



JAY COUNTY PROMISE: BUILDING HOPE AND ASSETS

BY 2020, 60% OF JOBS WILL REQUIRE AN EDUCATION BEYOND HIGH SCHOOL BUT IN JAY COUNTY, ONLY 6% OF YOUTH ARE SAVING FOR POST-SECONDARY EDUCATION WITH A COLLEGECHOICE 529 ACCOUNT



[SOURCES: LUMINA FOUNDATION & COLLEGECHOICE 529]

COLLEGE SAVINGS COUNTS

Low- and moderate-income youth with an account, even with a balance of just \$1-\$499, are:

3 times MORE LIKELY to ATTEND college

4 times MORE LIKELY to GRADUATE

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

SAVING for education helps youth build identity- "I am someone who goes to college." TOGETHER with other elements, we can shape that identity from an early age.



JAY COUNTY PROMISE HELPS FAMILIES TAKE CRITICAL STEPS:

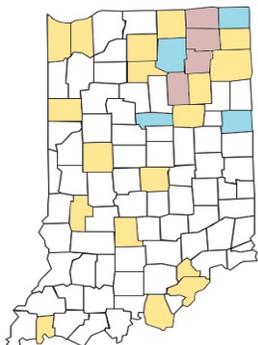
- STARTING THE CONVERSATION about their child's dreams for the future in Kindergarten
- ENROLLING IN COLLEGECHOICE 529 SAVINGS through an easy process at school, a child in K-3 receives \$25 from the John Jay Center for Learning
- ENGAGING "CHAMPIONS" who can invest in their child's future through gifts and encouragement



OUR COMMUNITY will come alongside families. When a child raises \$25 for his or her account, the community MATCHES that investment 2:1.



In 4 current Promise communities, over 3,200 youth have started saving for college, resulting in over \$568,000 invested for higher ed.



Today, there are 8 COUNTIES that have launched the PROMISE, and 18 COUNTIES exploring a pilot opportunity. With the support of the Indiana Education Savings Authority, CollegeChoice 529, Lilly Endowment Inc., and the Indiana State Alliance of YMCAs, the Promise will expand to 12 new pilot communities over the next two years.

KEEP THE PROMISE

by helping youth in our community to build assets and identity for the future. Learn more at www.jaycountypromise.org

