presents today's webinar:

LEVERAGING THE PROMISE OF A BRIGHTER FUTURE WITH CSA INVESTMENTS

CSA FUNDING SURVEY

Thursday, February 28, 2019
1:00-2:00 pm ET; 12:00 am CT/10:00 am PT
WEBINAR CONTROL PANEL

PARTICIPATE

*During the presentation –*
Type your question in the
**QUESTIONS BOX**
to be addressed during
discussion breaks or
during Q/A
AFN engages philanthropy to advance economic opportunity and prosperity for low- and moderate-income people.
Thank you!
WHAT IS A CSA?

Programs that combine long-term savings platforms with financial incentives for the specific purpose of saving for postsecondary education (or other asset building).

Asset Funders Network
WHAT MAKES CSAS IMPORTANT?

LONG-TERM THINKING with Powerful SHORT-TERM GAINS

- Increased future orientation
- Improved educational expectations
- Better health and reduced depression rates
- Increased socioemotional development
- Improved academic success in K-12
- Increased financial inclusion and health
- More time to accumulate savings for postsecondary education
➢ WELCOME

CHRISTI BAKER

Asset Funders Network

➢ SURVEY BACKGROUND AND FINDINGS

REBECCA M. LOYA, PH.D.

IASP Institute on Assets and Social Policy

➢ EXAMPLE FROM THE FIELD: PROMISE INDIANA

PHIL MAURIZI

INDIANA YOUTH INSTITUTE

➢ LESSONS LEARNED FROM A GROWING FIELD: COMMUNITY FOUNDATIONS

ANGELA BROWN

LEADS

Community Foundations Leading Change
Background & Methodology

• In 2018, AFN released the first-ever Survey of CSA Funding: Private funding for CSAs in 2015-2016

• 2017 Survey captures:
  • Private & public financial investments
  • Private & public in-kind contributions
  • Intended use of funds

• 2017 Survey focuses on *funds intended for use in 2017*

• Sample of CSA programs from around the U.S. completed worksheet & phone interview:
  • 43 active CSAs
  • 10 planned CSAs ("emergent")
Snapshot of CSAs & funders
Limitations of this study

• No direct comparison between 2015-16 survey findings and 2017 survey findings due to key differences in methods, e.g.:
  • 2 years vs. 1 year
  • All funding received vs. funds intended for use in 1-year period
  • Private only vs. private and public

• Missing data points means we underestimate funding for 2017
  • Total of 14 programs were non-responders
  • A CSA program that has received more than $10.5M in private funding responded to 2015-16 survey but did not provide data for 2017 survey
How much funding do CSAs have?
Public & private investments totaled $29.96M in 2017
Public & private sources provided essential support

**Figure 2 | Percent & Value of Support from Public & Private Sources**

- **Active CSAs**
  - Public: $13,648,853
  - Private: $15,738,764

- **Emergent CSAs**
  - Public: $90,000
  - Private: $484,050
How many sources of support do programs have?
Most CSAs draw on several sources of support

Average Sources of Support*

<table>
<thead>
<tr>
<th>Sources of support</th>
<th>Active CSAs</th>
<th>Emergent CSAs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial support</td>
<td>4.1</td>
<td>1.9</td>
</tr>
<tr>
<td>In-kind support</td>
<td>2.3</td>
<td>2.0</td>
</tr>
</tbody>
</table>

* Includes public and private sources of support
Which kinds of organizations support CSAs?
Private sources of support

• 178 private institutions provided 170 financial grants and 62 in-kind contributions
  • Civic organizations, financial institutions, foundations, educational organizations, non-profits, health systems, United Way, Native American nation

• 77 foundations offered 84 grants with total value of $12.51M
  + 5 in-kind contributions
  • Family foundations stand out with 30 grants valued at $9.73M

• 33 financial institutions provided 20 grants valued at $1.68M
  + 24 in-kind contributions
Private sources of support

