



CHILDREN'S SAVINGS ACCOUNT

SURVEY OF PRIVATE AND PUBLIC FUNDING 2017

INSIGHTS FROM THE CSA FIELD

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Children's Savings Account (CSA) programs are a promising strategy to open the path to postsecondary education for more low- and moderate-income children. CSAs provide children (starting in elementary school or younger) with savings or investment accounts and financial incentives for the purpose of postsecondary education. Beyond their financial role, CSAs are associated with beneficial effects for children and parents, including improved educational expectations, social emotional development, academic performance, and college access and completion.¹⁻⁹

In the U.S., the first CSAs appeared in the early 2000s, and the field has grown dramatically in recent years, so that by the end of 2017, more than 382,000 children in 32 states plus the District of Columbia were enrolled in CSAs.¹⁰ Philanthropy and other private funding sources have played a key role in facilitating the growth of the CSA field, and public investments are increasingly important as well. In 2017, most CSAs (69%) received foundation funding, and 35% were supported by corporations or businesses. A third of programs (33%) received public funding.¹⁰ Because the field is growing rapidly and the funding structures of CSAs vary from site to site, it is valuable to document the sources of financial support – and how these change over time.

In 2018, the Asset Funders Network (AFN), with support from the Charles Stewart Mott Foundation, published the first-ever Survey of CSA Funding (CSA Survey).¹¹ That original CSA Survey mapped out the private funding landscape for CSA programs in the U.S. during the period of 2015-2016.

The 2017 survey builds upon that foundation with additional support from the Prudential Foundation and adds several new data points. The 2017 survey captures:

- ◆ Private and public financial investments
- ◆ Private and public in-kind contributions
- ◆ Intended uses of funds.

In total, CSA programs received \$41.8 million during 2017: \$17.3 million from public sources and \$24.6 million from private funders. That \$41.8 million includes multi-year grants and contributions to endowments that may reach far into the future. To account for multi-year investments, give a more accurate picture of the field, and allow for year-to-year comparisons, the remainder of this report focuses on funds *intended for use in 2017*. Together, public and private funding sources invested \$29.96 million into CSAs for use in 2017. More than half of this (\$16.2 million) was from private sources.

We do note, however, that the important differences between the original survey and the 2017 survey are such that a direct comparison between the estimates would lead to flawed conclusions:

2015-2016

- ✓ Collected information on all funding received or awarded (including multi-year funding) during the two-year period, including the entire value of at least one program's endowment.
- ✓ Collected data spanning two years.
- ✓ Did not collect contribution data reflecting leverage (e.g. public funding, in-kind contributions, and the intended uses of funds).

2017

- ✓ In response to funder input, the 2017 survey focused on funds intended for use in 2017, including funding received in 2017 and the intended portions of multi-year grants received in previous years.
- ✓ Collected data spanning only a one-year period.
- ✓ Did collect contribution data reflecting leverage (e.g. public funding, in-kind contributions, and the intended uses of funds).
- ✓ One program that receives substantial multi-year philanthropic support was included in 2015-16 but did not respond to the 2017 survey, resulting in a significant underestimate of private funding for 2017.

Future iterations of the survey will maintain a consistent structure using the methodology adopted for 2017, facilitating year-to-year comparisons.

This snapshot of the depth and breadth of private and public support provides insight for funders, CSA administrators, and policymakers.

The CSA Survey will be repeated regularly to track changes over time as the field continues to grow. This report describes the 2017 CSA Survey methodology, presents key findings, and reflects on lessons for the growing field.

THE CSA SURVEY: BACKGROUND AND METHODOLOGY

The CSA Survey was conducted between December 2017 and March 2018 via a combination of surveys and phone interviews. CSA administrators who agreed to participate were asked to complete and return a short survey. A brief follow-up interview was then arranged with a researcher to clarify or fill in any missing information. The research team contacted administrators of 67 CSA programs identified by AFN and the Institute on Assets and Social Policy at Brandeis University. Of these, 53 CSAs from across the U.S. agreed to participate.

CSAs targeting children from birth through elementary school are more likely to increase the educational aspirations of children and families and create a college-going culture.

2017 CSA SURVEY

Each respondent was asked a set of questions about sources of private and public funding for their programs that covered the following areas:

- 1** Private and public funders and the amount of money from each for use in 2017.
- 2** The intended purposes for this funding and the amounts associated with each designated purpose.
- 3** In-kind contributions (e.g., a bank waiving fees) from private or public sources in 2017.

AFN defines CSAs to include programs that combine long-term savings platforms with financial incentives for the specific purpose of saving for postsecondary education (or other asset-building). CSAs include a wide range of program models, including state 529 plans that offer financial incentives to account holders; small, targeted programs; city and statewide universal, automatic CSAs; and many models in between. This survey specifically focused on programs that enroll children from birth through elementary school, as the majority of CSAs do. Programs that begin serving students in middle school or beyond were excluded from our sample. CSAs targeting younger children (birth through elementary school) are more likely to achieve the goals of increasing children's and families' educational aspirations and creating a college-going culture, because important benefits of CSAs begin manifesting in early childhood.^{1,2} Programs that start early in children's lives have the additional benefit of allowing more time for families to accumulate savings for postsecondary education.

Private funding was defined to include financial support from philanthropic, corporate responsibility departments and foundations, financial institutions, and individual philanthropic donors. It excluded crowdfunding, such as the 1:1 Fund. *Public funding* included financial support from local, state, or federal government sources and quasi-governmental organizations.

In addition to financial funding, many CSAs rely on non-financial support—or *in-kind contributions*—from partners. Such support may include devoting staff time for screening and enrollment, providing free outreach, data sharing, or waiving fees for holding an account at a financial institution. The 2017 CSA Survey collected data on the types of in-kind support CSAs received from private and public sources, and these findings are included alongside financial support in relevant portions of the report. This non-monetary support is often essential to the continued success of CSAs; however, we do not attempt to assign a dollar value to it.

The sample includes both active programs and those that are in the process of development. CSAs currently in operation are categorized as "Active Programs." Those currently in the planning phase of development, often lacking complete funding, are referred to as "Emergent Programs." An overview of the sample is included in Table 1 below. Table 2 lists the participating programs by region. For further details on the sample and the survey methods, see Appendix A and B.

DIFFERENCES BETWEEN THE 2015-16 SURVEY AND 2017 SURVEY

There are important differences between the original, 2015-16 survey and the 2017 survey, which do not allow for direct comparison between the estimates. First, the 2015-16 survey collected information on all funding *received* during the two-year period, regardless of when it was intended to be used. This included many multi-year grants, and in some cases, programs reported the value of their entire endowments, which led to an overestimate of private funding for the 2015-16 period. By comparison, the 2017 survey focused on funds *intended for use in 2017*. This includes funding received in 2017, as well as portions of multi-year grants received in previous years. Second, the 2015-16 survey collected data spanning a two-year period, whereas the 2017 survey focused on one calendar year. Third, one program known to have substantial multi-year private philanthropic support responded to the 2015-16 survey but did not respond to requests related to the 2017 survey given the timing of their report to the funder, leading to an underestimate of private investments in 2017. Fourth, the 2017 survey collected data points that were not included in 2015-16, including public funding, in-kind contributions, and the intended uses of funds. Future surveys will maintain the established structure used for 2017, enabling us to assess changes over time.

