



The many ways to save with ScholarShare 529



California's Official College Savings Plan: 100% tax-deferred growth. Built for bright futures.

For over 20 years, ScholarShare 529 has been one of the best choices for families looking for a tax-advantaged way to save for higher education. Studies show that children with \$500 or less designated for college savings are three times more likely to enroll in college and nearly four times more likely to graduate than children with no savings.¹ To date, ScholarShare 529 has helped families fund more than \$3 billion in higher education expenses. Truly, we couldn't be prouder to play a role in supporting our next generation on their path to a bright future.

WHY SCHOLARSHARE 529?

- We are committed to keeping fees and expenses to a minimum to help you save more money for college
- Administered by the ScholarShare Investment Board, an agency of the State of California, and chaired by the State Treasurer
- ScholarShare 529 manages over \$11.8 billion in plan assets across more than 396,384 accounts as of 2/28/23²

For more info

ScholarShare529.com
800-544-5248

PROGRAM BENEFITS:

- Easy for families: start with as little as \$1 and set up in just 15 minutes
- 100% tax-deferred growth
- Funds can be used at any eligible university, college or vocational school nationwide—and many abroad
- Financial-aid friendly
- Extensive education and customer support
- Ugift™ allows family and friends to contribute

Workplace Savings Program

WHAT IS IT? ScholarShare 529's Workplace Savings Program (WPS) allows employers the chance to help employees save for higher education through payroll direct deposit, at no cost to the employer.

WHO IS IT FOR? Employers in California and throughout the U.S.

WHAT MAKES IT SPECIAL?

The WPS program features educational opportunities through webinars and on-site presentations so employees can make informed decisions about their college savings. More than 1,000 employers participate in the WPS program.

FOR MORE INFO

ScholarShare529.com/employer
626-432-6330
Adalberto.Padilla@tiaa.org

CalKIDS Program

WHAT IS IT? Created by the State of California and administered by the ScholarShare Investment Board, CalKIDS is a Children's Savings Account (CSA) program that provides free money for college for eligible families.³

WHO IS IT FOR? California newborns born on or after July 1, 2022, and eligible low-income public school students in grades 1-12 in California.³

WHAT MAKES IT SPECIAL?

CalKIDS was created to help families kickstart their college savings plan and increase access to higher education. Newborns and eligible low-income public school students are automatically enrolled and given a CalKIDS college savings account with an initial deposit. Newborns can earn up to \$100 and eligible students can receive up to \$1,500.

FOR MORE INFO

CalKIDS.org
888-445-2377
Support@CalKIDS.org

Children's Savings Accounts Platform

WHAT IS IT? The Children's Savings Accounts (CSA) platform offers record-keeping technology and sophisticated investment options to help professionally deliver local CSA programs.

WHO IS IT FOR? Local governments and non-profit organizations administering or interested in establishing a CSA program.

WHAT MAKES IT SPECIAL?

Using ScholarShare 529's simple investments for your CSA allows your grants to grow. ScholarShare 529 is an experienced partner for prospective CSA plans.

FOR MORE INFO

ScholarShare529.com/csa
916-651-6380
ScholarShare@treasurer.ca.gov

¹<https://www.sciencedirect.com/science/article/pii/S0190740912004379> (Elliott, W., Song, H-a, & Nam, I. (2013). Small-dollar children's saving accounts and children's college outcomes by income level. *Children and Youth Services Review*, 35 (3), p. 560-571.)

²Source: ScholarShare 529 internal records as of 2/28/23

³Student eligibility is defined by the Local Control Funding Formula.

The California Kids Investment and Development Savings Program (CaKIDS) is a children's savings account program, administered by the ScholarShare Investment Board, an agency of the State of California. CaKIDS will provide eligible participants with college savings accounts, including seed deposits and other potential incentives, to help pay for future qualified higher education expenses. To learn more about CaKIDS or opt out of the program entirely, please see the Program Information Guide at CaKIDS.org. CaKIDS participants may also establish individual accounts with ScholarShare 529, California's 529 College Savings Plan.

To learn more about California's ScholarShare 529, its investment objectives, risks, charges and expenses please see the Plan Description at ScholarShare529.com. Read it carefully. Check with your home state to learn if it offers tax or other benefits such as financial aid, scholarship funds or protection from creditors for investing in its own 529 plan. Consult your legal or tax professional for tax advice. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss. Any investment earnings can grow tax-deferred and qualified withdrawals are tax free. If the funds aren't used for qualified higher education expenses, a federal 10% penalty tax on earnings (as well as federal and state income taxes) may apply. Non-qualified withdrawals may also be subject to an additional 2.5% California tax on earnings. TIAA-CREF Individual & Institutional Services, LLC, Member FINRA, distributor and underwriter for California's ScholarShare 529. FAD-2712517PR-Y0224D

