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ANNUAL COLLEGE KIDS SAVINGS PROGRAM REPORT

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- OFE Bank Fair at City Hall
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- Gateway Young, Gifted, & Black History
- MOST 529 Lunch & Learn
- Treats with the Treasurer
- Busey Bank & Carondelet Leadership Academy
- Viewing of "The Banker" with Urban League
- Meremec School Deposit Day
- Ashland School
- St. Louis Language Immersion School Parent/Teacher Conference
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- Financial Literacy Month
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Hon. TISHAURA JONES

Letter to the Community

Treasurer, City of St. Louis

For the last five years, I have had the privilege of investing in the future of our children. Why? Because research shows that children with as little as \$500 saved are three times more likely to go to college and four times more likely to graduate. According to the same research, children with CSAs also score better on socio-emotional indicators, like building relationships and managing stress.

So we start every kindergartener in St. Louis public and charter schools with a \$50 account and help them grow it. With support from people like you, we offer incentives for good attendance and parental financial education, and we match the first \$100 that a family contributes to their own account each year.

Since starting in 2015, the City of St. Louis now has the second-largest Children's Savings Account program in the nation, behind only San Francisco. It's spreading: on the Illinois Senate floor, the bill sponsor referenced College Kids and other successful programs nearby, as they passed a statewide CSA program inspired by research at Washington University in St. Louis. California also joined the club with a statewide program, and Minneapolis has a new municipal CSA program. And there are efforts underway to create a statewide program right here in Missouri!

St. Louis College Kids now has over 16,000 student accounts with over \$1.1 million saved. We hired staff members Barbara Davis and Monica Long-Davis (no relation!). And you don't want to miss our video at www.STLCollegeKids.org. We cherish all our kids, the ones we know and the ones we don't.

It is as important as ever that we give more hope and a better future to our children.

For the kids,

A handwritten signature in black ink that reads "Tishaundra Jones". The signature is written in a cursive, flowing style.



CEO CAROL MINGES

Letter to the Community

AllTru Credit Union

Every year it is our honor to look back and celebrate the successes and progress of the College Kids program. Over the years, this program has given us the opportunity to provide needed banking services to young families and support education resources in a totally innovative and unique way. As we enter our fifth year of opening accounts for all incoming kindergarten students in the St. Louis Public and Charter School District, we are so encouraged to see continued growth in student deposits and engagement with the program among families in our community.

Despite an unprecedented pandemic, which drastically interrupted the school year, we are so excited to report that the 2019-2020 school year was successful for the College Kids program and for St. Louis. To date, the program now serves more than 16,500 children and families who have accumulated over \$203,000 in personal deposits, a 60% increase from the beginning of the 2019 school year. We recognize that these are not just reportable metrics, but important resources for future graduates as they set goals and dream of their future, which includes attending and graduating college.

Alltru Credit Union is proud to be partnered with the Treasurer's Office and this important program in our community by hosting Family Savings Nights, donating small scholarships, providing financial education, as well as convenient opportunities for families to make deposits into their College Savings Accounts at local credit union branches all over St. Louis with the Shared Branch network. Our partnership with the Treasurer's Office and the College Kids program gives us the opportunity to provide hope for the families in the City of St. Louis and support positive banking habits which will impact generations to come.

Thank you for allowing us to be your trusted and active partner in this vital program again this year.

alltru.
CREDIT UNION

MISSION

The City of St. Louis Treasurer's Office provides college savings accounts to all kindergarten students enrolled in City of St. Louis public and charter schools. The mission of College Kids is to improve college access and attainment among youth, increase assets for low-to-moderate income families living within the city, and promote the use of safe and affordable mainstream financial services and products.

Our vision is that every child in the City of St. Louis will have concrete hope and a fiscal pathway to achieve postsecondary education. Equipped with financial knowledge and skills, all families will have access to asset-building products and services to combat the racial wealth divide in our region.