TABLE 1 | CSAs SAMPLE OVERVIEW

SAMPLE AND NON-RESPONDERS	COUNT
PARTICIPATING PROGRAMS	53
NON-RESPONDERS	14
TOTAL CONTACTED	67
PARTICIPATING PROGRAMS BY CATEGORY	
ACTIVE CSAs	43
EMERGENT CSAS	10

TABLE 2 | PARTICIPATING CSAs BY REGION

REGION	ACTIVE	EMERGENT	TOTAL
GREAT LAKES MIDWEST	2	6	8
MIDSOUTH	9	0	9
NEW ENGLAND	11	0	11
NORTHEAST	3	0	3
PLAINS	2	0	2
SOUTH	4	0	4
SOUTHWEST	3	3	6
WEST	7	3	10
TOTAL	41	12	53

KEY FINDINGS

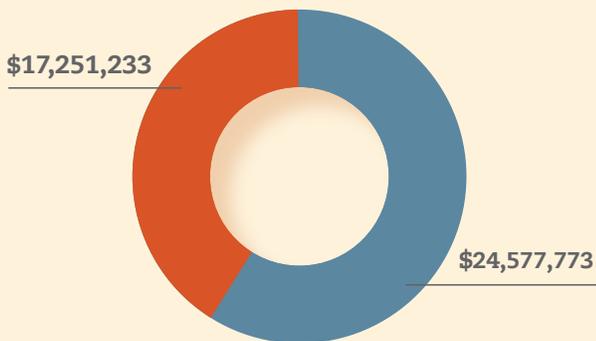
HOW MUCH FUNDING?

In total, CSA programs received \$41.8 million in funding in 2017— \$17.3 million from public sources and \$24.6 million from private sources. That \$41.8 million includes multi-year grants and contributions to endowments that may reach far into the future. Based on funder input, this report focuses on funding intended for use in a one-year period; thus, the remainder of this report focuses on funds *intended for use in 2017*. This focus allows us to account for multi-year investments, give a more accurate picture of the field, and allow for year-to-year comparisons.

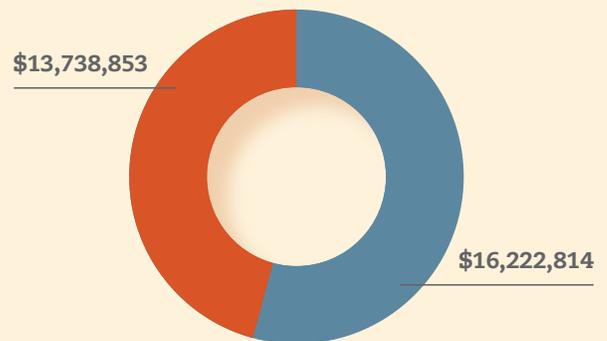
Together, public and private funding sources invested \$29.96 million into CSAs for use in 2017. More than half of this (\$16.2 million) was from private sources, and \$13.7 million was from public sources (Figure 1). These figures underestimate the funding in the field because the funds received by the CSAs that did not respond to the survey are of course excluded from this analysis. Most notably, one of the largest CSA programs in the U.S., NYC Kids Rise, would not exist but for generous private funding. At the time of press, the program had not yet responded to our survey, but data from the 2015-16 CSA Survey and from public sources tell us of two large private grants totaling at least \$10.5 million.^{11,12} Including the New York program’s data would substantially increase the estimates for private investment and overall CSA investment.

FIGURE 1 | TOTAL CSA FUNDING IN 2017 BY FUNDING SOURCE

TOTAL FUNDS RECEIVED IN 2017



TOTAL FUNDS FOR USE IN 2017



■ PUBLIC ■ PRIVATE

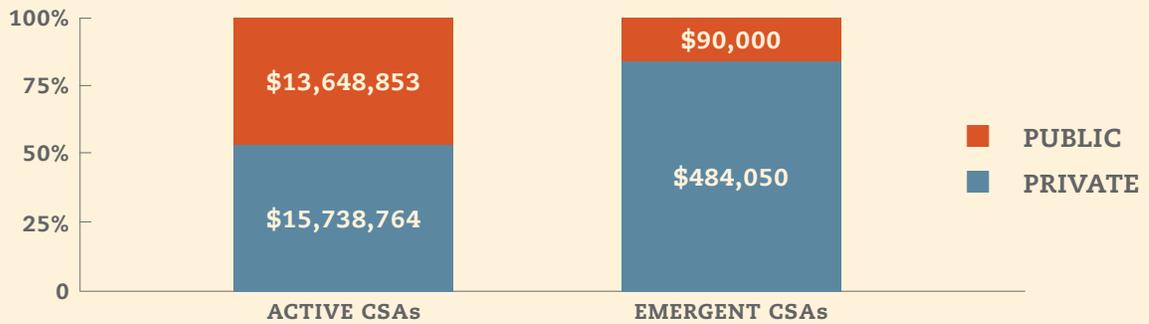
PRIVATE FUNDING

Together, all active CSAs received a total of \$15.7 million in private investments for use in 2017. Emergent programs, CSAs that are in planning phases but are not yet active, add an additional \$484,000 in private funding. Altogether, private funding sources contributed \$16,222,814 to CSAs for use in 2017.

PUBLIC FUNDING

Public funders, including city, state, and local government agencies and quasi-governmental agencies, contributed a total of \$13.6 million to active CSAs plus an additional \$90,000 to emergent programs. The total public investment in CSAs in 2017 was \$13,738,853. (See Figure 2 on page 6).

FIGURE 2 | PERCENT & VALUE OF SUPPORT FROM PUBLIC & PRIVATE SOURCES



PROGRAMS WITH THE HIGHEST TOTAL LEVELS OF PRIVATE FUNDING

CSAs’ levels of total private financial support range from \$1,000 to more than \$7.8 million. Table 3 lists the program with the highest level of private funding for use in 2017. These numbers do not represent programs’ entire budgets, as some CSA programs also receive public funding.

TABLE 3 | CSAs WITH THE HIGHEST LEVELS OF PRIVATE FUNDING IN 2017

PROGRAM	LOCATION	TOTAL PRIVATE FUNDING	NUMBER OF SOURCES
HAROLD ALFOND COLLEGE CHALLENGE	ME: Statewide	\$7,845,810	3
PROMISE INDIANA	IN: 18 sites	\$1,507,200	26
BRILLIANT BABY (OAKLAND PROMISE)	Oakland, CA	\$1,238,000	9
K2C (OAKLAND PROMISE)	Oakland, CA	\$579,000	5
COLLEGEBOUNDBABY	RI: Statewide	\$559,200	1

PROGRAMS WITH THE HIGHEST TOTAL LEVELS OF PUBLIC FUNDING

Among programs that received public funding, the support ranged in value from \$215 to \$3.6 million. Table 4 lists the programs that reported the highest level of public funding. Among programs that receive public support, many are funded through a public-private partnership model. These include programs like Maine’s Harold Alfond College Challenge, which receives substantial funding from both the Harold Alfond Foundation and the quasi-governmental Finance Authority of Maine (FAME). FAME also funds the financial incentives for the state’s incentivized 529 plan (the NextGen 529 Grant program), which is included in this report as a CSA program in its own right. San Francisco’s Kindergarten to College program also receives both public and private financial support. A handful of CSAs, including Nevada’s College Kick Start and Connecticut’s CHET Baby Scholars, rely entirely on public funding.

TABLE 4 | CSAs WITH THE HIGHEST LEVELS OF PUBLIC FUNDING IN 2017

PROGRAM	LOCATION	TOTAL PUBLIC FUNDING	NUMBER OF SOURCES
NEVADA COLLEGE KICK START	NV: Statewide	\$3,627,750	1
NEXTGEN 529 GRANT PROGRAM	ME: Statewide	\$3,300,000	1
HAROLD ALFOND COLLEGE CHALLENGE	ME: Statewide	\$2,769,018	1
CHET BABY SCHOLARS	CT: Statewide	\$1,717,620	1
KINDERGARTEN TO COLLEGE	San Francisco, CA	\$870,400	1

LARGEST SINGLE FINANCIAL CONTRIBUTIONS

PUBLIC

Because each of the programs with the highest amounts of total public funding has only one funding source, Table 4 also summarizes the largest *single* contributions from public sources.

