



The first step toward college



# Help your students get free money for college with the new CalKIDS program from the State of California.

## Program Overview

CalKIDS is a new program from the State of California that provides up to \$1,500 in free money for college and career training to eligible low-income public school students. CalKIDS can help families boost their children's college savings and increase access to higher education. To learn more and find out who qualifies, visit [CalKIDS.org](https://CalKIDS.org) today.

## Background

CalKIDS was created by the State of California to help provide greater access to higher education for California children. Research shows that children with higher education savings accounts are more likely to go to college and graduate than children without any savings. CalKIDS is a program that can provide parents/legal guardians with a starting point to save for their children's education, setting them up for a better future.

## Fast Facts

- CalKIDS is a children's savings account (CSA) program administered by the ScholarShare Investment Board, an agency of the State of California, chaired by the State Treasurer.
- The program provides each child born in California and eligible low-income public school students with a CalKIDS account and a seed deposit to jumpstart their savings for higher education.
- CalKIDS can be used for qualified higher education expenses like tuition, books, computer equipment, supplies and more.

**\$500**

Every eligible low-income public school student in grades 1-12 will have a CalKIDS account created in their name with a seed deposit of \$500.

**Plus \$500**

Eligible students identified as foster youth will receive an additional one-time \$500 deposit.

**Plus \$500**

Eligible students identified as homeless will receive an additional one-time \$500 deposit.

**That's up to \$1,500 in free money for college!\***

## User Guide

This user guide will help you spread the word and provide essential information about the program to your students, parents and administrators.

## School Toolkit

The CaKIDS Toolkit is a collection of useful information, tools and resources. It is available for download at [CaKIDS.org/schooltoolkit](https://CaKIDS.org/schooltoolkit). If you have any questions you may reach us at [support@CaKIDS.org](mailto:support@CaKIDS.org) or **1-888-445-2377**. Here's what's included and how it can be used to help your students.



### Program Flyer

Print and send the flyer home with your students or include on your school's website or in school emails.



### Program Overview Video

Include link to this video on your website or social media or provide to families as needed.



### Press Release

Use to tailor a release your school can share with any local publication or news station.



### Principal Announcement

Use this announcement for any students PA callouts. Think sporting events, morning announcements, or faculty information sessions.



### Blog Post or Community Notice

Include in any forums, social platforms, or community boards.



### Parents Robocall Announcement

Use this for any automated calls sent to parents.



### Web Buttons

Add these to any digital locations that may be appropriate.



### LED Announcement

Post this simple message on LED boards on campus.



### Social Media Post

Utilize these assets for all social media platforms, including internal platforms.



### Poster

Print this poster to the ideal size of 11x17 and place around campus. It's best used at locations where students, parents, faculty, and administrators gather.



### Email Image and Copy

Include in daily or weekly emails to parents.

## Important Talking Points

**CaKIDS can kickstart a child's future.**

**CaKIDS can make a difference.**

**CaKIDS can help make dreams come true.**

**Get free money for college from CaKIDS.**

**CaKIDS gives your child a real chance for a brighter future.**

\*Eligibility is defined by the Local Control Funding Formula.

The California Kids Investment and Development Savings Program (CaKIDS) is a children's savings account program, administered by the ScholarShare Investment Board, an agency of the State of California. CaKIDS will provide eligible participants with college savings accounts, including seed deposits and other potential incentives, to help pay for future qualified higher education expenses. To learn more about CaKIDS or opt out of the program entirely, please see the Program Information Guide at [CaKIDS.org](https://CaKIDS.org). CaKIDS participants may also establish individual accounts with ScholarShare 529, California's 529 College Savings Plan. TIAA-CREF Tuition Financing, Inc. (TFI), Plan Manager. TIAA-CREF Individual & Institutional Services, LLC, Member FINRA, distributor and underwriter for California's ScholarShare 529. 2439101