

PROMISE INDIANA

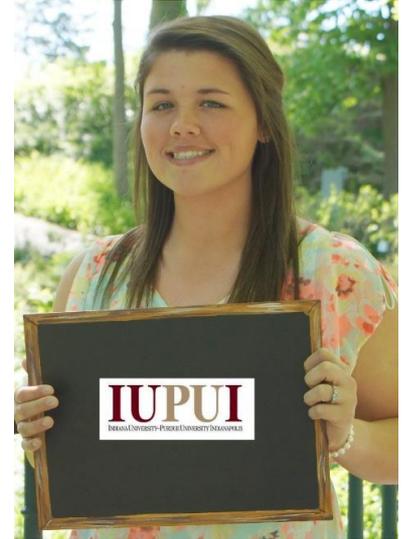
HOPE IN A CONCRETE FORM



**HOPE PREDICTS
ACADEMIC SUCCESS
AND GRADUATION
BETTER THAN GRADES
AND TEST SCORES
DO... INCREASING
HOPE ISN'T EASY,
BUT IT CAN BE DONE.**



**CLIFTON, JIM. THE COMING JOBS WAR, P 133-134.
GALLUP PRESS: NEW YORK, 2011**





policeman

doctor

policeman

farmer

firefighter

doctor

farmer

policeman

movie
star

policeman

teacher

policeman

fireman

When

We

Grow

Up

Class
of
2026

dolphin
trainer

policeman

mailman

policeman