PRIVATE

Although most CSAs benefit from several funding sources, some CSAs benefit from a small number of substantial contributions. Table 5 summarizes the largest *single* contributions from private sources.

TABLE 5 | LARGEST SINGLE CONTRIBUTIONS FROM PRIVATE SOURCES IN 2017

PROGRAM	LOCATION	FUNDER NAME OR TYPE	AMOUNT
HAROLD ALFOND COLLEGE CHALLENGE	ME: Statewide	Harold Alfond Foundation	\$7,645,810
COLLEGEBOUNDBABY	RI: Statewide	Ascensus College Savings	\$559,200
BRILLIANT BABY (OAKLAND PROMISE)	Oakland, CA	Marc & Lynne Benioff	\$500,000
PROMISE INDIANA	IN: 18 sites	<i>Family foundation*</i>	\$500,000
PROMISE INDIANA	IN: 18 sites	<i>Independent foundation*</i>	\$360,000

*Participant preferred not to name specific funders publicly, so funder type is listed

MOST CSAS DRAW UPON SEVERAL SOURCES OF FUNDING AND SUPPORT

In most cases, several funders align to enable a CSA to operate. For instance, one organization may fund financial incentives, another may waive fees on accounts, and a third may provide free staffing or outreach. CSAs often draw on both public and private sources of support. In 2017, most CSAs attracted support from numerous funders, evidence of widespread community investment in these programs. Active CSAs received financial support from an average of 4.1 sources (both private and public) and in-kind support from 2.3 sources. Emerging programs receive financial support from an average of 1.9 organizations and in-kind contributions from two organizations. Strikingly, 30 different public and private funders financially supported Promise Indiana (which is active in 18 sites across the state). Promise Indiana did not provide data on in-kind support for 2017, but we expect its list of supporters to grow when these data are captured. A similar pattern of extensive community backing can be observed in other regions as well. Inversant's CSA in Boston, MA, attracted financial support from 24 public and private funders, plus three organizations provided in-kind support. New Mexico's Prosperity Kids and Oakland's Brilliant Baby each attracted funding from more than 10 supporters, as well as in-kind support from numerous sources.

On the other side of the spectrum, a single, large grant can also provide critical support for a CSA. Indeed, there are 12 active programs that are supported by only one financial funder (public or private), and another seven receive funding from just two sources. A handful of active programs (four) reported receiving no financial support in 2017. Figure 3 and Figure 4 summarize the numbers of financial and in-kind supporters for all CSAs in the sample.

“EVEN IN A STATE LIKE NEW MEXICO with widespread poverty and low-wage workers, CSAs can be supported to hold up the promise of a better future. Prosperity Kids combines matched CSAs with personal, social, and financial support for the entire family with a strong focus on the children and building their pathway to achieving future postsecondary goals.”

SARA KELLER
SOUTHWEST CAPITAL BANK

FIGURE 3 | ACTIVE CSAs BY SOURCES OF SUPPORT (PRIVATE & PUBLIC)

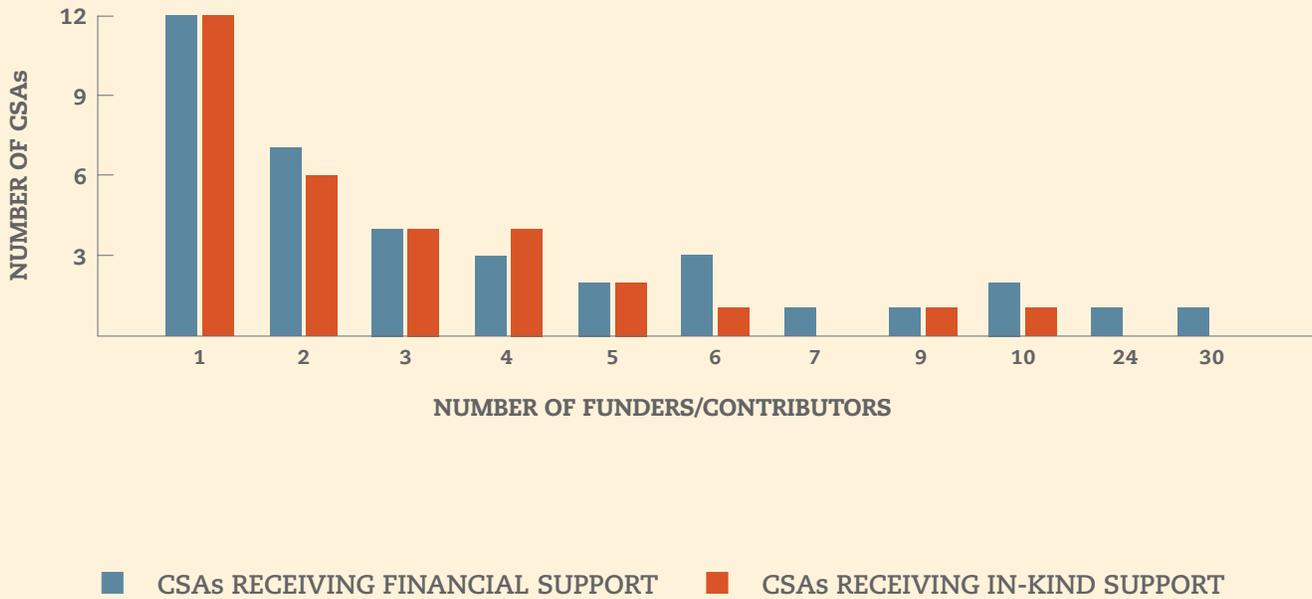
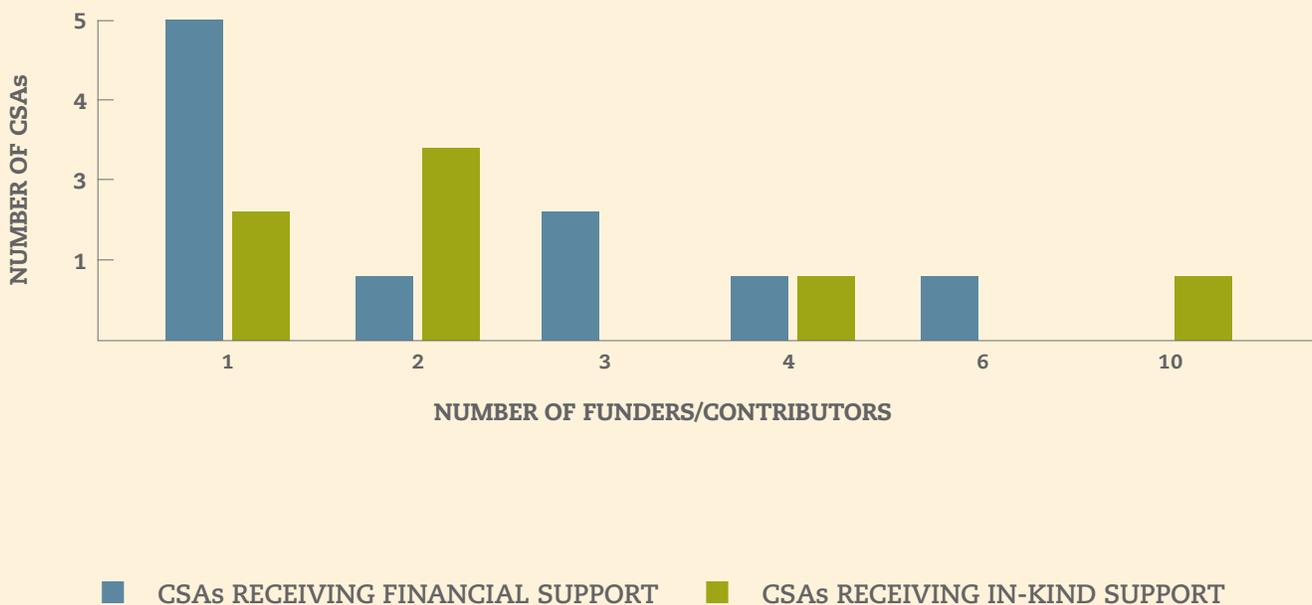


