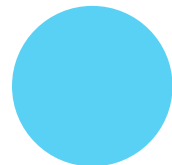




# Media Kit





# Program Overview

In 2022, California launched the nation's largest children's development account program for higher education – The California Kids Investment and Development Savings Program (CalKIDS). The program's mission: support pathways toward higher education by awarding scholarships and offering savings to youth across California. The program is designed to create opportunities for families to prepare for and complete college, trade school, and career programs.

Administered by the ScholarShare Investment Board, and Chaired by State Treasurer Fiona Ma, CalKIDS takes the initiative by automatically awarding scholarships worth up to \$1,500 to eligible California public school students and up to \$175 for all children born in the state on or after July 1, 2022.



## Mission Statement

CalKIDS was designed to expand access to higher education statewide by fostering college going mindsets and savings behaviors with California families through scholarship awards, ongoing education, partnerships, and ScholarShare 529.





## Core Beliefs

- **California children** deserve to pursue higher education.
- **Small actions** can make a **big difference** on the path to college or career training.
- A little hope can go a long way in realizing **educational aspirations**.
- Strength in numbers – collective investment in education **benefits entire communities**.



## Value Proposition



For eligible California public school students and all children born in California (on or after July 1, 2022), CalKIDS is the **only cradle-to-career program**, with the easiest step forward on the path to college or career training. By offering **quick and easy-to-claim scholarship accounts**, CalKIDS gives every one of these students a reason to believe in their path to higher education.



# Program Facts, Stats & Impact

Claiming a CalKIDS Scholarship is the easiest step to take on the path to college or career training.

- CalKIDS aims to jumpstart college funds for millions of California families —eligible families are automatically enrolled in the program, and claiming a CalKIDS Scholarship is just a few clicks away at [CalKIDS.org](https://CalKIDS.org).
- CalKIDS Scholarships are more than financial assistance — [they're an investment](#) in students' futures, and we want to give every one of these students a reason to [believe in their path](#) to college or career training.
- A CalKIDS Scholarship can be used to cover qualified education expenses such as [tuition and fees](#), required [books and supplies](#), and [computer equipment](#), helping to reduce financial barriers for families.
- CalKIDS is the largest child development account program in the nation, with over **5 million children** currently enrolled.





A small blue graduation cap icon with an orange tassel.

# Program Facts, Stats & Impact

**The CalKIDS Program helps to ensure children in California have a reason to believe they're bound for college or career training.**

**60%** of California public school students in grades 2-12 are eligible to claim a CalKIDS Scholarship.

**100%** of children born in California on or after July 1, 2022, have a **CalKIDS Scholarship Account** waiting in their name.

**College-aged students** that graduated from a California high school after **July 1, 2022** may have a CalKIDS Scholarship Account waiting in their name.

Unlike many scholarships, CalKIDS **does not require** students to submit essays, meet a minimum GPA, or provide recommendation letters.

Eligible students can **claim their scholarship in just minutes**, making it the easiest step forward on the path to college or career training.

Studies show students with even minimal savings dedicated for higher education are **3x** more likely to attend college and **4x** more likely to graduate.





# Economic Impact as of June 30, 2025

## \$2B

invested in CalKIDS  
Scholarships since the  
program's inception.

## \$53M

in scholarship funds distributed  
on behalf of nearly 100,000  
students for higher education  
and career training.

Of the \$53 million, **\$50 million** has been reinvested into  
California's higher education system:



More than **\$24 million** has  
been allocated to California  
Community Colleges, reinforcing  
CalKIDS' commitment to  
accessible, affordable education.



Over **\$15 million** in CalKIDS  
funds have supported  
students attending California  
State University campuses.

Nearly **\$9 million** has been  
invested in students pursuing  
their education at University of  
California institutions.





# Economic Impact as of June 30, 2025

Nearly **\$2 million** has been distributed to students enrolled in member schools of the Association of Independent California Colleges and Universities.

An additional **\$2.6 million** has been awarded to students attending other institutions both within and outside of California.



**\$53 million+** in scholarship funds designated on behalf of foster and homeless students for college and career training.



**\$231 million** contributed by CalKIDS families to ScholarShare 529 Accounts.

More than **48,000** families started saving in a ScholarShare 529 Account after claiming their CalKIDS Account.





# Eligibility, Award Amounts, Claim Process, Using Funds

Eligible children and students are automatically enrolled in CalKIDS. However, **parents or students must claim their CalKIDS Scholarship Account** online at [CalKIDS.org](https://CalKIDS.org) to access the funds.