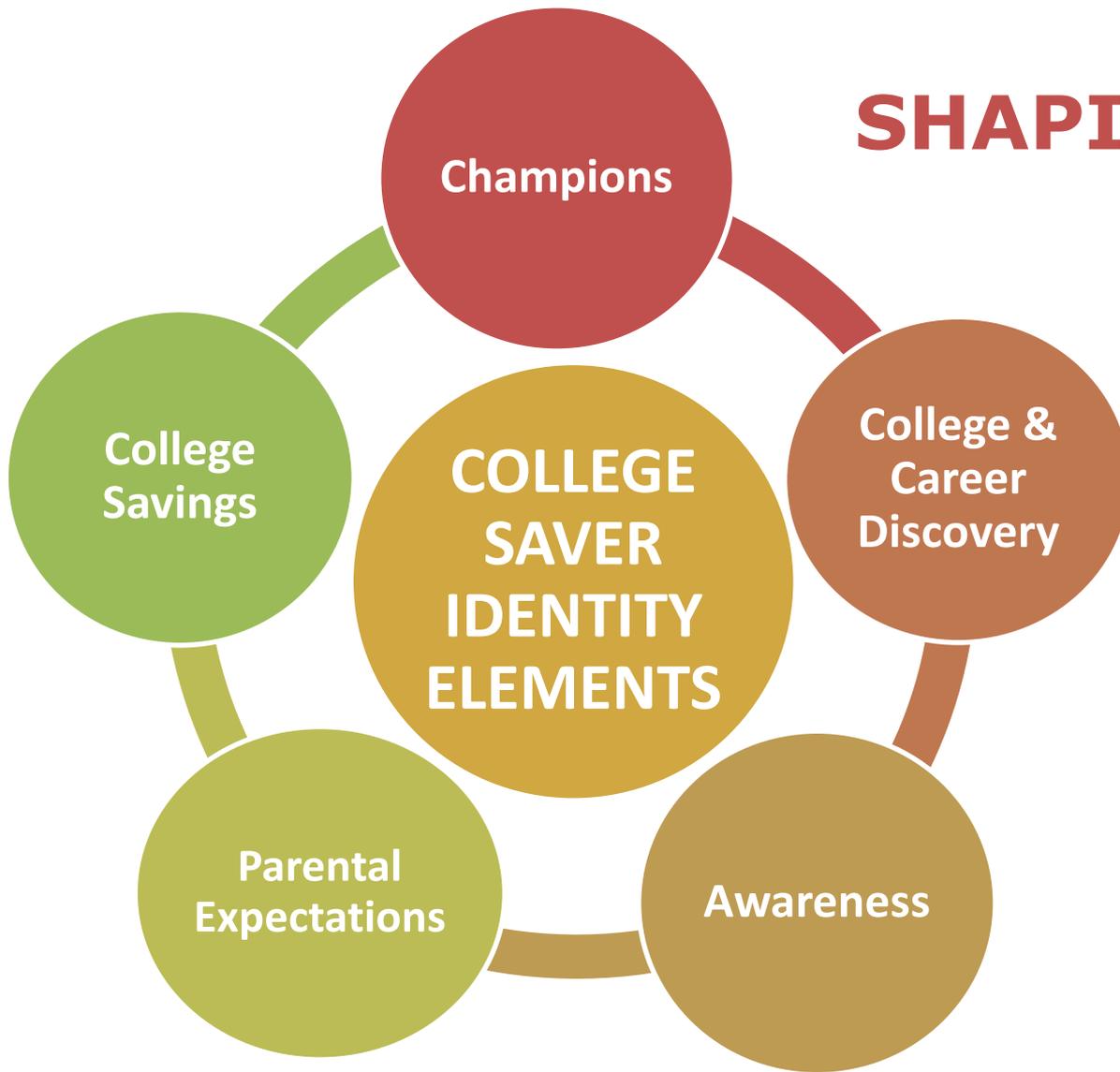
nurse

policeman

WHAT HELPS A CHILD BUILD COLLEGE-BOUND IDENTITY?



SHAPING IDENTITY



LOW & MODERATE INCOME
CHILDREN

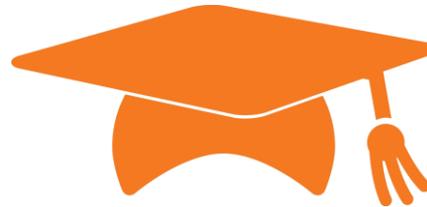


**COLLEGE
SAVINGS
BETWEEN
\$1 - \$499**

ARE **3X** MORE LIKELY
TO ATTEND COLLEGE

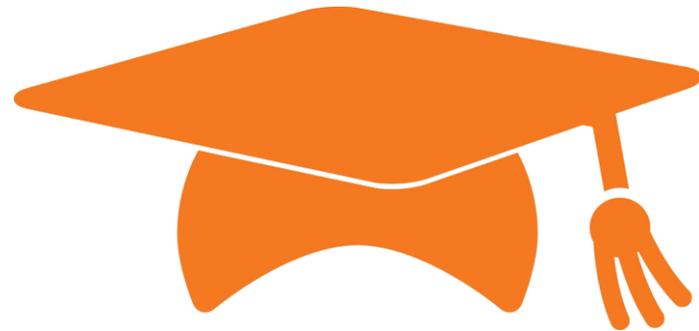


AND **4X** MORE LIKELY
TO GRADUATE FROM COLLEGE



ASSETS AND EDUCATION INITIATIVE, BUILDING EXPECTATIONS, DELIVERING RESULTS: ASSET-BASED FINANCIAL AID AND THE FUTURE OF HIGHER EDUCATION, 2013