FIGURE 4 | EMERGING CSAs BY SOURCES OF SUPPORT (PRIVATE & PUBLIC)





In 2017, 178 Private Institutions provided 170 grants and 62 in-kind contributions to CSAs

SOURCES OF FUNDING AND IN-KIND SUPPORT

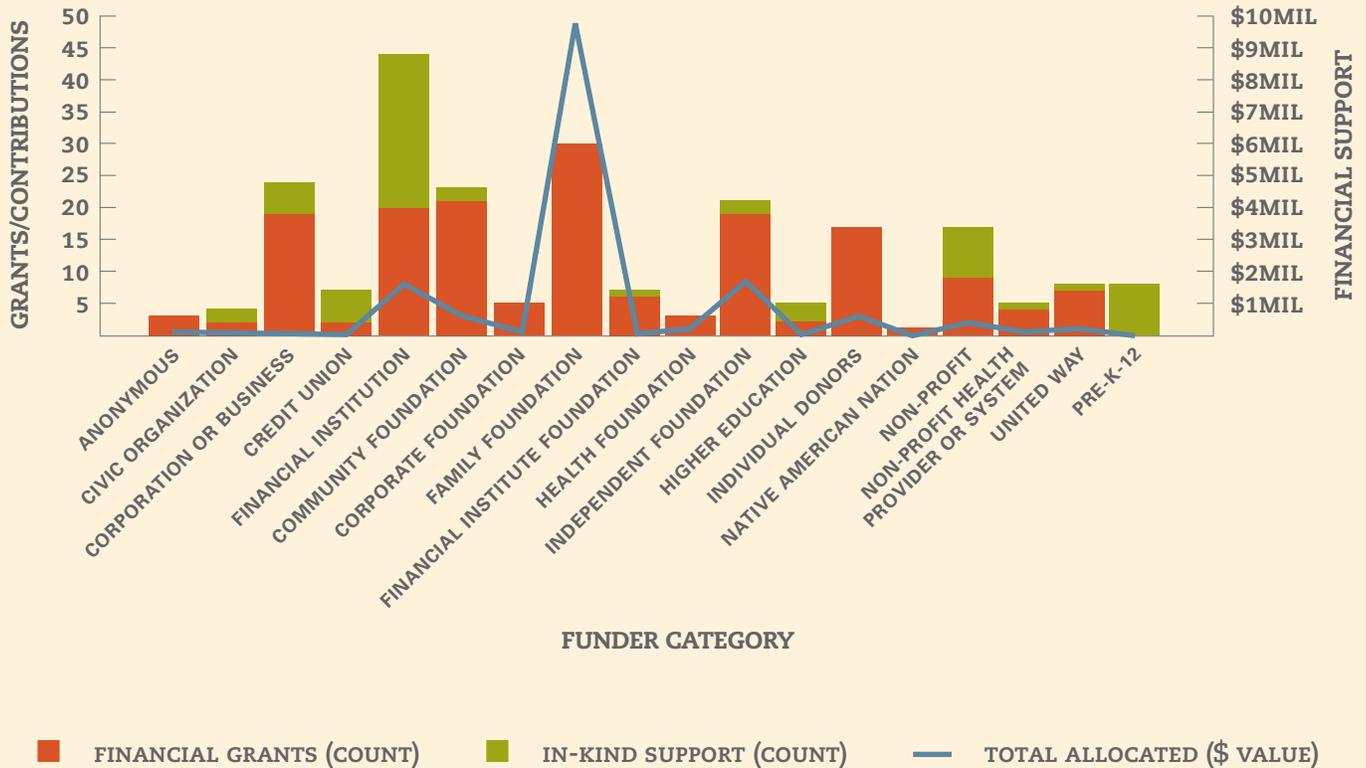
PRIVATE SOURCES

The CSA Survey defined private funding to include financial support from philanthropic, corporate responsibility and foundations, financial institutions, and individual donors outside crowdfunding activities. Altogether, the CSA Survey catalogued 178 private institutions that contributed funding toward CSAs in 2017, in the form of 170 unique grants and 62 in-kind contributions (Table 6). Foundations are the most common type of organization providing financial support to CSAs, with 77 foundations offering a total of 84 grants with a total value of \$12.51 million, plus five in-kind contributions. Among foundations, the large number of family foundations (24), community foundations (21), and independent foundations (19) stand out. After foundations, financial institutions, including banks and investment banks, are the second most common source of support for CSAs, with 33 financial institutions providing 20 grants valued at \$1.68 million, and 24 in-kind contributions. An additional six credit unions provided two financial grants and five instances of in-kind support. Figure 5 summarizes the sources and amounts of private funding for all CSAs (both active and emergent) in the study.

TABLE 6 | PRIVATE SOURCES OF FUNDING & IN-KIND SUPPORT BY CATEGORY

PRIVATE FUNDER CATEGORY	FINANCIAL GRANTS (COUNT)	FINANCIAL GRANTS (VALUE)	IN-KIND CONTRIBUTIONS (COUNT)	INSTITUTIONS (UNDUPLICATED COUNT)
FINANCIAL INSTITUTION	20	\$1,682,628	24	33
INDIVIDUAL DONORS	17	\$548,365	0	N/A
NON-PROFIT	9	\$346,534	8	15
UNITED WAY	7	\$211,915	1	5
NON-PROFIT HEALTH PROVIDER OR SYSTEM	4	\$155,000	1	5
ANONYMOUS	3	\$88,549	0	N/A
CORPORATION OR BUSINESS	19	\$53,650	5	10
CIVIC ORGANIZATION	2	\$36,000	2	3
CREDIT UNION	2	\$16,500	5	6
NATIVE AMERICAN NATION	1	\$12,500	0	1
HIGHER EDUCATION	2	\$7,000	3	4
PRE-K-12 EDUCATION	0	\$0	8	8
FOUNDATIONS	84	\$12,511,304	5	77
FAMILY FOUNDATION	30	\$9,734,976	0	24
INDEPENDENT FOUNDATION	19	\$1,763,828	2	19
COMMUNITY FOUNDATION	21	\$661,200	2	21
HEALTH FOUNDATION	3	\$260,000	0	3
FINANCIAL INSTITUTION FOUNDATION	6	\$63,800	1	6
CORPORATE FOUNDATION	5	\$27,500	0	4
TOTAL	170	\$15,669,945	62	178