FIGURE 5 | SOURCES & AMOUNTS OF PRIVATE FUNDING

GRANTS/CONTRIBUTIONS

ANONYMOUS
CIVIC ORGANIZATION
CORPORATION OR BUSINESS
CREDIT UNION
COMMUNITY FOUNDATION
CORPORATE FOUNDATION
FAMILY FOUNDATION
INDEPENDENT FOUNDATION
HIGHER EDUCATION
INDIVIDUAL DONORS
NATIVE AMERICAN
NATION
NON-PROFIT
HEALTH
PROVIDER OR SYSTEM
UNITED WAY
PREK-12

FINANCIAL SUPPORT

$10MIL
$9MIL
$8MIL
$7MIL
$6MIL
$5MIL
$4MIL
$3MIL
$2MIL
$1MIL

FUNDER CATEGORY

FINANCIAL GRANTS (COUNT)
IN-KIND SUPPORT (COUNT)
TOTAL ALLOCATED ($ VALUE)
Public sources of support

• 47 public agencies provided 23 grants and 29 in-kind contributions
  • Local government, Pre-K to 12 education, quasi-governmental agencies, & state government

• 21 local government agencies provided 14 grants valued at $1.5M
  + 8 in-kind contributions

• State government and quasi-governmental organizations each invested more than $6M
Public sources of support

FIGURE 6 | SOURCES & AMOUNTS OF PUBLIC FUNDING

- LOCAL GOVERNMENT
  - Financial Grants (Count): [Count]
  - In-Kind Contributions (Count): [Count]
  - Total Allocated ($ Value): [Value]

- PRE-K-12 EDUCATION
  - Financial Grants (Count): [Count]
  - In-Kind Contributions (Count): [Count]
  - Total Allocated ($ Value): [Value]

- QUASI-GOVERNMENTAL
  - Financial Grants (Count): [Count]
  - In-Kind Contributions (Count): [Count]
  - Total Allocated ($ Value): [Value]

- STATE GOVERNMENT
  - Financial Grants (Count): [Count]
  - In-Kind Contributions (Count): [Count]
  - Total Allocated ($ Value): [Value]
Major funders support multiple programs

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

<table>
<thead>
<tr>
<th>Funding Organization</th>
<th>Number of CSAs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charles Stewart Mott Foundation</td>
<td>3</td>
</tr>
<tr>
<td>Citi Family</td>
<td>6</td>
</tr>
<tr>
<td>Finance Authority of Maine*</td>
<td>5</td>
</tr>
<tr>
<td>Friedman Family Foundation</td>
<td>3</td>
</tr>
<tr>
<td>Walter &amp; Elise Haas Fund</td>
<td>2</td>
</tr>
<tr>
<td>Wells Fargo Family</td>
<td>2</td>
</tr>
</tbody>
</table>

**Legend:**
- Red: Financial Only
- Green: In-Kind Only
- Blue: Both

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
What is the funding for?
FIGURE 9 | PUBLIC FUNDING: INTENDED PURPOSES & AMOUNTS

FINANCIAL INCENTIVES

- BENCHMARK INCENTIVE
- MATCH
- SEED DEPOSIT
- INCENTIVES (NOT SPECIFIED)
- FINANCIAL EDUCATION
- GENERAL USE
- OUTREACH, PUBLICITY, AND ADVOCACY
- PROGRAM ADMINISTRATION OR ENROLLMENT
- PROGRAM DEVELOPMENT OR EXPANSION

# GRANTS

TOTAL ALLOCATED

$4MIL
$3.5MIL
$3MIL
$2.5MIL
$2MIL
$1.5MIL
$1MIL
$500K
Take-home points

• **Most CSAs rely on several sources of support:**
  • Funders align their efforts to support different aspects of CSAs
  • Rich network of support shows deep community investment in CSAs

• **Most CSAs rely on private investments**
  • Of the 53 programs studied, 40 received private funding; 20 received public funds
  • There is room for more public financial investment in CSAs

• **Foundations provide essential support for CSAs**
  • Family foundations, community foundations, and independent foundations stand out as strong supporters

• **Financial institutions are key partners**
  • Financial investments + in-kind support like waiving fees and offering free accounts
Community Foundations and Children’s Savings Accounts

Phil Maurizi
PROMISE INDIANA
Community-Driven / State-Supported

Current Reach:
25 Counties (yellow highlights)

Growth Plan:
18 Additional Counties over 3-years

Total Accounts:
14,500

Total Assets:
$12,000,000 +

Account Structure:
CollegeChoice 529 Direct

Initial Key Funders:
Indiana Education Savings Authority, Parkview Health, Lilly Endowment Inc.
529 ENROLLMENT
WALK INTO MY FUTURE
CHAMPION PROCESS
WHAT IS POSSIBLE?