VISION



HOW COLLEGE KIDS WORKS

THE COLLEGE KIDS PROCESS

Steps to Building College Savings

STEP 1

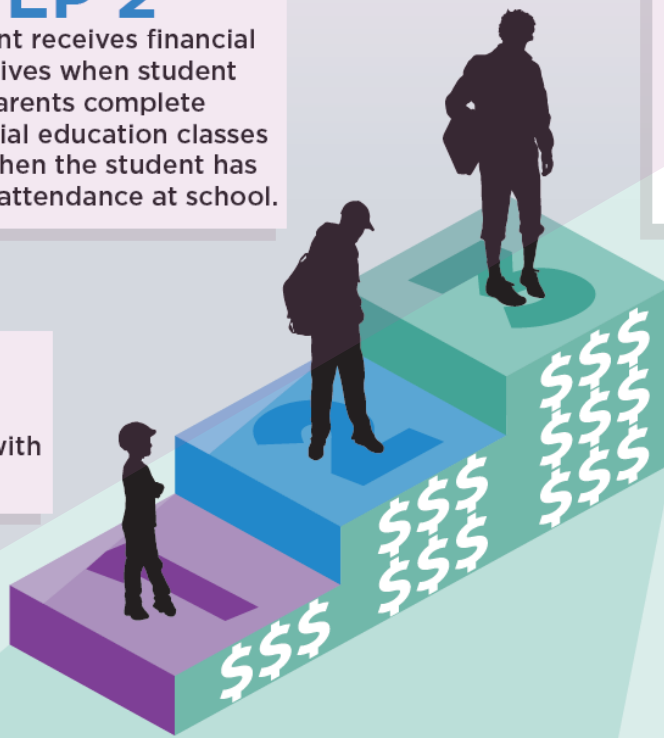
College savings account is opened with a \$50 seed deposit.

STEP 2

Student receives financial incentives when student and parents complete financial education classes and when the student has good attendance at school.

STEP 3

Savings continue to build as family and friends contribute money to the account. Deposits are matched dollar for dollar up to the first \$100.



**20
20
HIGHLIGHTS**

COLLEGE KIDS IS GROWING!

16,363 College Kids



1,236,912 Total Savings



20 20 HIGHLIGHTS

JANUARY

Bryan Hill Literacy Night activities included interactive reading, Guess How Much, Career Aspirations, College Kids Spin to Win and Giveaways! Families also learned about services offered at the Office of Financial Empowerment.



OFE Bank Fair at City Hall - City employees, College Kids Families and the general public had an opportunity to speak with personal bankers, open bank accounts, learn about second chance checking and many more banking products and services.

Mullanphy Kids Invite Someone Special Breakfast College Kids along with Vision for Children at Risk presented at the Mullanphy Elementary School Breakfast. SLMPD liaison officers served a hearty breakfast to the students and families. College Kids provided a general overview of the program, upcoming events, MOST 529 and services offered by The Office of Financial Empowerment!



FEBRUARY

20 20 HIGHLIGHTS

FEBRUARY

College Kids participated in **Gateway Elementary Young, Gifted and Black History Program!** Parents and students learned about their savings account and how to earn bonus deposits!



College Kids hosted a **MOST 529 Education Plan Lunch and Learn!** College Kids families learned how a Missouri 529 plan can help parents save for their child's future.

Treats with the Treasurer College Kids visited Lift for Life Academy. The kindergarteners had an opportunity to participate in Treats with the Treasurer. They had a lot of fun reading a book with Treasurer Jones and now have piggy banks of their own!



Busey Bank and Carondelet Leadership Academy Financial Literacy Series Parents at CLA successfully completed a four-week financial empowerment curriculum. The information and resources provided helped increase their knowledge of banking, budgeting, credit and saving for the future. Thank you Busey Bank for partnering with College Kids in our efforts of improving students access to postsecondary education and families becoming financially successful.

20 20 HIGHLIGHTS

MARCH

The Viewing of "The Banker" In partnership with the Urban League, College Kids 4th graders had the opportunity to an advanced showing of "The Banker" where Michael McMillan, President and CEO of the Urban League of Metropolitan St. Louis and St. Louis Treasurer Tishaura Jones made opening remarks before the viewing.



Meramec School Deposit Day The Kindergarteners took a trip to AllTru Credit Union. Students had an opportunity to be a customer and make a deposit into their savings account. When the students arrived they received a warm welcome from staff members Ms. Tracy Verner and Ms. Karen Neel. The students also wished Treasurer Jones a Happy Birthday. Special thanks to the Tellers Ms. Toni and Ms. Lynetta for making this banking experience a great one!