FIGURE 5 | SOURCES & AMOUNTS OF PRIVATE FUNDING



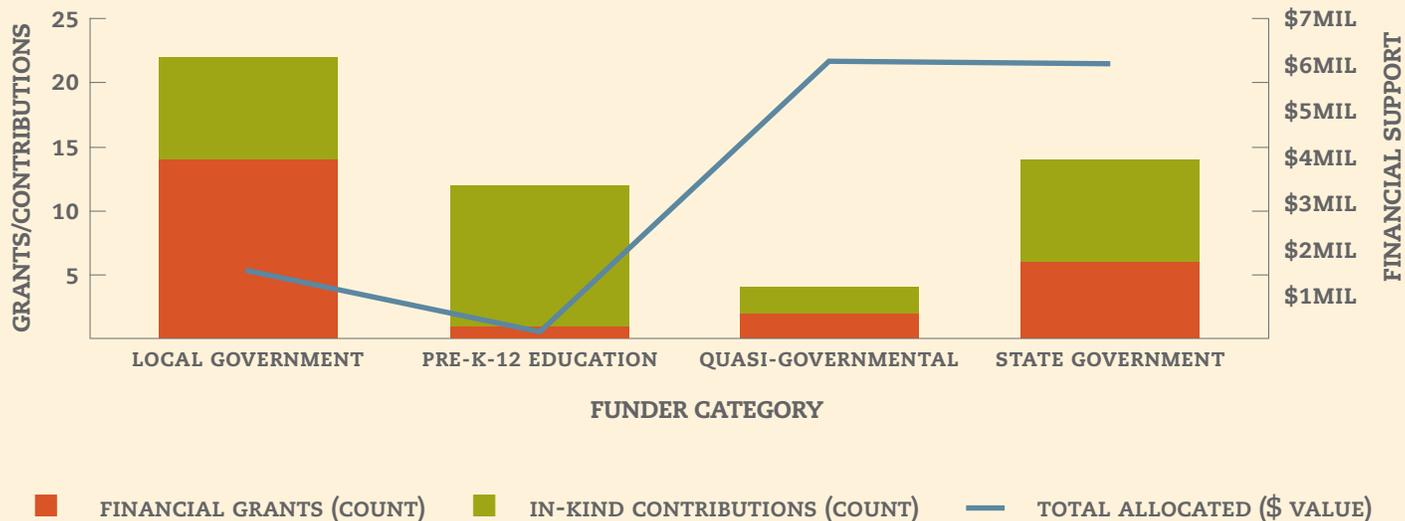
PUBLIC SOURCES

The CSA Survey defined public funding to include financial support from city, state, and local government agencies, and quasi-governmental agencies such as the Finance Authority of Maine. Altogether, the CSA Survey catalogued 47 public agencies that contributed funding toward CSAs in 2017, in the form of 23 unique grants and 29 in-kind contributions (Table 7). Local governments are the most common type of organization providing financial support to CSAs, with 21 government agencies offering a total of 14 grants with a total value of \$1.5 million, plus eight in-kind contributions. Among public funders, state agencies and quasi-governmental agencies invested the largest dollar amount in CSAs, with each category contributing more than \$6 million for use in 2017. Figure 6 summarizes the sources and amounts of public funding for all the CSAs in the sample.

TABLE 7 | PUBLIC SOURCES OF FUNDING & IN-KIND SUPPORT BY CATEGORY

PUBLIC FUNDER CATEGORY	FINANCIAL GRANTS (COUNT)	FINANCIAL GRANTS (VALUE)	IN-KIND CONTRIBUTIONS (COUNT)	INSTITUTIONS (UNDUPLICATED COUNT)
QUASI-GOVERNMENTAL	2	\$6,069,018	2	1
STATE GOVERNMENT	6	\$6,020,970	8	14
LOCAL GOVERNMENT	14	\$1,498,865	8	21
PRE-K-12 EDUCATION	1	\$150,000	11	11
TOTAL	23	\$13,738,853	29	47

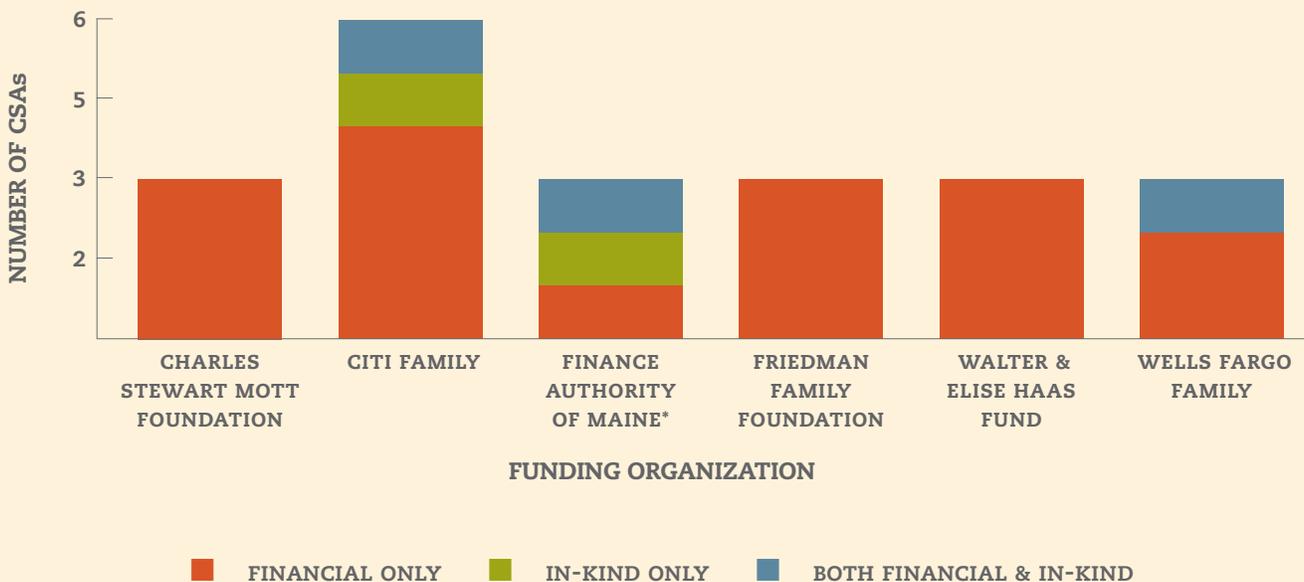
FIGURE 6 | SOURCES & AMOUNTS OF PUBLIC FUNDING



MAJOR FUNDERS SUPPORT MULTIPLE PROGRAMS

Several funders provide financial support for multiple programs. At the top of this list, the Citi family of companies (Citi Community Development, Citi Foundation, and Citibank) has invested in six CSAs. Several other organizations, listed in Figure 7, invested in three CSAs.

