



Q. POPULATION	A. Head Start students, 3-5 years of age
Q. NUMBER OF STUDENTS	A. 100 students
Q. FAMILY DEMOGRAPHICS	A. Families at or below 100% of federal poverty level. 90% Hispanic, 8% Afro-American; and 2% White
Q. DESIGN	A. Opt-in
Q. PROGRAM START DATE	A. 2007
Q. DURATION	A. One to three years
Q. FUNDING SOURCES	A. The Annie E. Casey Foundation; City of San Antonio; Wachovia Foundation
Q. KEY PARTNERS	A. Head Start; Edgewood School District; Wachovia Foundation; United Way
Q. TYPE OF ACCOUNT	A. No-fee family savings account
Q. ACCOUNT OPENINGS	A. At Head Start events At branch location
Q. ALLOWED USES	A. Custodial account to fund 529 or other college savings program
Q. INCENTIVES	A. \$25 initial parent deposit; City matched \$ for \$ up to \$100 first year; Wachovia Foundation provided up to \$5,000 for additional matches
Q. NUMBER OF ACCOUNTS	A. 33% participation rate
Q. RELATED ACTIVITIES	A. Financial literacy in English and Spanish; Saber es Poder; EITC; IDA

More information on this project & design:
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