## Eligibility and Award Amounts

### Newborns & Young Children

#### ➤ Eligibility:

All children born in California on or after July 1, 2022 have a CalKIDS Scholarship waiting in their name. There are no income restrictions, but parents must claim their child's CalKIDS Scholarship Account to access the funds.

#### ➤ Scholarship Award Amounts:

All children born in California on or after July 1, 2022, can claim:

**Up to \$100:** Children born on or after July 1, 2023, have a CalKIDS Scholarship Account created in their name with an automatic scholarship of **\$100**. Children born between July 1, 2022, and June 30, 2023, have a scholarship of **\$25**.

**+ \$25:** Parents who claim their child's CalKIDS Scholarship Account on the CalKIDS online portal at [CalKIDS.org](https://CalKIDS.org) will receive an additional one-time **\$25** contribution deposited into their child's account.

**+ \$50:** Parents who link their child's CalKIDS Scholarship Account to a ScholarShare 529 College Savings Account will receive an additional **\$50** contribution deposited into their child's CalKIDS Account.

**= Up to \$175:** For children born in California, that's up to **\$175** for their very first scholarship



## Eligibility and Award Amounts

### Students

#### ➤ Eligibility:

Student eligibility is determined by the California Department of Education (CDE). To be considered for eligibility, a student must have been enrolled on Fall Census Day and must also be identified as an English learner or low-income by the Local Control Funding Formula.

There are two groups of California public school students who may be eligible to claim a CalKIDS Scholarship:

- Students enrolled in **grades 1-12** during the **2021-2022** academic year.
- Students enrolled in 1st grade during the **2022-2023** academic year and every school year after, with the ability to claim their account when they reach 2nd grade or later.

#### ➤ Scholarship Award Amounts:

**\$500:** Eligible low-income or English Learner public school students will have a CalKIDS Scholarship Account created in their name with an initial scholarship of **\$500**.

**+ \$500:** Eligible students identified as foster youth will receive an additional one-time **\$500** contribution deposited into their account.

**+ \$500:** Eligible students identified as homeless will receive an additional one-time **\$500** contribution deposited into their account.

**= Up to \$1,500:** That's up to **\$1,500** in scholarship money for students!



# Claim Process

**Go to CalKIDS.org**

**STEP  
01**

## **Check Eligibility**

**STEP  
02**

The following information is needed to check eligibility:

**Newborns & Young Children:** The 13-digit Local Registration Number (LRN) found on the child's birth certificate.

**Students:** The 10-digit Statewide Student Identifier (SSID), a number that can be found on a student's school portal, transcript, report card, or by reaching out to their 1st through 12th grade school directly.





# Claim Process

## STEP 03

### Claim CalKIDS Account

The following information is needed to claim a CalKIDS Scholarship Account:

#### Newborns & Young Children:

1. County where the child was born
2. Their birthdate
3. The 13-digit Local Registration Number (LRN) on the child's birth certificate OR the unique registration code on the notification letter mailed to the parent's home address.

#### Students:

1. County where the student attended school during the following academic year (based on the chart below)
2. Their birthdate
3. Their 10-digit Statewide Student Identifier (SSID), number which can be obtained by contacting the child's school OR the unique registration code on the notification letter mailed to the student's home.

#### County Where the Student Attended School

| ACADEMIC YEAR | GRADE  | ON THIS DATE    |
|---------------|--------|-----------------|
| 2021 - 2022   | 1 - 12 | OCTOBER 6, 2021 |
| 2022 - 2023   | 1      | OCTOBER 5, 2022 |
| 2023 - 2024   | 1      | OCTOBER 4, 2023 |



# Eligible Use of Funds

Funds are designated to meet a student's cost of attendance at their institution of higher education, which may include costs associated with the following:

- ▶ Tuition and Fees
- ▶ Required Books and Supplies
- ▶ Computer Equipment



## Using CalKIDS Funds

### Step 1: Log in to Your CalKIDS Scholarship Account

- ▶ Parents or students must log in at **CalKIDS.org** to access their account and request a distribution.

### Step 2: Request Funds

- ▶ Students can request a distribution when enrolled in courses at the institution of higher education where the funds will be sent.
- ▶ Students must be at least **17 years old** to request a distribution.

### Step 3: Funds Sent to Institution

- ▶ Funds are sent directly to the student's eligible higher education institution to cover tuition, books, and other qualified expenses.
- ▶ Program participants have until they reach **age 26** to use the funds in their CalKIDS Scholarship Account.





# Linking CalKIDS Accounts to ScholarShare 529 Accounts

Parents can save independently in a ScholarShare 529 Account, California's official college savings plan.



