



# 2021

# ANNUAL REPORT



Office of Financial Empowerment  
Treasurer, City of St. Louis

City of St. Louis  
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# CITY OF ST. LOUIS TREASURER

It has been an exciting year for the College Kids program! Every year, we are growing more, learning more, and integrating more into the entire St. Louis community. This year we have made many special and meaningful connections with new community partners, while deepening connections with existing partners, and engaged in strategic planning from a program standpoint to put the necessary items in place to fully realize the limitless potential of this powerful program.

In 2021, we saw one of most successful fundraising efforts to date. Having learned in late April that our matching partner organization would be unable to continue its matching program, we dug deep to set an ambitious goal for GiveSTL Day of \$10,000. At the intersection of where vision meets the challenge of a new goal, the community showed up for College Kids allowing us to raise over \$21,000. The very next month Clayco presented a check for another \$20,000 in honor of Juneteenth; followed up by a successful Giving Tuesday campaign that brought in another \$23,000 in November. We were floored. This is more than money. This is a commitment to the financial fitness of our youth, and the future leadership for our residents and our region. The generosity shown by individuals, organizations, and partners showed their belief in our vision, belief in our children, and the belief in the College Kids mission. As the Treasurer of the City of St. Louis, the success of our fundraising efforts in my first year has been a success I am grateful to share with all of you.

Our goal is to use this momentum to further the mission of College Kids. We will not be comfortable with our success, instead we continue the charge to grow from good to great. We are deep in strategic planning, identifying ways to increase our reach and improve our impact as well as build out the experience for our budding middle school leaders and future high school students. We are excited to be unveiling some new exciting events and activities to roll out this year which will become staples for years to come. In essence, we are working intentionally to build a sustainable program that St. Louis families can be proud of and St. Louis students can thrive in. Thank you for joining us on this journey.

*Adam L. Layne*

**ADAM L. LAYNE**





# ALLTRU CREDIT UNION



I can still remember being introduced to the idea of providing a savings account to every student in St. Louis for the use of higher education. Six years ago, this concept of building a program which could serve so many families in such an organized and impactful way, felt overwhelming but so exciting. The result of this type of work was proven, and the long-term effects would be life changing for so many. As the initial kids who started in the program with us move on to middle school this year, I know they are stronger because of the work being done by the College Kids program and its partners.

This year we are so excited to report that the 2020-2021 school year, amid all its challenges, has been another successful year for the College Kids program and for St. Louis. To date, the program now serves more than 18,000 children and families who have accumulated \$270,000 in personal deposits, a 22% increase from the beginning of the 2020 school year. We recognize that these are not just reportable metrics, but important resources for students as they make plans and hope for their future, which includes attending and graduating from college.

Alltru Credit Union is proud to be partnered so intently with the Treasurer's Office and this important program in our community. We have so greatly missed having Family Savings Nights in our branches, but we've loved the interaction of hosting online events with the College Kids team this year. The art contests and financial education classes with your families have been some of our greatest highlights of this year. We look forward to many more years of working with you, as you save for your children.

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

Carol Minges

## CAROL MINGES, CEO





# 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.*

# VISION

*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.*



# COLLEGE KIDS **STEPS TO BUILDING** COLLEGE SAVINGS

## **STEP 1**

A College Savings Account is opened up with a \$50 seed deposit in kindergarten. Seed deposit are funded from revenue generated from parking tickets.



## **STEP 2**

Student receives financial incentives when students & parents complete financial education classes & has good attendance at school.



## **STEP 3**

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



# COLLEGE KIDS IS GROWING



OUR PERFORMANCE

**\$1,557,031**

IN COLLEGE SAVINGS TO DATE

**18,751**

STL COLLEGE KIDS



college  
**KIDS**



# HIGHLIGHTS

## JANUARY



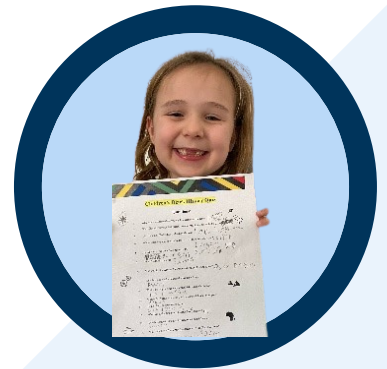
In celebration of the **Martin Luther King, Jr. Day** students participated in a day of service by watching a MLK film, reading a MLK book, volunteering, helping an elderly family member or assisting with a neighborhood or community project. These day of service acts provided insight for students that small changes have a huge impact in their families and communities and they also received an incentive.