**...ASSETS CHANGE THE WAY
PEOPLE THINK...WHILE INCOMES
FEED PEOPLE'S STOMACHS,
ASSETS CHANGE THEIR HEADS.**



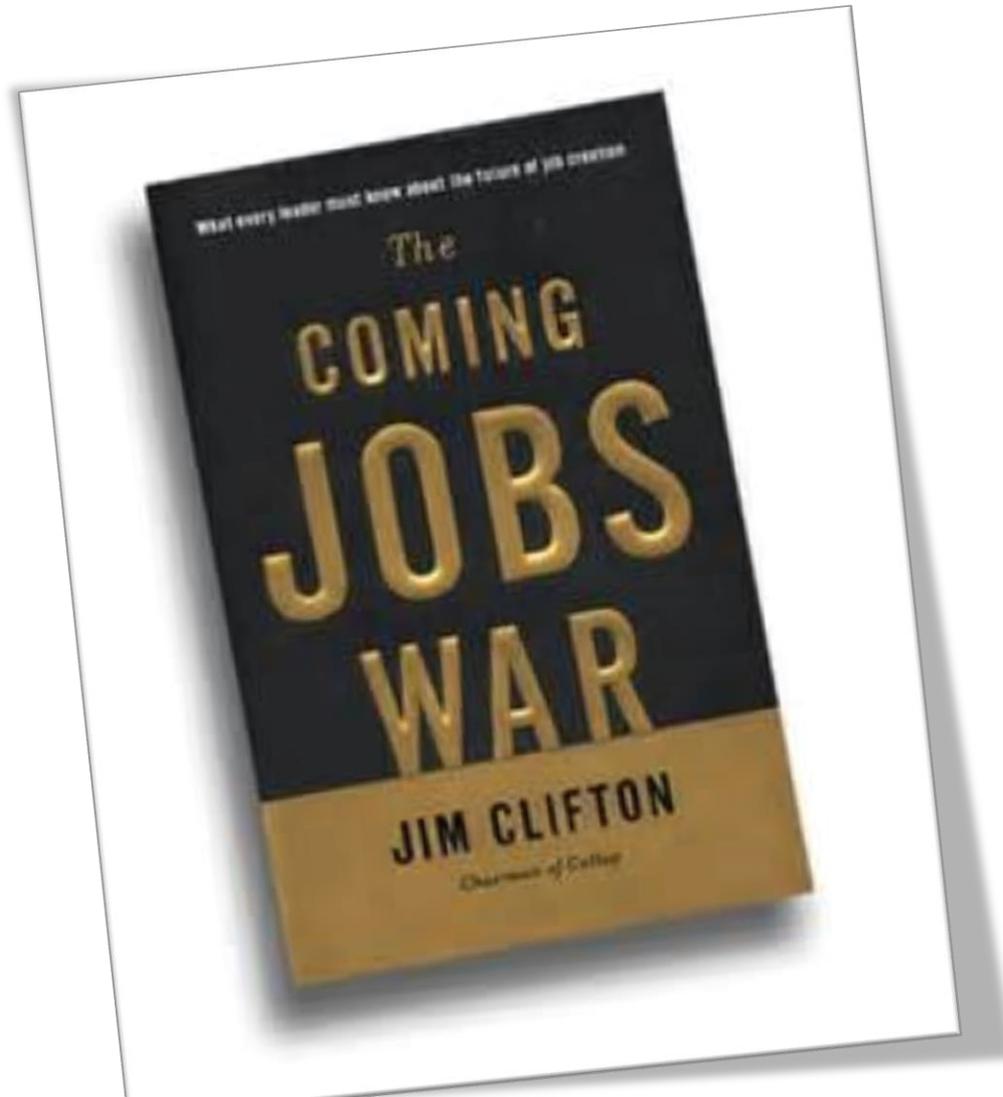
SHERRADEN, MICHAEL. *ASSETS AND THE POOR: A NEW AMERICAN WELFARE POLICY*. M.E. SHARPE: NEW YORK, 1991.

ASSETS ARE HOPE IN A CONCRETE FORM.



SHERRADEN, MICHAEL. *ASSETS AND THE POOR: A NEW AMERICAN WELFARE POLICY.* M.E. SHARPE: NEW YORK, 1991.

**“SOLUTIONS MUST BE
DRIVEN LOCALLY”**



“Social entrepreneurs identify resources where people only see problems. They view the villagers as the solution, not the passive beneficiary. They begin with the assumption of competence and unleash resources in the communities they're serving.”

DAVID BORNSTEIN, AUTHOR OF *HOW TO CHANGE THE WORLD: SOCIAL ENTREPRENEURS AND THE POWER OF NEW IDEAS*

HOW CAN WE EQUIP FAMILIES TO TAKE THE CRITICAL STEPS?



~~Reactive~~

Proactive



EDUCATIONAL SAVINGS



COLLEGE & CAREER DISCOVERY



“WALK INTO MY FUTURE”



