Housing Lender.

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