## FEBRUARY



**TEST YOUR KNOWLEDGE!** College Kids invited all students to complete and submit a Black History Quiz to coincide with Black History Month celebrations across the world. They learned about the many contributions and achievements by African Americans such as inventions, civil rights, arts, entertainment, sports and more. Students who participated received a financial incentive and a College Kids tee-shirt.



Families joined College Kids and Alltru Credit Union for a **Virtual Family Savings Night!** Tracy Verner with Alltru Credit Union, presented on the importance of saving for the future. All students in attendance received a \$20 scholarship in their account sponsored by Alltru Credit Union.



# HIGHLIGHTS

## MARCH

 MARCH 22-26 <small>BE SURE TO EMAIL COLLEGEEKIDS@STLOUIS-MO.GOV OF YOU IN YOUR SPIRIT WEEK GEAR!</small>	<b>MONDAY</b> MARCH 22, 2021 College Kids Day Let's kick off Spirit Week by wearing your College Kids T-shirt!	<b>TUESDAY</b> MARCH 23, 2021 School Pride Day Show off your school pride by wearing your school colors or mascot!
	<b>WEDNESDAY</b> MARCH 24, 2021 Superhero Day Get ready to save the day by wearing your favorite Superhero attire!	<b>THURSDAY</b> MARCH 25, 2021 Sports Day Put on any sports gear! Support your favorite teams or your own team!



**March College Kids/School Spirit Week**  
College Kids/School Spirit Week: March 22nd-26th. In March, College Kids kicked off a virtual College Spirit Week! Students joined us in spreading awareness of the College Kids Program, school spirit and joy the entire week.



Contestants K-5th grade appeared on our Jeopardy-like **College Kids Jeopardy like Game Show**. Contestants were presented with general knowledge in the form of answers and the contestants phrased their responses in the form of questions. Contestants in attendance received a PRIZE!

## APRIL

April kicks off **Financial Literacy Month** where College Kids students participated in weekly fun financial literacy activities. Each activity provided creative ways for students and their families to think about money choices. Students who completed the activity received a bonus deposit and a certificate.



**Welcome our New Treasurer Adam L. Layne!** Adam Layne was appointed to the position of the St. Louis City Treasurer. Adam Layne held the position of the Deputy Chief of Staff, St. Louis Treasurer's Office, prior to the appointment. Read press release here. Congratulations!



# MAY



Symone says

College  
**KIDS**

**THANK  
YOU**

College Kids  
Give STLDay  
May 6th

Because of your generous support  
**We raised \$20,662**

giveSTLday.org  
POWERED BY THE  
St. Louis Community  
Foundation

The handwritten note reads: "Thank You! for donating to the College Kids Program. SYMONE" with three heart drawings.

## THANK YOU FOR HELPING SET A COLLEGE KIDS RECORD

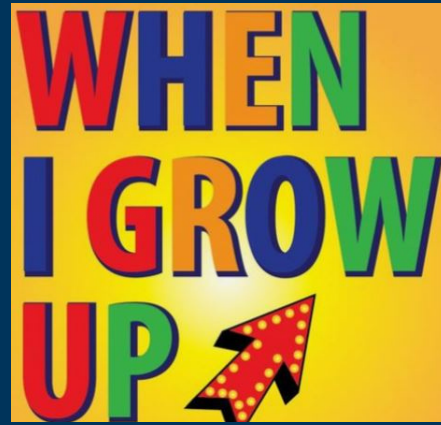
**Because of YOU, we raised \$20,662 on Give STL Day!**

Thank you! Donors' generosity set a new Give STL Day record for College Kids! These essential funds will continue providing St. Louis City public and charter schools students with savings for post-secondary education. It also proves that when a community cares about our children's futures it shows. If you missed the opportunity to participate in Give STL Day, no worries! We are always accepting 100% tax-deductible donations at College Kids to support over 18,000 St. Louis city children on the path towards college and financial wellbeing. Thank you for joining us!

# HIGHLIGHTS

## When I grow up Career Theme Activity!

College Kids what does your future career look like? Students had an opportunity to write or draw about their desired career, training/education needed, company/organization they want to work for, expected salary, workplace environment and responsibilities. This activity helped jump start a discussion between students and families about future career goals.



