2021

ANNUAL REPORT

City of St. Louis
stlcollegekids.org
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City Hall
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St. Louis, MO 63103
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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
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
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.

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.
COLLEGE KIDS STEPS TO BUILDING COLLEGE SAVINGS

STEP 1

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

STEP 2

Student receives financial incentives when students & parents complete financial education classes & have 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
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.

JANUARY

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**

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.

**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!**

**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!
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!
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.

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

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 received a $20 scholarship in their account sponsored by Alltru Credit Union.

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.
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/](https://claycorp.com/latest/clayco-foundation-hosts-first-annual-juneteenth-fund-celebration-donates-140000/)

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**
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!
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.

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!

SEPTEMBER

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

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.
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.

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!!
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.

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!
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!
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

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<thead>
<tr>
<th>School</th>
<th>Enrolled</th>
<th>Total Savings</th>
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<tbody>
<tr>
<td>KIPP Victory Academy</td>
<td>587</td>
<td>$46,787</td>
</tr>
<tr>
<td>Gateway Elementary</td>
<td>583</td>
<td>$36,875</td>
</tr>
<tr>
<td>Gateway Science Academy</td>
<td>549</td>
<td>$47,850</td>
</tr>
<tr>
<td>SLLIS</td>
<td>533</td>
<td>$45,579</td>
</tr>
<tr>
<td></td>
<td>530</td>
<td>$43,618̂</td>
</tr>
<tr>
<td>School</td>
<td>Attendance</td>
<td>Avg Bal</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>------------</td>
<td>-------------</td>
</tr>
<tr>
<td>KIPP Victory Academy</td>
<td>62</td>
<td>$71.79</td>
</tr>
<tr>
<td>KIPP Wisdom Academy</td>
<td>10</td>
<td>$63.25</td>
</tr>
<tr>
<td>Gateway Elementary</td>
<td>79</td>
<td>$87.16</td>
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<tr>
<td>Gateway Science Academy</td>
<td>69</td>
<td>$85.51</td>
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<tr>
<td>SLLIS</td>
<td>1</td>
<td>$82.30</td>
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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!
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
Winfred 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

Clayton Evans
Senior VP, Community Affairs
Simmons Bank

Roberta Gibson
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US Bank

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Early Childhood Project Coordinator
St. Louis Mental Health Board

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Sr Manager Planning/Partnerships
Generate Health

Charlene Jackson
Parent
St. Louis Public Schools

Tishaura O. Jones
Mayor
City of St. Louis

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

Jason Stokes
Parent
St. Louis Charter Schools

Laura Woods
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Barbara Davis
College Savings Account Coordinator

Christina Cavazos-Bennett
Assistant Treasurer