FIGURE 7 | PUBLIC & PRIVATE FUNDERS SUPPORTING 3 OR MORE CSA PROGRAMS, BY TYPE OF SUPPORT



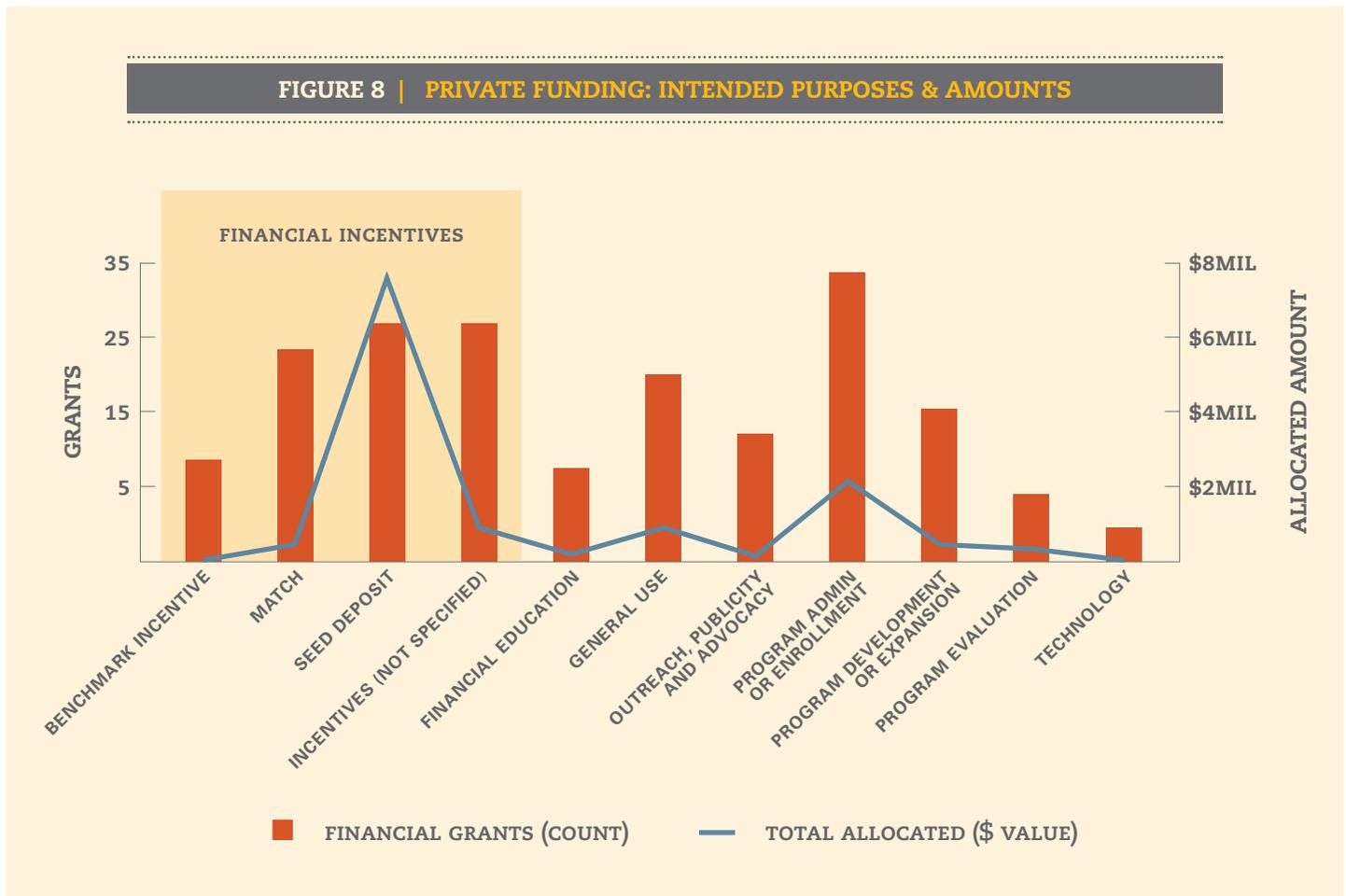
Citi family: Citi Community Development, Citi Foundation, and Citibank
 Wells Fargo family: Wells Fargo bank branch, Wells Fargo Advisors, and Wells Fargo Foundation
 *Quasi-governmental organization

INTENDED USES

PRIVATE FUNDERS

While some funding is granted for unrestricted use, many funders specify the intended purposes of their investments. For private CSA funders, the most frequent intended use was a financial incentive for participants, including the seed deposit, match, or benchmark incentives. Taken together, private funding sources contributed a total of \$9.28 million toward financial incentives. Of all intended purposes, private funders invested the greatest dollar amount in seed deposits (\$7.68 million). As noted in Figure 8, private funding was also tied to a range of other intended uses, including financial education, general use, outreach, program administration, program development, evaluation, and technology.

FIGURE 8 | PRIVATE FUNDING: INTENDED PURPOSES & AMOUNTS



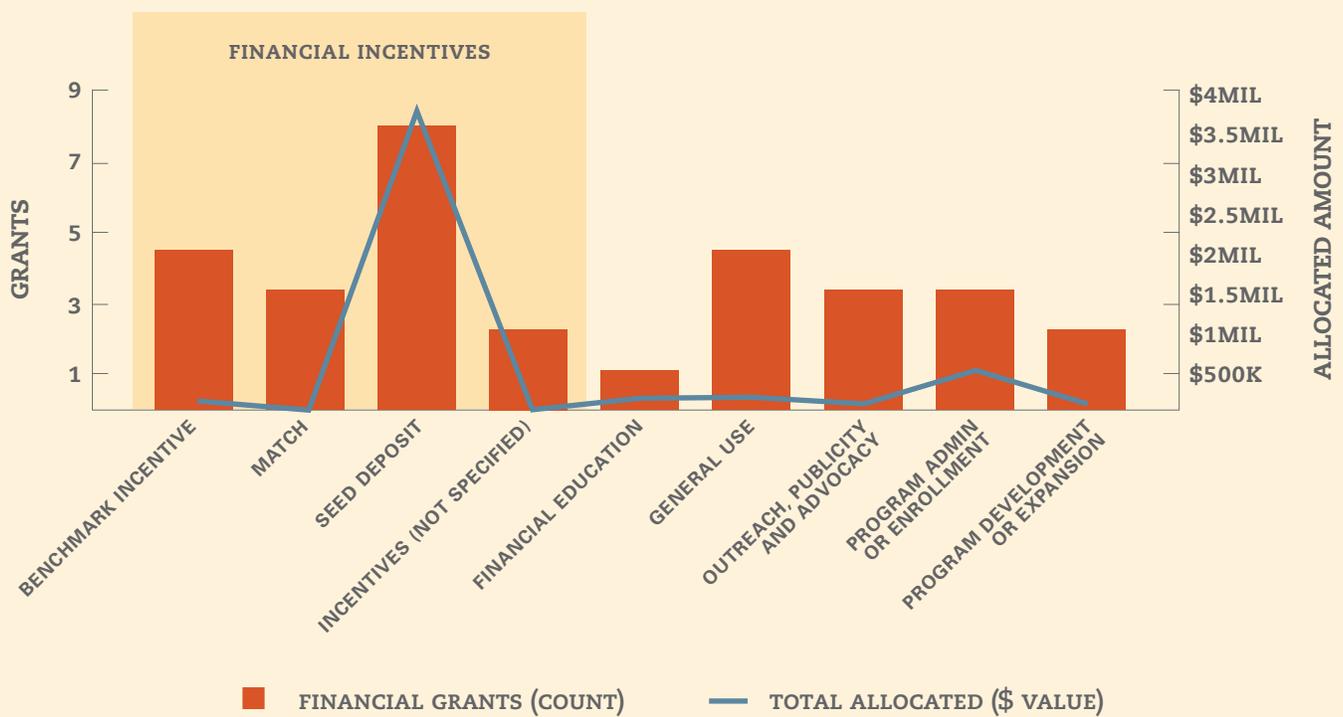
“PRUDENTIAL IS COMMITTED to creating long-term financial security for all by addressing the financial challenges of people and creating opportunities that drive social and financial mobility. CSAs are a vital solution that advance economic and educational opportunity for low-and moderate-income children across the U.S. and contribute to better outcomes for our most vulnerable children.”

KIMBERLY OSTROWSKI
PRUDENTIAL

PUBLIC FUNDERS

Public funders also invested a great deal in financial incentives for CSA participants, adding up to a total of \$3.85 million. Like their private counterparts, public funders invested the greatest dollar amount in seed deposits (\$3.74 million). Note that some respondents, including two that receive large amounts of public funding, did not provide the amounts for intended purposes. Thus, the snapshot of public funding in Figure 9 is incomplete.

FIGURE 9 | PUBLIC FUNDING: INTENDED PURPOSES & AMOUNTS



DISCUSSION

The CSA Survey provides a picture of strong private and public investment in CSAs in the United States. It is apparent that most CSAs are made possible by several organizations aligning their efforts and supporting different aspects of the CSA financially and/or through in-kind contributions. Active CSAs in our sample received financial support from an average of 4.1 sources and in-kind support from 2.3 sources, illustrating the truly collaborative nature of CSAs.

Several programs have attracted support from far greater numbers of funders. For instance, Promise Indiana received financial support from 30 public and private funders, and, in Boston, Inversant's CSA attracted funding from 24 public and private funders and in-kind support from three organizations. Programs in New Mexico, California, and Michigan also attracted support from more than 12 contributors each. The numerous examples of CSAs receiving support from diverse coalitions of funders suggest that enthusiasm and community backing for CSAs is widespread and growing.

