



# ANNUAL REPORT

## 2023

1200 Market Street, Suite 220, St. Louis MO 63103  
[STLCollegeKids.org](http://STLCollegeKids.org) [CollegeKids@Stlouis-mo.gov](mailto:CollegeKids@Stlouis-mo.gov)

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# CITY OF ST. LOUIS TREASURER'S OFFICE

“

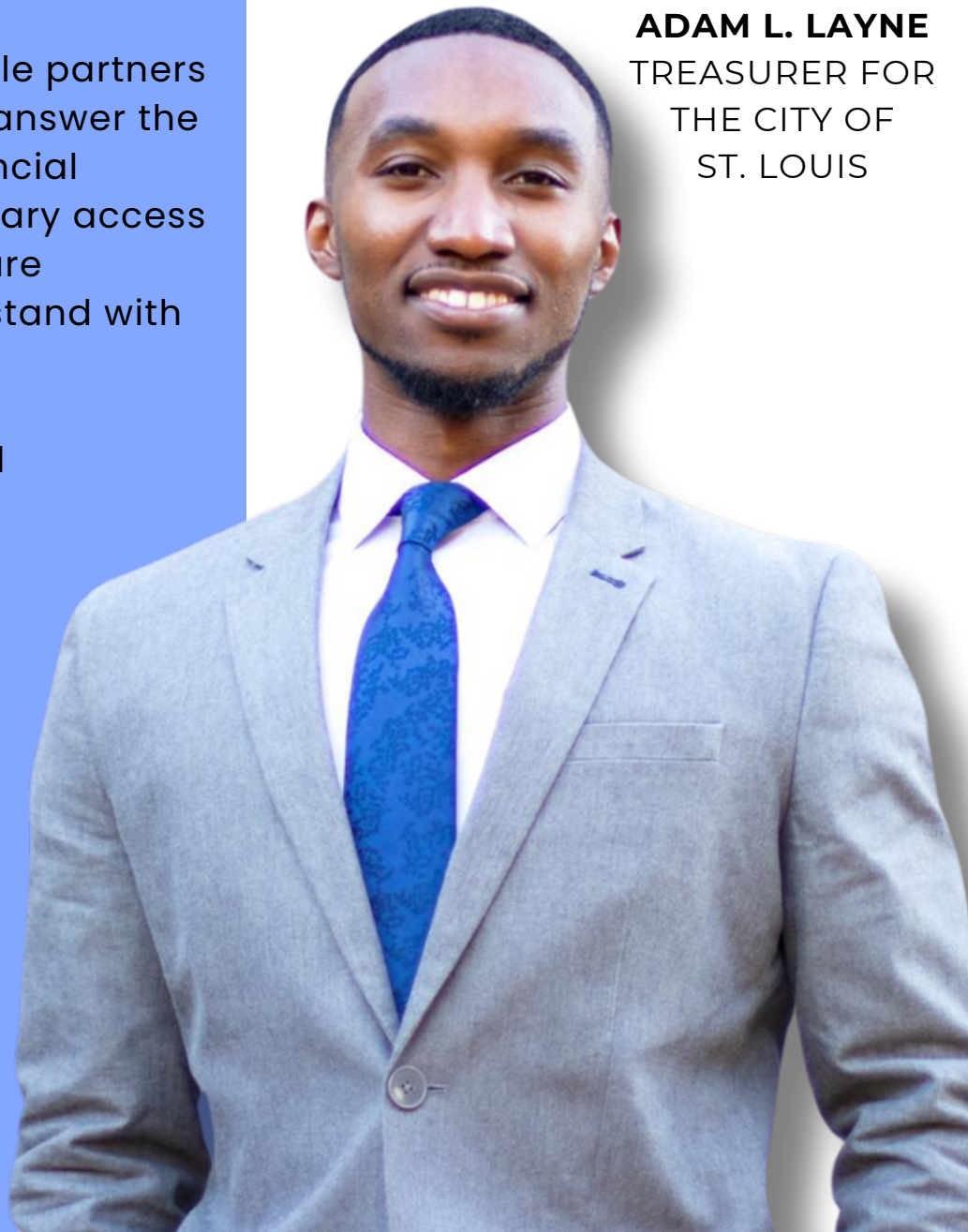
Every year I am amazed by the strides our College Kids program makes. I am grateful for the wonderful staff we have that work day in and day out ensuring the financial success of our young people and their families, understanding that the best interests of kids and their futures come first.

Thank you to our incredible partners who have stepped up to answer the call in making youth financial literacy and post-secondary access a priority in our city! We are successful because you stand with us and with our children!

Our next year will be filled with abundance and growth serving more students, deepening our partnerships across the region, and establishing new relationships that help our children realize their dreams.

