



# Optus Bank Celebrates 104 Years of Banking on Communities with Revitalized Website Launch and New High-Yield Campaign

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COLUMBIA, SC, UNITED STATES, October 10, 2025 /EINPresswire.com/ -- Optus Bank, one of the nation's few Minority Depository Institutions (MDIs) and Community Development Financial Institutions (CDFIs), proudly celebrates its 104th Anniversary of Banking on Communities through Innovation, Impact, and Economic Empowerment. This milestone marks over a century of dedication to financial inclusion, community development, and transformative impact.

As part of this historic celebration, Optus Bank is unveiling its revitalized website and announcing the launch of its new High-Yield Savings Deposit Campaign on Friday, October 10, 2025, at 10:00 a.m. This celebration highlights the Bank's ongoing commitment to supporting individuals, families, and small businesses in achieving lasting financial success.

## A Legacy of Purpose and Progress

Founded in 1921 as Victory Savings Bank, Optus Bank was established by visionary African American leaders determined to provide equitable access to financial services at a time when many were systematically excluded. Since its founding, the Bank has evolved — later known as South Carolina Community Bank and, since 2019, as Optus Bank — while remaining steadfast in its mission:

"To help transform lives by focusing on communities that are underserved and systemically disadvantaged in accessing credit, capital, and financial services to gain social and economic mobility."

This mission continues to guide every product, partnership, and initiative — ensuring Optus Bank remains a trusted partner in advancing inclusive economic growth.

## Reflecting on 104 Years of Impact

"As we celebrate 104 years, we reflect on the vision of our founders, the support of our community, and the incredible progress we've made together," said Benita Lefft, President and COO of Optus Bank. "We are proud to be financially strong and mission-driven, serving our communities with both impact and purpose. Our revitalized website is a tangible demonstration of our commitment to meeting customers' needs today while preparing for the future."

### Celebration Highlights Include:

- 104 years of legacy in advancing financial inclusion and economic empowerment.
- Launch of the new High-Yield Savings Deposit Campaign, designed to help customers maximize their savings potential with competitive rates and flexible options.
- Unveiling of a revitalized website, offering a more modern, accessible, and user-friendly digital experience.

### Revitalized Website Features:

- A clean, modern design and streamlined navigation for easier access to banking tools and resources.
- Enhanced online banking features to meet the evolving needs of customers.
- New sections showcasing Optus Bank's community impact, financial literacy programs, career opportunities, and customer success stories.
- Optimized mobile functionality to better serve customers on the go.

### High-Yield Savings Deposit Campaign

Launching this week, the High-Yield Savings Deposit Campaign offers customers an exciting opportunity to grow their money faster — while banking with an institution that reinvests in the communities it serves. Details of the product offering will be available on the new website and across Optus Bank's branches and digital channels.

### Celebrating Our Community

Optus Bank's 104th anniversary is a celebration of its customers, employees, and community partners — honoring those who continue to make its mission possible. The Bank invites the community to visit the new website at [www.optus.bank](http://www.optus.bank) on Friday, October 10, 2025, at 10:00am to explore new resources, learn about the High-Yield Savings Campaign, and join in celebrating more than a century of Banking on Communities through Innovation, Impact, and Economic Empowerment. As part of this celebration, community members are also invited to visit our branches, located at 1241 Main Street and 1501 Gervais Street in Columbia, SC, this Friday for a special sweet treat as we commemorate this moment in history.

### About Optus Bank

Optus Bank is a federally insured, Black-owned community bank and CDFI headquartered in Columbia, South Carolina. Founded in 1921 as Victory Savings Bank, Optus Bank remains dedicated to helping transform lives by focusing on communities who are underserved and systemically disadvantaged in accessing credit, capital, and financial services to gain social and economic mobility. Through Innovation, Impact, and economic empowerment, Optus Bank continues to expand access to financial opportunities for all.

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