Family foundations, independent foundations, and other mission-centric philanthropies continue to be important supporters of CSA programs. Often characterized by strong ties to their communities, these organizations have taken a long-term view by investing in children early in their educational journeys.

The 2017 survey also highlights the crucial role that financial institutions play in funding and supporting CSAs, as 39 different financial institutions (including credit unions) invest a combined \$1.7 million and provide essential in-kind support to at least 29 programs nationwide. Financial institutions often provide support by waiving fees and providing accounts free of charge. This underscores once again that CSAs are byproducts of partnerships among several community stakeholders—funders, financial institutions, and community-based organizations. In turn, their support allows CSAs to engage schools, teachers, parents, and children.

These findings also underscore the value of philanthropic investments in CSAs. Although in aggregate, public funding for CSAs (\$13.7 million) is not far behind private funding (\$16.2 million), this is largely due to a small handful of programs receiving substantial public investments. For instance, Nevada's College Kick Start and Connecticut's CHET Baby Scholars rely entirely on public funding. In Maine, the quasi-governmental Finance Authority of Maine (FAME) provides more than \$6 million in funding to the state's two large CSAs, the Harold Alfond College Challenge and the NextGen 529 Grant program. These public investments are tremendously valuable, and the CSA field would benefit from more such investments.

When we consider the number of programs receiving private versus public support, the tremendous contribution of private donors becomes clear. Of the 53 programs in this sample, the vast majority (40) receive private funding, while only 20 receive public financial support. (Many programs receive both). Today, private funders play an essential role in sustaining, developing, and innovating the growing CSA field.

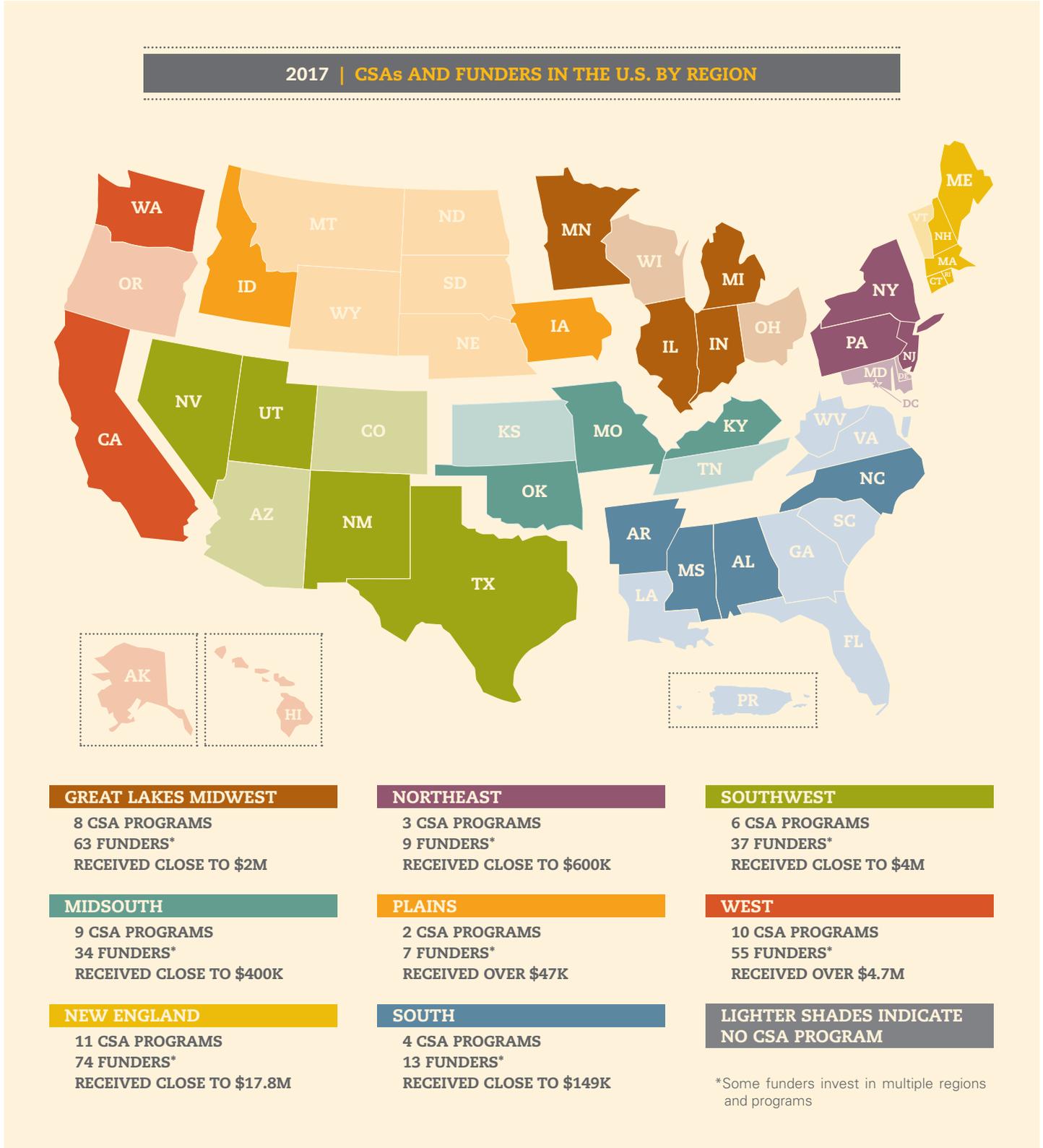
NEXT STEPS

The 2017 CSA Survey provides a snapshot of a dynamic, growing field. The landscape of private and public funding for CSAs has transformed dramatically over recent years, and it continues to evolve rapidly. The CSA Survey, conducted regularly, will be a valuable tool in tracking the development of the field over time, informing how public and private organizations support CSAs, and characterizing changes in the landscape of funding.

APPENDIX A

FUNDING DATA FOR ALL CSAS IN THE SURVEY BY REGION

This section includes a map and tables summarizing the private and public funding sources for all CSAs in the survey.



PRIVATE FUNDING DATA FOR ALL CSAs IN THE SURVEY BY REGION

This section includes tables summarizing the private and public funding sources for all CSAs that participated in the survey. These data are based on self-report by CSA programs, and thus specific amounts may differ slightly from official records. Specific funders are not identified by name in this section; however, interested AFN members can contact AFN for more specific information.

TABLE 8 | ACTIVE CSAs IN THE U.S. BY REGION

PROGRAM NAME	STATE	PRIVATE SUPPORT			PUBLIC SUPPORT		
		# OF \$ FUNDERS	FUNDING	# OF IN-KIND FUNDERS	# OF \$ FUNDERS	FUNDING	# OF IN-KIND FUNDERS
GREAT LAKES MIDWEST							
PROMISE INDIANA	IN	26	\$1,507,200	missing	4	\$379,000	missing
KICKSTART TO CAREER	MI	4	\$51,788	1	1	\$215	0
MIDSOUTH							
LOUISVILLE CHILDREN'S SAVINGS PROGRAM	KY	0	\$-	0	1	\$50,000	0
LOUISVILLE GOES TO COLLEGE	KY	1	\$10,000	3	0	\$-	1
KC SCHOLARS TOTAL	MO/KS	1	\$50,000	3	0	\$-	3
COLLEGE KIDS ST. LOUIS	MO	5	\$26,000	5	1	\$175,000	0
CSAS FOR DEPENDENTS OF DE LA SALLE GRADUATES	MO	0	\$-	0	0	\$-	0
FUTURE FORWARD SCHOLARSHIP ACCOUNTS. ST. LOUIS	MO	1	\$17,100	0	0	\$-	0
OKLAHOMA NATIVE ASSETS COALITION INC (ONAC) CSA PROGRAM	OK	4	\$15,870	1	0	\$-	0
VIKING ADVANTAGE PROGRAM	MO	2	\$50,000	0	0	\$-	0
SEED OK	OK	0	\$-	1	0	\$-	1
NEW ENGLAND							
CHET BABY SCHOLARS	CT	0	\$-	0	1	\$1,717,620	1
\$EEDMA	MA	2	\$17,500	0	0	\$-	0
\$OAR MA	MA	0	\$-	1	1	\$350,000	0
CAMBRIDGE HOUSING AUTHORITY WORK FORCE COLLEGE MATCH SAVINGS	MA	1	\$100,000	1	1	\$108,000	0
BOSTON SAVES	MA	5	\$373,500	6	0	\$-	4
INVERSANT	MA	24	\$519,000	1	0	\$-	2
CENTSIBLE FAMILIES	NH	3	\$67,500	1	0	\$-	0
HAROLD ALFOND COLLEGE CHALLENGE	ME	3	\$7,845,810	3	1	\$2,769,018	1
MAINE FOSTER YOUTH CSA	ME	1	\$-	0	0	\$-	4
NEXTGEN 529 GRANT PROGRAM	ME	0	\$-	1	1	\$3,300,000	0
COLLEGEBOUNDBABY	RI	1	\$559,200	1	1	\$-	1