Administered by the ScholarShare Investment Board, this program provides families with a valuable savings tool, offering diverse investment options, tax-deferred growth, and withdrawals that are free from state and federal taxes when used for qualified higher education expenses.

Parents can link their CalKIDS Scholarship Account to a new or existing ScholarShare 529 Account for additional savings opportunities, potential financial incentives and to view all balances in one place.



## How to Link CalKIDS Scholarship Accounts with ScholarShare 529 Accounts

By linking a CalKIDS Scholarship Account with a new or existing **ScholarShare 529** Account, families can watch their college fund grow in one place.

**ScholarShare 529** also makes it simple for friends and family to contribute to a child's education.

**Linking accounts is quick and easy. Here's how...**

1. Claim a CalKIDS Scholarship Account.
2. Open a **ScholarShare 529** Account (if there is no current account open).
3. Log in to CalKIDS and link accounts.



# Testimonials

## What CalKIDS Students Are Saying

"I was excited and relieved. The money made a difference by taking away some of the financial burden college brings."

**- Alicia, Monterey Peninsula College**

"I felt very fortunate and less stressed ... it was a huge help. I used the money for books and testing materials for school."

**- Samantha, Moreno Valley College**

"The funds helped me not feel like such a financial burden to my mom. The funds are part of the reason I'm not in debt right now."

**- Alessandra, UC San Diego**

"It was honestly such a big relief ... knowing I had at least some funds to help me with the tuition and not to be too much in debt."

**- Jocelyn, Cerritos College**

"I was absolutely surprised...I didn't know I could have money for school just like that. I used my funds for tuition...it took a big load off my back. Now I can finally focus on my education."

**- Estuardo, San Francisco State University**



# Testimonials

## What CalKIDS Parents & Partners Are Saying

“It’s so simple that you just don’t believe it...It’s a great relief, you know because you’re trying to see where you’re going to get that little bit that you have to pay because you have to do something out of pocket.”

**- Salvador Covarrubias, Parent**

“Young families need information and education for their financial well-being and opportunities to plan for the success of their children’s education and career. CalKIDS helps families get started in planning for a bright future.”

**- Karen Farley, California WIC Association**

“The CalKIDS program has been a catalyst for building a college savings culture throughout East San Jose. We have dozens of schools and non-profits collaborating on outreach and education around college savings and college readiness. Students and families appreciate the simplicity of the program and are eager to learn about additional ways to save for education.”

**- John Hogan, Excite Credit Union**

“The dreams of success that any parent has for their child were clearly the basis for the leaders in California who shaped the CalKIDS program into a successful springboard of opportunity that promises a brighter future following high school graduation for all”

**- Superintendent Dr. Edwin Gomez, Riverside County Office of Education**



# Frequently Asked Questions (FAQs)

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## How is CalKIDS funded?

CalKIDS is supported by state funds and can also accept private donations to expand its reach.

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## Who administers the CalKIDS Program?

CalKIDS is administered by the ScholarShare Investment Board, an agency of the State of California, and chaired by State Treasurer Fiona Ma.

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## Who is eligible for a CalKIDS Scholarship?

CalKIDS eligibility is determined based on two groups:

**California-born Children:** All children born in California on or after July 1, 2022, are automatically awarded a CalKIDS Scholarship. There are no income restrictions, but parents must claim their child's CalKIDS Scholarship Account to access the funds.

**California Students:** Certain public school students in grades 2-12 are eligible, as identified by the Local Control Funding Formula (LCFF). College aged-students who were in a public school in 2021 - 2022 may also be eligible.







# Frequently Asked Questions (FAQs)

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## **What is the Local Control Funding Formula (LCFF)?**

The Local Control Funding Formula (LCFF) is California's school funding model designed to allocate resources based on student needs. It provides additional funding to support low-income students, English learners, and foster youth. State law requires the California Department of Education to use LCFF data reported by school districts to determine student eligibility for CalKIDS Scholarships.

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## **How do families claim their CalKIDS Scholarship Accounts?**

Families and students can visit [CalKIDS.org](https://CalKIDS.org) and enter their Statewide Student Identifier (SSID) or Local Registration Number (LRN). Students can find their SSID by contacting their school. Parents of children born on or after July 1, 2022 can find the LRN on their child's birth certificate. They may also use the unique CalKIDS code from the notification letter they may have received.

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## **How do students or parents find the Statewide Student Identifier (SSID) number?**

The Statewide Student Identifier (SSID) is a unique 10-digit number assigned to students in California public schools. An SSID may be found on a student's K-12 school portal, transcript, report card, or by contacting their school directly.



