



NEW STRATEGIES TO PROMOTE SAVINGS & DEVELOPMENT FOR AMERICA'S CHILDREN: Children Savings Accounts

Program Start Date	2011
Geographic Footprint	Universal -- all public school kindergarten students in the San Francisco Unified School District
Age at Enrollment	Kindergarten
Enrollment Type	Automatic (Opt-Out)
Monetary Incentives: Seed/Matches/Benchmarks	\$50 initial "seed" deposit \$50 qualified National School Lunch program \$100 1:1 matched savings \$100 incentive for saving 6 consecutive months
Deposit Options	In person at the branch, Mail, Direct deposit, Electronic transfer or automated clearinghouse (ACH)
# of Families Served	23,000
Avg. Saved (per family)	\$500 per family, \$1.4 million total contributed by families
Financial Education Offered	Yes



NEW STRATEGIES TO PROMOTE SAVINGS & DEVELOPMENT FOR AMERICA'S CHILDREN: Children Savings Accounts

Program Start Date	2011
Geographic Footprint	Any child eligible for the USDA Free Lunch Program statewide
Age at Enrollment	Preschool or Pre-K
Enrollment Type	Self-Enrollment (Opt-In)
Monetary Incentives: Seed/Matches/Benchmarks	\$50 initial "seed" deposit, Matched savings (periodic matches subject to funding)
Deposit Options	Direct deposit, Electronic transfer or automated clearinghouse (ACH), In person at the branch, At an ATM, Online or mobile banking, Mail, Via 1:1 Fund
# of Families Served	??
Avg. Saved (per family)	??
Financial Education Offered	Yes