CHAMPION PROCESS

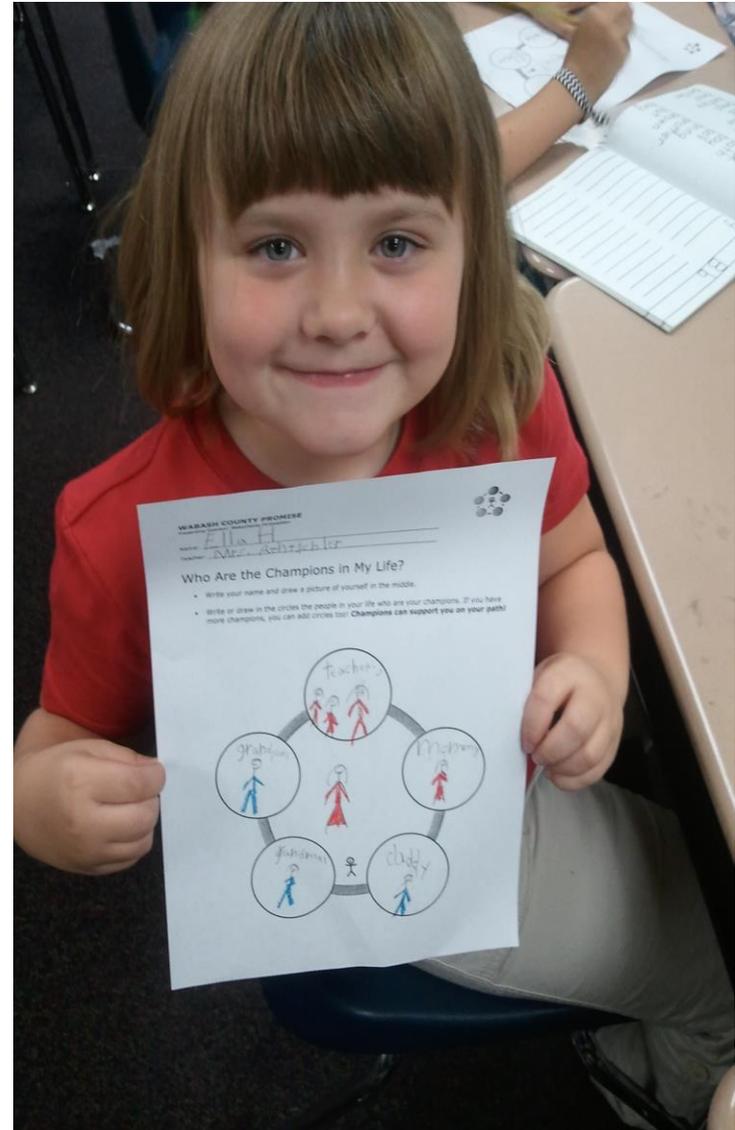
CHAMPION CHECKLIST



- ✓ **ENCOURAGE:** send a note, say a kind word to a child
- ✓ **SHARE:** spread the word about being a champion
- ✓ **INVEST:** \$5.29 or more in a child's college savings account

When you invest:

- Give only check or money order
- Make it out to CollegeChoice Direct
- Write the child's account number
- Keep a record for your 20% Indiana tax credit



PILOT COMMUNITIES

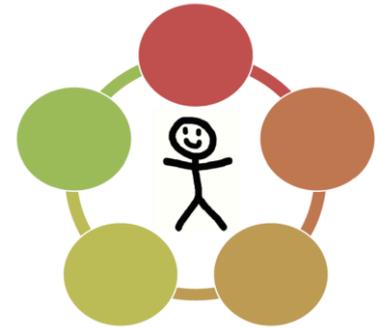
- July 2013: Wabash County launch
- July 2014: LaGrange, Noble, Whitley launch
- **34 elementary schools** taught classroom lessons
- **6,850 youth** discovered college on 3 campuses
- **3,249 youth** opened 529 accounts
- **\$404,274 saved by families** as of May 2015
- **\$164,596 invested by communities**
- **\$568,870** total educational savings
- July 2015: Howard, Jay, Kosciusko, Steuben launch



LOW INCOME

FAMILIES

ARE **10X** MORE LIKELY
TO BE SAVING WITH A 529



MODERATE INCOME

FAMILIES

ARE **4X** MORE LIKELY
TO BE SAVING WITH A

MOVING THE NEEDLE ON FAMILIES WHO HEARD ABOUT A 529 THROUGH THEIR CHILD'S SCHOOL

8.89%

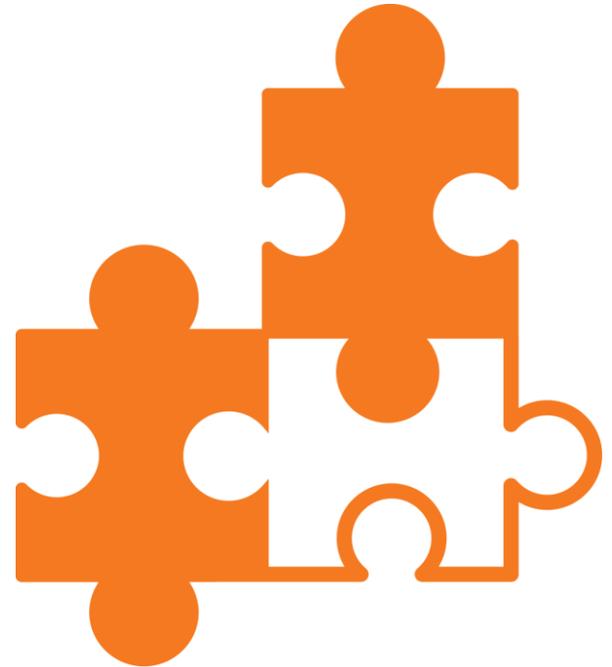


70.93%



9 OUT OF 10 **TEACHERS** **SAW INCREASES**

- **STUDENTS' EXPOSED TO COLLEGE & CAREERS**
- **STUDENTS' EXCITEMENT ABOUT COLLEGE & CAREERS**
- **SCHOOL-WIDE CONVERSATION ABOUT POST-SECONDARY ED**





Hope in
Concrete
Form