





Young people who have a savings account in their name are three times more likely to enroll in college and four times more likely to graduate.

¹ Assets and Education Initiative. (2013). Building Expectations, Delivering Results: Asset-Based Financial Aid and the Future of Higher Education. In W. Elliot (Ed.), *Biannual report on the assets and education field*. Lawrence, KS.

A four-year college degree is worth, on average, \$1 million in additional lifetime earnings. But nearly half of all adults have a high school degree or less.



² US Census: "Education and Synthetic Work-Life Earnings Estimates," US Census (2011).

Children's Savings Account

Aligning Three “Best Practices”

- **Leverage Technology to Improve the Participant's Experience**
CollegeSet provides a game-like interaction that rewards positive financial behavior. Students unlock badges by completing milestones on their path to a four-year college degree. They also enjoy 24/7 access to account activity and receive regular text messages notifying them of their progress—and their peers' progress—toward savings goals.
- **Leverage Social Networks as a Means of Facilitating Positive Financial Behavior Change**
Savers are incentivized with tangible rewards to delay gratification and make smart financial choices. The application helps build community among youth participants, using social media to share progress, increase accountability, and promote savings.
- **Couple Improved Tools for Education with Well-Designed Financial Services**
The application is highly integrated with each student's account, automatically notifying, incentivizing, and holding student savers accountable for their financial decisions.

CollegeSet Facebook App

“Gamification” of the College Savings Experience

The screenshot displays the CollegeSet Facebook App interface. At the top, the navigation bar includes the CollegeSet logo (A JUMA VENTURE), menu items (ABOUT, HOW IT WORKS, BLOG, GET INVOLVED), and user options (Donors: Register, Log In, Student Portal). The main content area features a green background with the heading "A LOOK AT THE LEADERBOARD". Below this, a paragraph states: "CollegeSet Badges celebrate the many milestones Juma students reach on their journey toward a college education." Another paragraph follows: "Here are just a few of the students making great strides in this popular program." Three student profiles are highlighted: Analis S., Maurice B., and Ivette L., each with a portrait and a "COLLEGESET BADGES 22/30" badge. A row of four more student portraits is shown below. The footer contains contact information, a privacy policy link, terms and conditions, site attribution to John McNeil Studio, and social media links for BlackRock, Twitter, and LinkedIn.

CollegeSet Facebook App

“Gamification” of the College Savings Experience

The screenshot displays the CollegeSet Facebook App interface. At the top, the CollegeSet logo is on the left, and navigation links for 'ABOUT', 'HOW IT WORKS', 'BLOG', and 'GET INVOLVED' are in the center. On the right, there are links for 'Donors: Register', 'Log In', and 'Student Portal'. Below the navigation bar, a link '< BACK TO PROFILE' is visible. The main heading is 'Zaria C.'s Badges'. Underneath, the 'MOST RECENT' section features a 'Super Saver' badge, which is a green circle containing a bar chart with a star. The badge description reads: 'Super Saver. For making five or more CollegeSet Savings deposits in the course of one calendar year. Earned on: 6/26/14'. Below this, the 'THE FULL CACHE (22)' section shows a grid of various badges. A tooltip for the 'Watch it Grow (100%)' badge is active, showing it was earned on 6/26/14 for accumulating \$500 in a CollegeSet Savings account. The grid includes badges for '100%', '75%', '50%', and '25%' completion, as well as several 'EVERFI' badges. At the bottom, there are links for 'Contact Us', 'Privacy Policy', 'Terms & Conditions', and 'Site by John McNeil Studio'. On the right side of the footer, it says 'Made possible by BLACKROCK' and includes social media icons for 'Tweet', 'Share', and 'Like'.

Key Performance Indicators

Youth Outcomes and Evidence of Effectiveness

n = 146-147	Much More Confident	Somewhat More Confident	No Change	Less Confident
I will be able to track my spending.	63%	32%	5%	1%
I will be able to put some money into my college savings account each month.	55%	39%	5%	1%
I will be able to afford to go to college.	50%	40%	8%	3%
I will be able to meet my saving goals.	49%	44%	6%	1%

- **Total savings:** Students saved on average \$309, up 24% from the previous year's baseline.
- **Regular savings behavior:** 76.8% of youth made at least five consecutive deposits. Youth made an average of 5.1 deposits into their accounts, as compared to 1.8 deposits in 2013.
- **Completion of milestones:** On average, youth earned 88.1% of the \$1,000 in incentives.
- **Academic achievement:** 99% of high school seniors graduated from high school and 99% enrolled in post-secondary education.