Ashland School College Kids visited Ashland School. Activities included reading and talking about saving for college. Students were provided with treats, College Kids swag and a piggy bank. Principal Dr. Paula Boodie presented hand-made Thank You cards from the students to the St. Louis City Treasurer's Office for our participation in the MLK Day of Service!



20 20 HIGHLIGHTS

MARCH

St. Louis Language Immersion School Parent/Teacher Conference Students participated in Guess How Much and how to earn bonus deposits.



AllTru Credit Union hosted Family Savings Night! Students who attended received a \$20 scholarship sponsored by 1st Financial Credit Union to deposit into their savings accounts. SLPS and Charter School students and families had an opportunity to enjoy pizza, treats and hear from Treasurer Jones spoke about the importance of saving now for postsecondary education. Thanks to students, parents, OFE team and 1st Financial Federal Credit Union for another successful event!



APRIL

Financial Literacy Month College Kids participated in a month long fun financial literacy series. Each weekly activity provided creative ways for students and their families to think about money choices while also earning bonus deposits. Students activities were also featured on our St. Louis Office of Financial Empowerment Facebook page.



20 20 HIGHLIGHTS

JUNE

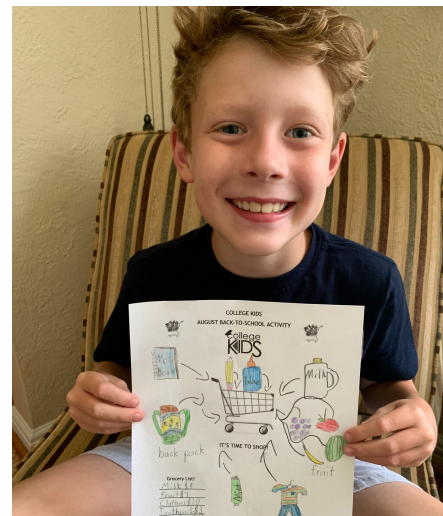
During the Month June of students participated in **College Kids COVID-19 Essay**. Participants shared how families were being impacted by COVID-19, how budgeting, spending and saving during the pandemic has changed. They also talked about steps their families were taking to be prepared for future financial matters. Students who submitted an essay received an additional bonus deposit and was highlighted on our Facebook page.



Research has shown children's vocabulary skills are linked to economic backgrounds and there are significant gaps in reading achievement by race and income. College Kids combined **Reading and Financial Literacy** and encouraged students and families to learn about basic money concepts and principles. Students submitted a book report containing the name of book, author, short summary, main event, conclusion and one thing they learned.

AUGUST

College Kids August Back to School activity It's Time to Shop was a hit! Students had \$50 to shop, draw the items in their shopping cart for themselves and their family's groceries, household items and school supplies. Students that totaled up all their items without going over budget received a \$50 incentive after completing the College Kids budgeting and spending activity.



20 20 HIGHLIGHTS

AUGUST

Drive-Thru Back-to-School Event, COVID-19 didn't stop our annual Back to School Jam! Families were able to receive FREE backpacks, Free Food and community resources. This contactless event was a great success. Thanks to all the volunteers, vendors and sponsors.



SEPTEMBER

27th Ward Alderwoman Blitz College Kids participated in collaboration with Neighborhood Stabilization, SLMPD, Alderwoman Boyd, Northwest High School, Forestry, and the Building Division. We met with residents, provided resource bags and discussed programs and services offered through the St. Louis Office of Financial Empowerment. Special thanks to all the vendors that participated.



— TOP SCHOOLS

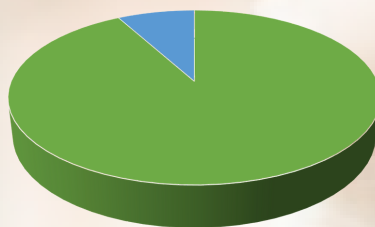
5

1. **KIPP Wisdom**
2. **KIPP Victory**
3. **Gateway Elementary**
4. **Confluence Academy South City**
5. **Mullanphy Elementary**

