The 1:1 Fund: Matching Kids' College Dreams Dollar for Dollar

Growing Your CSA Program: Funding and Policy Opportunities

529s and Child Savings Account Conference
St. Louis, MO
October 8, 2015

Carl Rist
CFED
How the 1:1 Fund Works

The 1:1 Fund supports the college dreams of low-income children by ensuring that those dreams are matched with savings in the bank.

We make it easy for local children’s savings programs to raise matching funds from private donors, large and small, enabling these donors to match young students saving in special college savings accounts.

DONATE
Your donation through the 1:1 Fund helps local groups across the country raise money from their communities to directly fund Children’s Savings Accounts (CSAs) for low-income students.

MOTIVATE
Your matching funds motivate low-income families in your chosen community to open an account and start saving for college.

EDUCATE
Families across the country plan for college earlier — low-income children with $500 in college savings are four times more likely to graduate college.
The 1:1 Fund currently partners with 9 local children’s savings programs in five states; we expect to add another 3-4 partners during 2015.

Our nine partners across the country range from small nonprofits to statewide and MULTI-STATE savings initiatives.
1:1 Fund Impact - 2014

By the Numbers

In 2014, the 1:1 Fund:

Attracted 279 donors who provided dollar-for-dollar matches... raising a total of $283,367 in matching dollars.

Incentivized 2,000+ students and their families... to save more than $1.3 million in college savings in 2014 alone.
MATCH KIDS’ COLLEGE DREAMS DOLLAR FOR DOLLAR

The 1:1 Fund supports the college dreams of low-income children by ensuring that those dreams are matched with savings in the bank.

$845K MATCHING DOLLARS RAISED

20,500 COLLEGE SAVERS

$2.4M TOTAL SAVINGS BY FAMILIES & STUDENTS