Children's Savings Account

Features of the Account – How CollegeSet is Different

- **Ease of Entry**

To open a savings account, CollegeSet needs only a student's name, mailing address, and student ID number (as opposed to the typical W9 and social security number). Eliminating barriers to entry allows more families to open bank accounts and enter the economic mainstream – especially undocumented families.

- **Scalability**

The new CSA platform can accommodate up to 2,000,000 accounts. Bulk boarding allows CollegeSet to open thousands of accounts in hours, not weeks. Automated incentives dramatically reduce staff time and administrative overhead

- **Transparency**

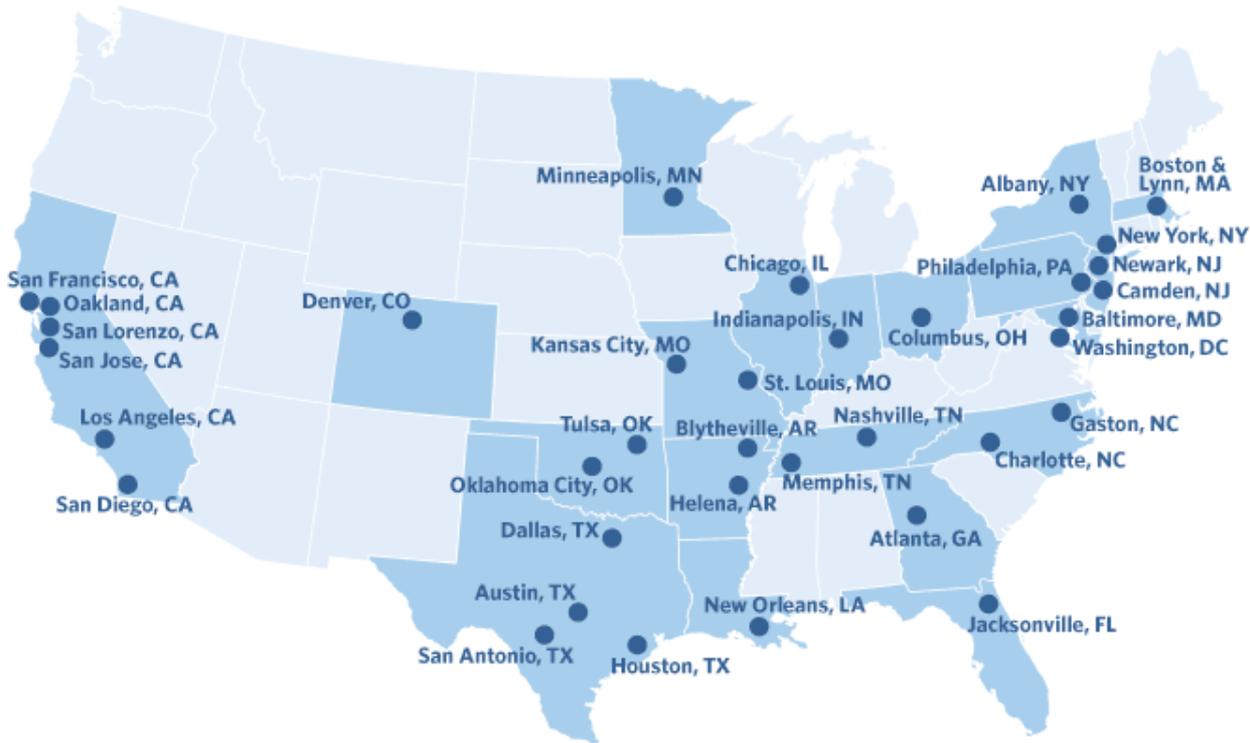
With BAI2, CollegeSet reconciles account information daily. Students and their families can visit our online portal and watch their savings grow.

- **National Partnerships**

CollegeSet maintains a unique national partnership with Citi, which has developed the most advanced match savings platform in the country. Our business banking relationship offsets account fees, ensuring a fee-free experience for our families.

CollegeSet Expansion

Scaling within KIPP's National Footprint



- In 2014-15, CollegeSet will serve an additional 6,800 students in the San Francisco Bay Area, Chicago, New York, Houston and Washington, DC. Over the next five years, we look to realize the vision of a savings account for every student in the KIPP network, which currently serves 50,000 young people at 141 schools in 21 regions.