**Danielle Butler**  
Oak Hill School

**Kimberly Preston**  
Ashland School

**Clianthus Shannon**  
Mallinckrodt School

**Teacher Spotlight Award!** College Kids wanted to celebrate the extraordinary roles teachers play in our student's lives. With the help of our students, parents and school staff, we recognized and highlighted teachers who exemplified classroom management, leadership, and engagement. Teachers were nominated and received a College Kids Teacher Spotlight Award certificate.



## Virtual Family Savings Night

Parents and kids joined our friends at Alltru Credit Union for a night of fun financial literacy!

**Family Savings Night** Families joined College Kids and Alltru Credit Union for a Virtual Family Savings Night! Tracy Verner, Alltru Credit Union presented on the importance of saving for the future. All students in attendance received a \$20 scholarship in their account sponsored by Alltru Credit Union.



## MISSOURI'S 529 EDUCATION PLAN

**Getting the MOST out of a 529 account!** Students and families attended a virtual MOST 529 presentation hosted by Angela Williams. Families were provided a general overview of the MOST 529 Education Plan and ways to save for educational expenses and federal and state tax incentives. Some attendees also scheduled a one on one session. To learn more about MOST 529 call Angela Williams at 314-601-2112 or email [Angela.Williams@ascensus.com](mailto:Angela.Williams@ascensus.com) received a \$20 scholarship in their account sponsored by Alltru Credit Union.



# HIGHLIGHTS

## JUNE/JULY



**Summer Reading Challenge** - Over summer break, College Kids participants read and earned an incentive! They read a book of their choice and write a book report.

## THANK YOU CLAYCO




Clayco presented a check for \$20,000 to College Kids as part of their 2021 Juneteenth Fund Celebration. To learn more: <https://claycorp.com/latest/clayco-foundation-hosts-first-annual-juneteenth-fund-celebration-donates-140000/>

# HIGHLIGHTS

## AUGUST



City of St. Louis Employees joined to support a Saint Louis Public or Charter School students start the school year with a smile! **The College Kids Donation Drive** helped to collect much needed Back-to-School items, including PPE equipment and backpacks.

Class of   
**2021**

## CONGRATULATIONS GRADUATES



College Kids had the pleasure of attending **Flance Early Learning Center Pre-K Graduation**. These scholars received College Kids gift bags for achieving their first educational milestone! So long Pre-K it's been fun, College Kids Here I come! Congrats Graduates!



# HIGHLIGHTS

## SEPTEMBER



**St. Louis Cardinals teams up with College Kids!** 🕒 College Kids Night at Ballpark Village. Treasurer Adam Layne, College Kids Coordinator Barb Davis and the College Kids families had a blast! Baseball brought families together while creating memories at the same time. Thanks St. Louis Cardinals! 🕒



### MISSOURI'S 529 EDUCATION PLAN

**Getting the MOST out of a 529 account** - Angela Williams, MOST 529 hosted a session which provided a general overview of the MOST 529 Education Plan and help interested individuals learn about ways to save for education expenses and federal and state tax incentives. Families who attend received a financial incentive.



**September was set aside for Goal Setting** College Kids participated in the Virtual Goal Setting event. During the event students and families learned how to set, plan and achieve goals. They also learned about creating a vision board. Students who attended received a \$20 scholarship sponsored by Alltru Credit Union. Families stay tuned to learn about additional opportunities to earn bonus deposits.



College Kids had an opportunity to participate in the **Stepping Back Into School Art Contest**. CK students submitted drawings of what they thought school would be like this Fall and how it was different from last year. A panel judged for creativity and one winner was selected from each grade K-6th. Each winner received a \$50 deposit in their account sponsored by Alltru Credit Union. Congratulations, Art Contest Winners!

- K- Christian Fuller
- 1st - Hi Sana Smiley
- 2nd - Bo Visintainer
- 3rd - Violet Vuletich-Guittar
- 4th - Rosario Kelley
- 5th - Camori Johnson
- 6th - Sarah Bishop



# HIGHLIGHTS

## OCTOBER



**Congratulations CK Game Show contestants!** Students were presented with general knowledge in the form of answers and the contestants had to phrase their responses in the form of questions. Each contestant received a \$50 gift card.



### Virtual Family Savings Night

Parents and kids joined our friends at Alltru Credit Union for a night of fun financial literacy!

**Family Savings Night** College Kids participated in Virtual Family Savings Night! During the event students and families learned about credit, saving and borrowing. Students who attended received a \$20 scholarship .