• Parkview Health
• Juvenile Detention Alternatives Initiative
• Reading and Community Service
• Food Pantries
• Kroger Rewards Program
• Gifts of Grain
• IHCDA
VISION IS IMPORTANT FOR LEARNING

VISION IS IMPORTANT FOR LEARNING. LEARNING IS IMPORTANT FOR YOUR FUTURE. WE WANT TO MAKE SURE YOU ARE SEEING WELL NOW, AND ALSO FOCUSED UPON YOUR FUTURE. THAT'S WHY WE'VE DECIDED TO PARTNER WITH WABASH COUNTY PROMISE TO INVEST IN YOUR COLLEGE SAVINGS ACCOUNT.
PHILANTHROPY’S ROLE

• Connect CSAs to Existing Services
• Lean Into the Innovation
  - Bring Others to the Table
  - Create Match Opportunities
  - Research and Evaluation
• Public vs. Private Funds
• Reimagine Scholarships
KEY LESSONS LEARNED

• The importance of framing the conversation: *CSAs are about identity and behavior.*

• People have strong feelings and pride around “place”.

• CSAs provide an opportunity to target many root causes at a population level.
Community Foundations and Children’s Savings Accounts

Angela Brown
CFLeads

A national network
Of community foundations
Working together
To build strong communities
New brief:

Why Community Foundations Make Perfect Partners for Children’s Savings Account Programs:

Lessons from the Family Economic Security Action Alliance

LEADS
Community Foundations Leading Change

PROSPERITY NOW
October 2018
Topics to be addressed

• Why community foundations make perfect partners for CSAs
• Possible roles for community foundations in advancing CSAs
• Key challenges for community foundations, and
• Lessons learned
Why community foundations make strong partners for CSAs

• Permanence: Community foundations positioned to take on long-term issues
• Community betterment mission: CFs understand what’s required to increase economic security and wellbeing
• Have resources and relationships to bring about real change
  ➢ Example: Whatcom Community Foundation, Bellingham, WA
Roles for community foundations

- Cross-sector convener
- Influencer
- Policy champion

- Community Foundation of Wabash County, Manchester, IN

*CFWC’s levers for impact:*
Early Awards Scholarships/CSAs
Partnerships
Advancing communitywide changes in public perception
Key challenges for community foundations

• Challenge: Finding proper role for your community foundation. Roles range from:
  • Day-to-day role, to
  • Supportive facilitator and funder
• Response: Consider partners’ relative strengths/weaknesses

• Challenge: Maintaining strong partnerships
  • CSAs almost always require partners. Enrollment, accounts, incentives, and wrap around services
• Response: Recognize partners are important to CSAs’ sustainability
Lessons learned

• Community Foundations Engage for a Variety of Reasons:
  • Improve health, set college-going aspirations and identity, increase financial capability
  • Be aware of the community foundation’s key goal

• Community Foundations As a Source of Innovation in CSAs:
  • CFWC’s transforming traditional scholarship funds to Early Awards/CSAs
➢ WELCOME

Christi Baker
Asset Funders Network

➢ SURVEY BACKGROUND AND FINDINGS

Rebecca M. Loya, Ph.D.
IASP Institute on Assets and Social Policy
The Heller School for Social Policy and Management, Brandeis University

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Phil Maurizi
Indiana Youth Institute

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Angela Brown
LEADS Community Foundations Leading Change
Thank you for attending today’s Asset Funders Network presentation

PLEASE FILL OUT OUR SURVEY
The survey will pop up on your screen momentarily and will also be sent to you via email

WE VALUE YOUR TIME, AND YOUR RESPONSES WILL INFORM OUR FUTURE PLANNING
THE WEBINAR HAS CONCLUDED