TABLE 8 | ACTIVE CSAs IN THE U.S. BY REGION

PROGRAM NAME	STATE	PRIVATE SUPPORT			PUBLIC SUPPORT		
		# OF \$ FUNDERS	FUNDING	# OF IN-KIND FUNDERS	# OF \$ FUNDERS	FUNDING	# OF IN-KIND FUNDERS
NORTHEAST							
ACORN FUND COLLEGE SAVINGS ACCOUNTS	NJ	1	\$245,910	1	0	\$-	0
CHILDREN'S AID SOCIETY CSA	NY	0	\$-	0	0	\$-	0
FUND MY FUTURE	PA	7	\$312,000	0	0	\$-	0
PLAINS							
DREAMER ACADEMY CSA PROGRAM	IA	1	\$40,000	1	0	\$-	2
CALDWELL SAVES 1ST	ID	2	\$6,850	0	1	\$250	0
SOUTH							
BUILDING BRAINS AND BANK ACCOUNTS	AL	0	\$-	1	0	\$-	0
CSA FOR MARSHALLESE CHILDREN IN NORTHWEST ARKANSAS	AR	3	\$137,000	1	0	\$-	1
DURHAM KIDS SAVE	NC	2	\$-	1	0	\$-	1
LOU SAVES	MS	1	\$11,415	2	0	\$-	0
SOUTHWEST							
COMMUNITY ACTION AGENCY OF SOUTHERN NM CSA PROGRAM	NM	1	\$1,000	1	1	\$1,600	2
NEVADA COLLEGE KICK START PROGRAM	NV	1	\$8,000	1	1	\$3,627,750	0
PROSPERITY KIDS	NM	10	\$186,400	3	0	\$-	6
WEST							
BRILLIANT BABY (OAKLAND PROMISE)	CA	9	\$1,238,000	3	1	\$150,000	0
FAMILIES SAVE	CA	4	\$365,000	1	0	\$-	0
JUMA VENTURES PATHWAY PROGRAM	CA	1	\$50,000	missing	0	\$-	missing
K2C (OAKLAND PROMISE)	CA	5	\$579,000	3	1	\$150,000	2
KINDERGARTEN TO COLLEGE	CA	8	\$483,700	2	1	\$870,400	2
SCHOLARS SAVINGS PROGRAM	CA	3	\$333,000	0	0	\$-	2
TACOMA HOUSING AUTHORITY CHILDREN'S SAVINGS ACCOUNT PROGRAM	WA	6	\$531,022	1	0	\$-	0

TABLE 9 | EMERGENT CSA PROGRAMS IN ALL REGIONS (STILL IN PLANNING AND/OR FUNDRAISING PHASES)

PROGRAM NAME	STATE	PRIVATE SUPPORT			PUBLIC SUPPORT		
		# OF \$ FUNDERS	FUNDING	# OF IN-KIND FUNDERS	# OF \$ FUNDERS	FUNDING	# OF IN-KIND FUNDERS
GREAT LAKES MIDWEST							
ILLINOIS STATEWIDE CSA	IL	0	\$-	0	0	\$-	0
GARDEN CITY CSA	MI	0	\$-	0	0	\$-	0
MUSKEGON COUNTY CSA	MI	3	\$20,000	0	0	\$-	0
PROMISE FUND	MI	6	\$54,050	10	0	\$-	0
MINNEAPOLIS CSA	MN	0	\$-	0	1	\$15,000	1
SOUTHWEST							
DOLLARS FOR COLLEGE - DALLAS	TX	2	\$50,000	2	0	\$-	0
DOLLARS FOR COLLEGE - HOUSTON	TX	1	\$70,000	2	0	\$-	2
FORT WORTH FUTURE FUND	TX	1	\$20,000	0	0	\$-	0
WEST							
LOS ANGELES CSA	CA	0	\$-	0	1	\$-	2
WEST SACRAMENTO HOME RUN	CA	0	\$-	0	1	\$25,000	0

TABLE 10 | PROGRAMS EXCLUDED FROM SAMPLE

PROGRAM NAME	STATE	PROGRAM NAME	STATE
ARKANSAS STATEWIDE CSA	AR	REIDSVILLE CSA	NC
CROWLEY’S RIDGE CSA	AR	NYC KIDS RISE	NY
DISTRICT OF COLUMBIA CSA	DC	I CAN SAVE	OH
LANSING SAVE	MI	OPPORTUNITY TEXAS-DALLAS	TX
PROMISE ACCOUNTS	MO	BRIGHT FUTURE FUND	UT
HATTIESBURG CSA	MS	MADISON CSA	WI
MISSISSIPPI CHILDREN’S COLLEGE PROGRAM	MS	VERMONT UNIVERSAL CSA PROGRAM	VT

NOTE: These programs opted not to participate in the survey. They were excluded from the sample and not counted in any totals in the report.

APPENDIX B

DETAILED METHODS

Between December 2017 and March 2018, AFN staff contacted administrators of 67 CSA programs identified by AFN and IASP that enroll children from birth through elementary school. IASP staff called each program up to three times and followed up by email. Prior to participating in the interview and survey, participants reviewed and completed a consent form.

The consent form included two options for the disclosure of information: Some opted to share all information, while others chose to have their data reported only in aggregate form. Fifty-three programs from across the U.S. participated in the study. If respondents received no response after three attempts or if the respondent failed to provide data by the deadline, the program was listed as unresponsive. Fourteen programs were unresponsive or opted not to participate (see Table 9). In some cases, data provided by participants was supplemented with publicly available information on funding sources.

CSA program administrators provided the data for this report. As a result, the specific amounts may differ from official records. For instance, although we asked respondents for information about funding allocated for 2017, funding often followed a school year or a fiscal year rather than a calendar year. In these cases, we included any funding allocation that had overlap with calendar year 2017. Additionally, to respect the privacy wishes of respondents, this report only names funders in cases where respondents provided consent to do so. A subset of participants consented only to have their information shared in aggregate form. In those cases, we describe the types of funders rather than specific names of organizations.

Because the 2015-16 survey included data from a two-year period, the numbers from the 2017 survey are not directly comparable. For this reason, this report does not include multi-year comparisons. Future iterations of the CSA Survey will utilize a consistent time frame and allow for analyses over time.

“DOCUMENTING ROBUST PUBLIC AND PRIVATE investments in CSAs, the Funding Survey particularly illustrates the crucial roles that philanthropic funders and financial institutions play in supporting the growing CSA field.”

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Through knowledge sharing, AFN empowers foundations and grantmakers to leverage their resources to make more effective and strategic funding decisions, allowing each dollar invested to have greater impact.

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