# Frequently Asked Questions (FAQs)

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## **What can the CalKIDS Scholarship money be used for?**

Funds are designated to meet a student's cost of attendance at their institution, which may include costs associated with tuition and fees, required books and supplies, and computer equipment.

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## **Can CalKIDS Scholarship funds be used for schools outside of California?**

Yes! Scholarship funds can be used at eligible higher education institutions across the country. Students and parents can use the Federal School Code Search Tool to check if a school qualifies.

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## **Can scholarships be used for trade schools or vocational programs?**

Yes! CalKIDS Scholarships can be used at eligible higher education institutions across the country, including community colleges, universities, vocational schools, and professional training programs. Students and parents can use the Federal School Code Search Tool to check if a school qualifies.

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## **Is there a deadline to use your CalKIDS Scholarship?**

Scholarships must be used before the participant turns 26.



# Frequently Asked Questions (FAQs)

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## How many children are eligible?

**Newborns & Young Children:** As of June 30, 2025, more than 1 million children born in California are now eligible for the program.

**Students:** As of June 30, 2025, over 4 million public school students in California are eligible for the program, including those identified as foster youth or experiencing homelessness. This represents more than 60% of the public school population in California.

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## What is a ScholarShare 529 College Savings Account?

ScholarShare 529 is California's official college savings plan. Administered by the ScholarShare Investment Board, this program provides families with a valuable savings tool, offering a diverse set of low-cost investment options, tax-deferred growth, and withdrawals that are free from state and federal taxes when used for qualified higher education expenses.

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## Do families need to contribute money to CalKIDS Scholarship Accounts?

No, families cannot contribute money into their CalKIDS Scholarship Account, however, they can contribute to their child's college savings by opening a ScholarShare 529 Account. Contributions to ScholarShare 529 Accounts offer tax-deferred growth, and withdrawals are free from state and federal taxes when used for qualified higher education expenses.






# Ready-to-Use Press Releases

## **For Immediate Release: Over 2 Million CA High School Seniors & College Students Are Eligible for CalKIDS Scholarships Worth Up to \$1,500 for College or Career Training**

Sacramento, CA —As college acceptance and financial aid letters arrive, California's high school seniors and college students have a major opportunity through the CalKIDS program to ease their education costs. This statewide initiative, administered by the ScholarShare Investment Board (SIB), provides eligible California public school students with CalKIDS Scholarships worth up to \$1,500—helping them take the next step toward college or career training by easing financial barriers to higher education.

Eligible students can use their CalKIDS Scholarships for tuition and fees, books and supplies, and computer equipment. Since 2022, approximately \$1 billion in CalKIDS Scholarships has been made available to more than 2 million of California's public high school students.



To get the word out about this amazing program and ensure students and families are aware of and claim their CalKIDS Scholarships, the SIB has established partnerships with high schools, school districts, community-based organizations, and financial aid directors at community colleges and universities across the state. Through a recent back-to-school campaign, these partnerships helped drive nearly 100,000 new CalKIDS Scholarship claims in just four months.

“CalKIDS is an incredible resource for California families,” said Cassandra DiBenedetto, Executive Director. “Claiming a CalKIDS Scholarship is the easiest step students can take on their path to higher education, whether that means college, trade schools, or technical and vocational schools. This investment is designed to support students, particularly those from historically underserved communities. We want every eligible student to claim their CalKIDS Scholarship and take full advantage of this opportunity.”





# Ready-to-Use Press Releases

Claiming a CalKIDS Scholarship is quick and easy. Families simply need the student's Statewide Student Identifier (SSID), a ten-digit number, which can be obtained by contacting their school directly. Once they have the SSID, parents or students can visit [CalKIDS.org](https://CalKIDS.org) to check eligibility and claim a scholarship in just minutes.

The funds can be used at accredited colleges, universities, trade schools, and career programs across the country. Once enrolled in a higher education program, students can log into their CalKIDS Scholarship Account to request a distribution directly to their school to cover qualifying educational expenses.

For students like Samantha from Moreno Valley College, a CalKIDS Scholarship was a game-changer. "I felt very fortunate and less stressed ... it was a huge help. I used the money for books and testing materials for school."

"Studies show that students with just \$500 or less set aside for college are three times more likely to attend college and four times more likely to graduate," added DiBenedetto. "CalKIDS Scholarships are more than financial assistance—they're an investment in students' futures, and we want to give every one of these students a reason to believe they're college-bound."

With roughly 60% of California public school students eligible for a CalKIDS Scholarship and key college decisions and financial aid deadlines approaching, now is the time for students and families to check their eligibility and claim their CalKIDS Scholarship.

