



LASHEA C. REAVES

EXECUTIVE DIRECTOR

8 CENTS IN A JAR

Lashea, the founder of 8 Cents in a Jar, a non-profit organization focused on offering financial social work to students in marginalized communities, has made a significant impact since its establishment in 2016. The non-profit has supported over 3000 students in attaining economic independence. Lashea's outstanding work with 8 Cents in a Jar has gained national recognition, including a feature on the HBO Max series Gaming Wall Street, praise from CNBC, and acknowledgment from the 12th United States Secretary of Education, Miguel Angel Cardona. In addition to her expertise, she holds the role of Senior Vice President at Truist, one of the largest banks in the United States. Drawing on her extensive experience in Financial Services, she serves as the Director of Business Administration and Risk, overseeing risk management, compliance, and governance initiatives related to culture, employee engagement, and inclusive belonging.

Lashea Reaves is not only a respected community figure but also a passionate advocate for financial literacy. She has received many awards, including the Orlando Business Journal's and FAMU's 40 Under 40 recognition, named the 2024 Top 50 Women Leaders in Business Orlando from Women We Admire, and the 2021 CNBC Financial Literacy Champion designation. With degrees in Business Administration & Economics from Florida A&M University and a Master's in Human Resources from Nova Southeastern University, Lashea is actively involved in the Dean's Advisory Council at UCF CCIE and several other boards, underscoring her dedication to education and community well-being.



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