#1

**508
ENROLLED**

KIPP Wisdom



92%
participation



\$40,607
total savings



62
of attendance incentives



75
of total deposits



\$79.94
avg balance



KIPP Victory

#2

481
ENROLLED



\$30,494
total savings



72

of attendance incentives



130

of total deposits

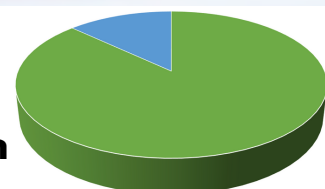


\$63.40
avg balance



87%

participation



15



KIPP Victory Academy
ELEMENTARY SCHOOL

471
ENROLLED

#3

Gateway Elementary



\$39,297
total savings



69

of attendance incentives



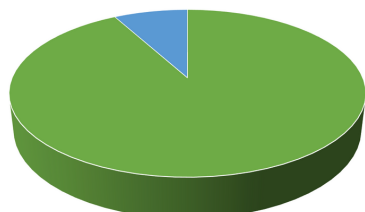
32

of total deposits



\$83.43

avg balance



92%
participation

Gateway Elementary



Confluence Academy South

#4

434 ENROLLED



\$23,926
total savings



1

of attendance incentives



38

of total deposits



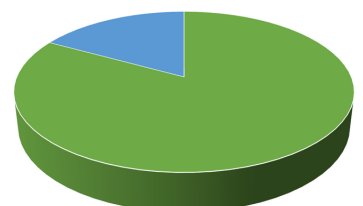
\$55.13
avg balance



SOUTH CITY ACADEMY



83%
participation



371
ENROLLED

#5

Mullanphy Elementary



\$32,498
total savings



44

of attendance incentives

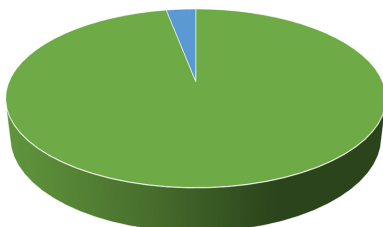


80

of total deposits



\$87.60
avg balance



97%
participation

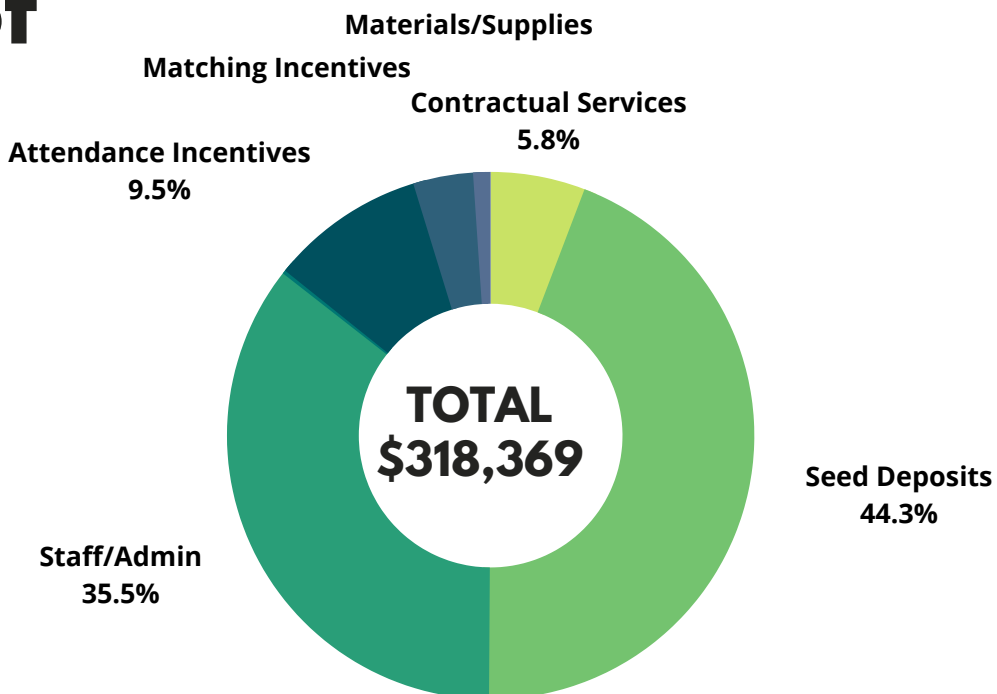
Mullanphy Elementary



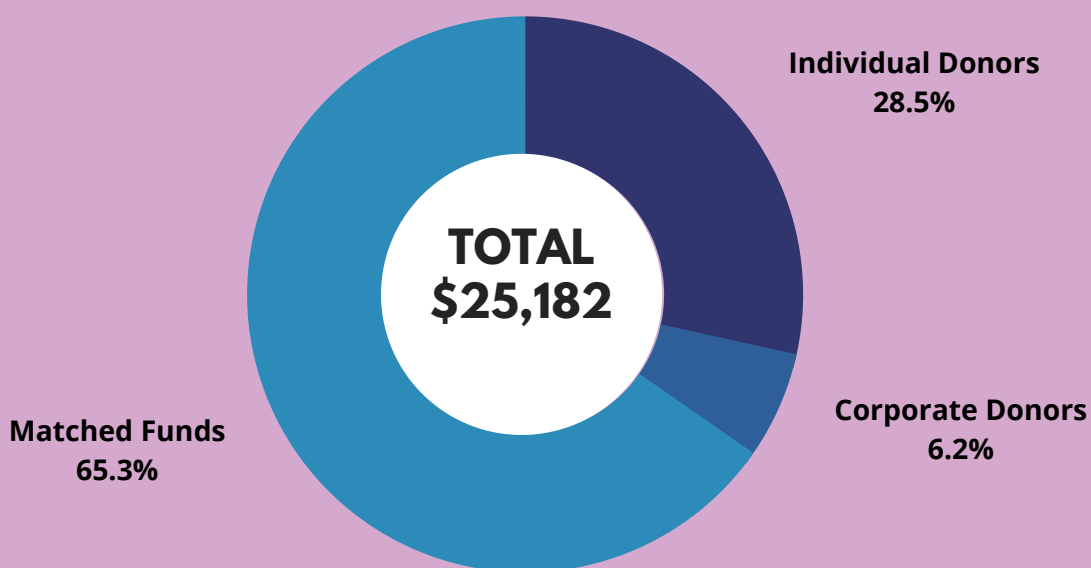
FY20 Statement of Activities

Expenses FY20

Contractual/Other Services	\$18,457
Seed Deposits	\$141,050
Staff/Administration	\$112,877
Financial Education*	\$680
Attendance Incentives*	\$30,200
Matching Funds*	\$11,697
Materials/Supplies	\$3,408
Total	\$318,369



**Represent accruals paid out of investment income restricted balances. These are not cash operating expenses.*



Revenue Support FY20

Individual Donors	\$7,167