**Trunk or Treat - College Kids Families** joined Treasurer Adam Layne and staff for a Trunk or Treat Scholarween Party! It was a Spooktacular time!!



College  
KIDS





# HIGHLIGHTS

## NOVEMBER

Give this holiday season so  
our kids can dream big!



**Thank you Simmons Bank for your \$5,000 Giving Tuesday Donation!**

Special thanks to College Kids Advisory Board Member, Clayton Evans, Senior Vice President of Community Affairs for presenting the Giving Tuesday donation that helped College Kids exceed their campaign goal.

**GIVING  
TUESDAY**



**College  
KIDS**

Thank you College Kids for earning while  
learning all creative ways you can to express  
gratitude and THANKS for the November  
College Kids ART Contest!





DECEMBER

## Deck the Halls

WITH COLLEGE KIDS IN CITY HALL



College Kids came out this December to "Deck the Halls" of City Hall this holiday season to meet and greet Treasurer Adam L. Layne and Mayor Tishaura O. Jones, along with taking pictures with Santa right on the steps of the rotunda in City Hall. It was fun for the whole family as partners provided a host of prizes to keep the magic and merriment going for hours!





TOP  
5



# College Kids Schools

1. KIPP Wisdom
2. KIPP Victory
3. Gateway Elementary
4. Gateway Science Academy Smiley
5. St. Louis Language Immersion School (SLLIS)



Top 5 Schools were selected based on their participation scored on both a combination of **highest enrollment** and/or **highest amount earned** in student college savings accounts. Other data collected included: # participated, # total savings, # attendance incentives, total deposits & average balance.