For more information on eligibility, scholarship amounts, and how to claim a CalKIDS Scholarship, visit [CalKIDS.org](https://CalKIDS.org).



# Media Coverage Highlights

## **Unlock \$1,500 for Your Child's Future with CalKIDS**

ABC 10 (April 29, 2025) Your California Life interviewed Humphrey Manacsa and encouraged families to fund kids' college dreams early on.

## **Majority of L.A. County public school students eligible for state scholarship**

KTLA 5 (April 29, 2025) emphasized that seven out of 10 L.A. County public school students are eligible for a CalKIDS Scholarship.

## **1,500 Dólares para la Universidad**

Univision 19 Sacramento (April 25, 2025) hosted Dana Salas for an interview to encourage families to check their eligibility and claim their CalKIDS Scholarship Accounts.

## **Siete de cada 10 estudiantes de Los Ángeles pueden solicitar becas de CalKIDS**

La Opinión (April 3, 2025) reported that 7 in 10 public school students in Los Angeles County are eligible for up to \$1,500 through CalKIDS, the nation's largest child savings program, to support college and career education.



# Media Coverage Highlights

## **Families can claim payments up to \$1,500 in free money from 'savings' program**

The U.S. Sun (July 5, 2024) highlighted how eligible California families can receive up to \$1,500 through the CalKIDS program to support their children's education.

## **Riverside County Office of Education Helps Students Claim Free College Savings Account**

KESQ News (June 18, 2024) highlighted how Riverside County Office of Education is working to inform families about the CalKIDS program through workshops, webinars, and community events.

## **Don't Underestimate the Power of CalKIDS Savings Plan**

EdSource (April 15, 2024) emphasizes the significant impact of CalKIDS on college affordability, highlighting how early savings can encourage a college-going culture and provide long-term financial benefits for students.

## **S.F. put cash in kindergarteners' college savings accounts 13 years ago. Did it pay off?**

San Francisco Chronicle (May 25, 2023) highlighted the success of San Francisco's early college savings initiatives, noting the graduation of the first cohort of students benefiting from such programs and how similar savings programs like CalKIDS are designed to support students on their path to higher education.



# Meet the CalKIDS Leadership Team

The ScholarShare Investment Board (SIB) oversees the administration of CalKIDS, ensuring that California families have access to a strong, well-managed college savings program. Led by State Treasurer Fiona Ma, the board is composed of financial and education experts committed to making higher education more accessible and affordable.

The CalKIDS leadership team is responsible for guiding program strategy, outreach, and financial stewardship.



**Fiona Ma**

California State Treasurer,  
Chair of the ScholarShare  
Investment Board



**Cassandra DiBenedetto**

Executive Director



**Stanley Zeto**

Deputy Executive Director

- **Noah Lightman**, Manager, CSA Initiatives
- **Jose Quiaoit**, Manager
- **Diane Lim**, Data Analyst
- **Humphrey Manacsca**, Outreach Specialist
- **Dana Salas**, Outreach Specialist (Spanish)





# Logos and Media Assets

The CalKIDS Marketing Toolkit can be accessed at:  
[CalKIDS.org/partners/marketing-toolkit](https://CalKIDS.org/partners/marketing-toolkit)

## LOGO STRUCTURE VARIATIONS PER AUDIENCE

STUDENTS OR  
GENERAL AUDIENCE



NEWBORNS (INCLUDES TAGLINE)



The first step toward college

PARTNERS (INCLUDES STATE SEAL)



California Kids Investment and  
Development Savings Program



## MEDIA ASSETS AVAILABLE UPON REQUEST





# Contact Information

The CalKIDS Media Kit provides comprehensive information about the California Kids Investment and Development Savings Program (CalKIDS), including program details, eligibility criteria, scholarship amounts, and contact information.

## General Inquiries

For general inquiries or further assistance, you can reach out to the CalKIDS team:

 (888) 445-2377 | Mon - Fri, 8:00 a.m. to 5:00 p.m. (PST)

 Send us a message at [CalKIDS.org/contact-us](https://CalKIDS.org/contact-us)

 Mailing Address: ScholarShare Investment Board  
901 P Street, Suite 313B Sacramento, CA 95814

For more information, visit the official CalKIDS website at [CalKIDS.org](https://CalKIDS.org).

## Media Inquiries

For media-related questions, please contact:

 Vanessa Vizard, Vizard Marketing & PR

 951-221-8777

 [vanessa@vizardpr.com](mailto:vanessa@vizardpr.com)

## Social Media

Stay connected and get the latest updates by following CalKIDS on:

 @CalKIDSProgram

 CalKIDSProgram

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The first step toward college