Corporate Donors	\$1,562
Matching Funds	\$16,453
Total	\$25,182

Thank You to Our PARTNERS



ChartersWork.
Committed to Quality



Thank You to Our DONORS

Donors up to \$99

Lynley Closson
Tad DeBarros
Amy Debrecht
Heather Davenport
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Kim Norwood
Videll Philip
Carl Rist
Shirley Rukcic
Albert Sanders
Michelle Smart
Christine Smith
Brandon Sterling
Cora Faith Walker
Cathie Weeks

Donors \$100 - \$500

Jared Boyd
Kathleen Lesniak
Susan Herre
Yulanda Brady

Donors over \$500

Sharon Tyus

COLLEGE KIDS ADVISORY BOARD

20 20

Tishaura O. Jones
Treasurer
City of St. Louis Treasurer's Office

*CK Advisory Board as of 1/30/21

Jared Boyd
Chief of Staff
City of St. Louis Treasurer's Office

Christina Bennett
Assistant Treasurer
City of St. Louis Treasurer's Office

Kaitlin Cavey
Parent
St. Louis Charter School

Clayton Evans
Senior VP, Community Affairs
Simmons Bank

Roberta Gibson
Commercial Banking Relationship
Manager at Regions Bank

Keisha Hair
Family & Community Specialist
St. Louis Public Schools

Laura Horwitz
Sr Manager Planning/Partnerships
Generate Health

Charlene Jackson
Parent
St. Louis Public Schools

Dr. Samantha March
Interim Director, Early Childhood
St. Louis Public Schools

Jason Stokes
Parent
St. Louis Charter School

Dr. Jason Purnell
VP, Community Health Improvement
BJC Healthcare





Office of Financial Empowerment
Treasurer, City of St. Louis

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**College
Savings
Account
Coordinator**



LISA GATES

**Office of
Financial
Empowerment
Director**



MONICA LONG-DAVIS

**Community
Outreach
Assistant**