# College Kids Schools

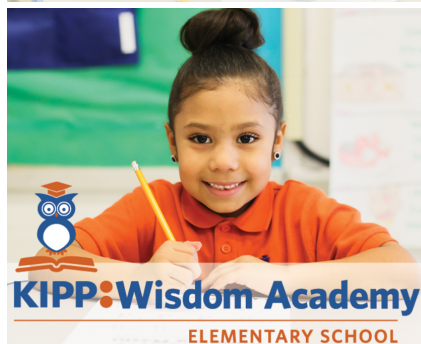
TOP  
5



**587**  
Enrolled



**\$46,787**  
Total Savings



**583**  
Enrolled



**\$36,875**  
Total Savings



**549**  
Enrolled



**\$47,850**  
Total Savings



**533**  
Enrolled



**\$45,579**  
Total Savings



**530**  
Enrolled



**\$43,618`**  
Total Savings

# College Kids Schools

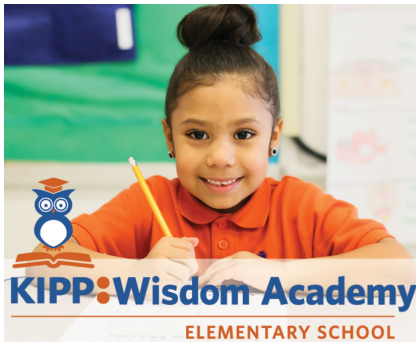
TOP  
5



**62**  
**Attendance**

**\$71.79**  
**Avg Bal**

**156**  
**Total Dep**



**10**  
**Attendance**

**\$63.25**  
**Avg Bal**

**142**  
**Total Dep**



**79**  
**Attendance**

**\$87.16**  
**Avg Bal**

**111**  
**Total Dep**



**69**  
**Attendance**

**\$85.51**  
**Avg Bal**

**103**  
**Total Dep**



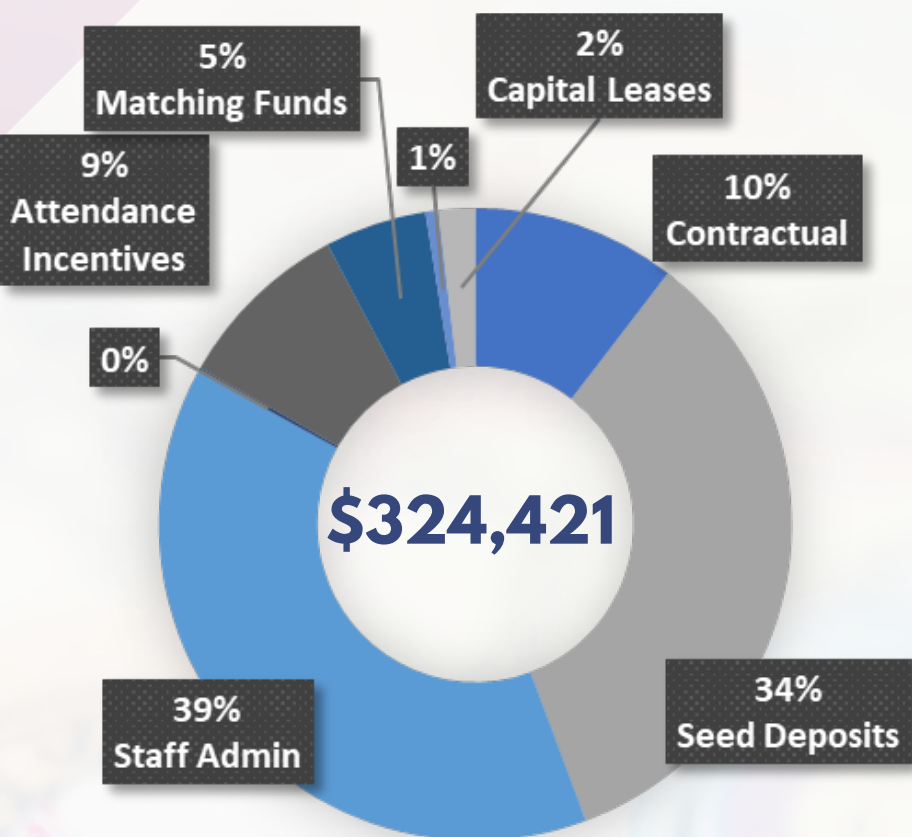
**1**  
**Attendance**

**\$82.30**  
**Avg Bal**

**106**  
**Total Dep**



# FY 21 STATEMENT OF ACTIVITIES

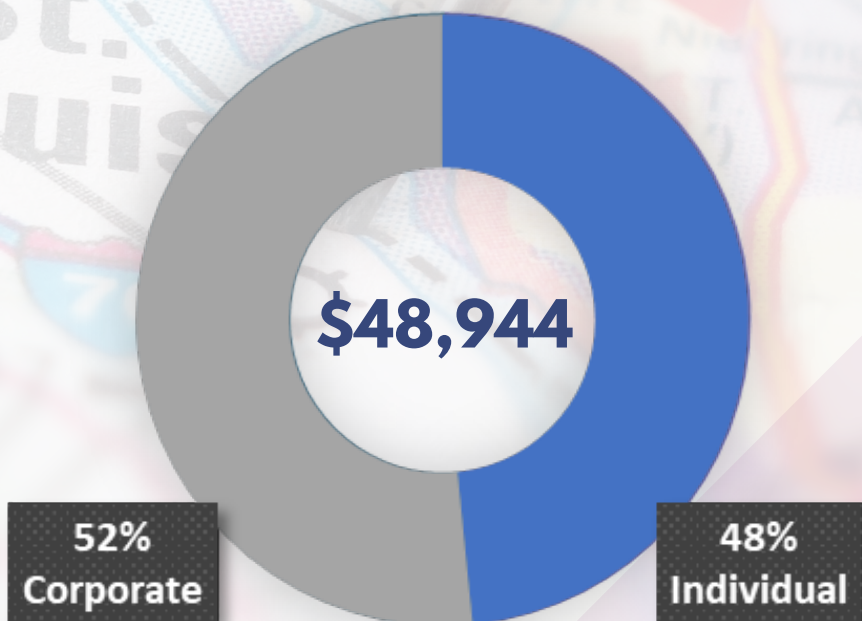


## FY21 Expenses

Contractual/Other Services	\$33,813
Seed Deposits	\$109,977
Staff Administration	\$125,560
Financial Education	*\$715
Attendance Incentives	*\$29,275
Matching Funds	*\$16,884
Materials/Supplies	\$2,128
Capital Leases	\$6,069

## FY 21 Fundraising

Individual Donors	\$23,694
Corporate Donors	\$25,250



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

\*\*6/30/21 for fundraising balances and expenses.

# THANK YOU PARTNERS!



Charters**Work.**  
✓ Committed to Quality



REGIONS®



**alltru.**  
CREDIT UNION



**Simmons Bank**



# THANK YOU DONORS!



## DONORS UP TO \$99

Aleidra Allen  
Brandon Anschultz  
Julian Bennett  
Talia Bennett  
Semir Cejavanovic  
Lynley Closson  
Heather Davenport  
Tad DeBarros  
Mariya Frohwitter  
Francie Futterman  
Lisa Gates  
Evan Godt  
Eric Goedereis  
Josh Goldman  
Candice Gordon  
Lannis Hall  
Colleen Joyce  
Moses Larkin, Jr.  
Shira Markoff  
Heather McPherson  
Lauren Ming  
Gloria Nolan  
T. Christopher Peoples  
Videll Philip  
Jennifer Poindexter  
Kayla Reed  
Doug Roach  
Lillie Robinson  
Albert Sanders  
Dan Sahr  
August Schlafly  
Mallory Schwarz  
E B Meyland-Smith  
Kaitlyn Smith  
Brandon Sterling

Cathie Weeks  
Jalyn Williams  
Winifred Williams  
Cynthia Witherspoon

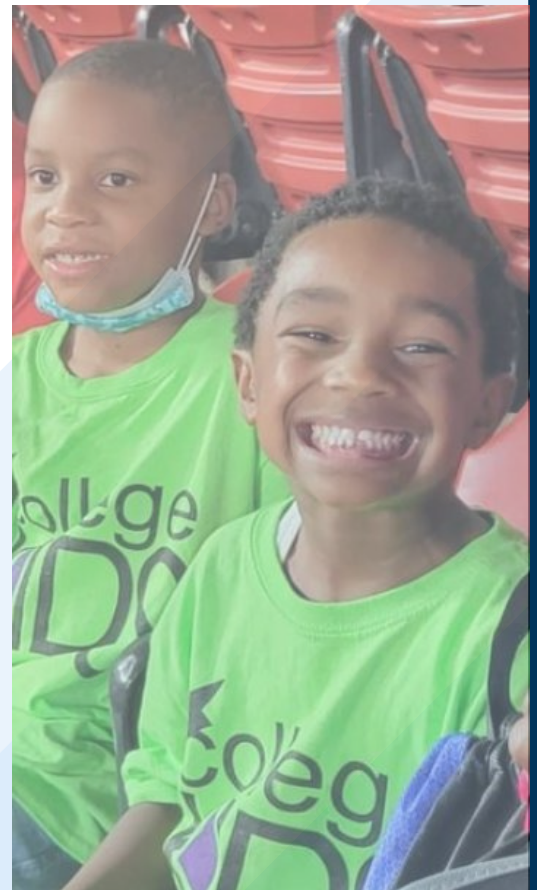
Joyce Clements-Smith  
Stephen Symsack  
Floyd Tyler  
Samantha White

## DONORS \$100-500

Christopher Bowers  
Jared Boyd  
Yulanda Brady  
Susan Brown  
Richard Callow  
Michela Henke Cilenti  
Amy Debrecht  
Karen Freeman  
Leonard Freeman  
Michael Fisher  
Shiron Hagens  
Kevin Holliday  
Ronald Himes  
Tishaura Jones  
William Kadish  
Lauri Koster  
Kathleen Lesniak  
Erin Linnenbringer  
Manivanh Maniphonh  
Samantha March  
Amy Murphy  
Gina Northington  
Kim Norwood  
Rosetta Okohson  
B. T (Lily) Seymour  
Carl Rist  
Michelle Smart

## DONORS OVER \$500

Christina Bennett  
Vincent Bennett  
Alison Ferring  
Chanel Hampton  
Laura Horwitz  
Adam Layne  
Felice McClendon  
Shirley Rukcic  
LeJuan Strickland



# COLLEGE KIDS ADVISORY BOARD

**Adam L. Layne**  
**Treasurer**  
**City of St. Louis Treasurer's Office**

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

**Charlene Jackson**  
*Parent*  
*St. Louis Public Schools*

**Clayton Evans**  
*Senior VP, Community Affairs*  
*Simmons Bank*

**Tishaura O. Jones**  
*Mayor*  
*City of St. Louis*

**Roberta Gibson**  
*Commercial Banking Relationship Manager*  
*US Bank*

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

**Keisha Hair**  
*Early Childhood Project Coordinator*  
*St. Louis Mental Health Board*

**Jason Stokes**  
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*St. Louis Charter Schools*

**Laura Horwitz**  
*Sr Manager Planning/Partnerships*  
*Generate Health*

**Laura Woods**  
*VP Marketing & Community Presence*  
*Alltru Credit Union*

**college  
KIDS**





Office of Financial Empowerment  
Treasurer, City of St. Louis



## College Kids Staff & OFE Leadership

**Barbara Davis  
College Savings  
Account Coordinator**



**Christina Cavazos-  
Bennett  
Assistant Treasurer**