”

**ADAM L. LAYNE**  
TREASURER FOR  
THE CITY OF  
ST. LOUIS

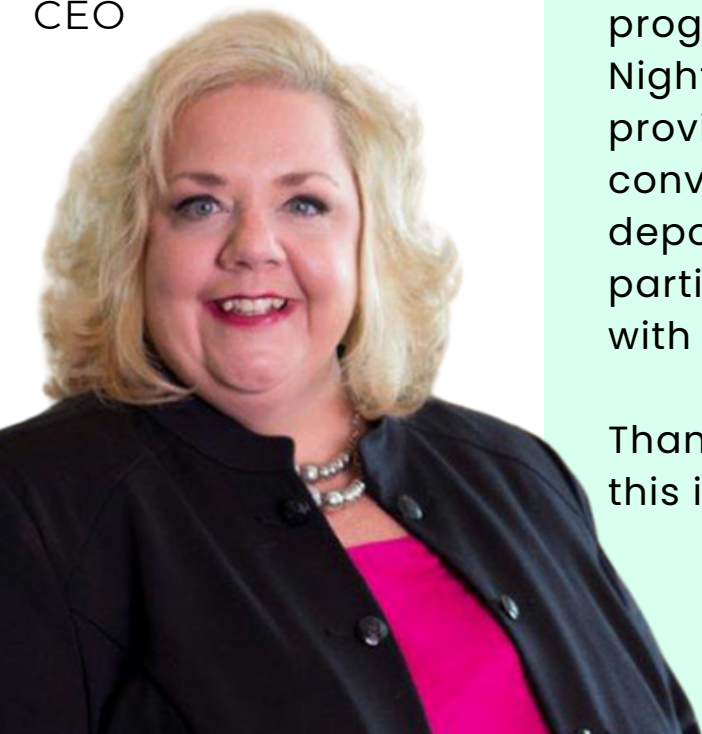


# ALLTRU CREDIT UNION

“

The reason College Kids and Alltru Credit Union have found long-term success is because we both have a shared, dedicated mission to effectively serve young families in St. Louis, and empower students to prepare and save for higher education, in every economic condition. Over the years, the College Kids program has given us the honored opportunity to provide needed banking resources to young families and support education in a totally innovative and unique way. We are so excited to report that the 2022-2023 school year was successful for the College Kids program and for St. Louis. Alltru Credit Union is proud to be partnered with the Treasurer's Office and this important program in our community.

**MICHELLE  
ROSNER**  
CEO



Beyond simply opening an account for every incoming kindergarten student in the public and charter school district, Alltru contributes to this program by hosting bi-monthly Family Savings Nights, donating hundreds of small scholarships, providing financial education, as well as convenient opportunities for families to make deposits into their College Savings Accounts at participating credit union branches in St. Louis with the Shared Branch network.

Thank you for allowing us to be your partner in this important program again this year!

”



## MISSION

The City of St. Louis Treasurer's Office provides a college savings account to students in a City of St. Louis public or charter school once they begin kindergarten. 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 post-secondary success. Equipped with financial knowledge and skills, all families will have access to quality and reliable financial services and products to combat the racial wealth divide in our region.

*"Someone's sitting in the shade today because someone planted a tree a long time ago."*

*Warren Buffett*





# STEPS TO BUILDING SAVINGS

---

*Step by step, one account at a time, savings continue to grow as family & friends contribute money to the account. College Kids changes the trajectory for City of STL students & families.*

---

## STEP 1

*College Saving Account is opened up with a \$50 seed deposit in kindergarten.*

## STEP 2

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

## STEP 3

*Deposits are matched dollar for dollar up to the first \$100.*

# COLLEGE KIDS IS GROWING!



**\$1,908,595**

In College Savings  
to date

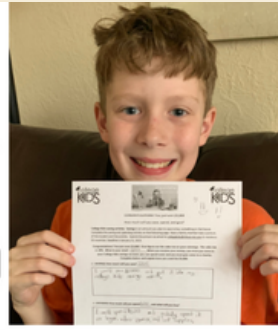
**23,359**

College Savings  
Accounts

**WITH \$500  
OR LESS**

In a College Savings Account,  
kids are **3x more likely** to go to  
college & **4x more likely** to  
graduate

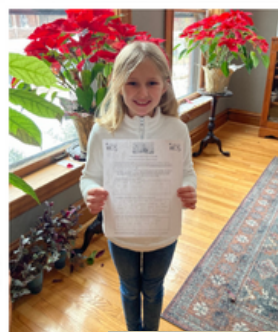
# COLLEGE KIDS HIGHLIGHTS



## January

### The Importance of Saving with AllTru

Our partners at ALLTru led an interactive sessions with our students and families on the topic of savings! All students who participated earned toward their CK account!



### MLK Day of Service at Flance Early Learning Center

College Kids kicked off MLK Day of Service with Flance Early Learning Center. We had a blast doing art activities honoring the legacy of Dr. Martin Luther King Jr.!



# COLLEGE KIDS HIGHLIGHTS

## February

### Party with a Purpose

The first-ever Mardi Gras After Party helped raise \$11,000 in donations for College Kids hosted by the Mardi Gras Foundation. College Kids & Treasurer Layne would like to thank everyone who supported our fundraiser as we enjoyed food, friends, and had so much fun!



### Humboldt Academy's African American Read-In

Treasurer Adam L. Layne and College Kids participated in Humboldt Academy's African American Read-In which helps students understand the importance of Black History Month.

# COLLEGE KIDS HIGHLIGHTS

**'VISIONING YOUR GOALS FOR 2023'**

JOIN US FOR A VIRTUAL FINANCIAL WELLNESS NIGHT AND A CHANCE TO WIN A \$25 GIFT CARD!

**DREAM BIG**

Home Work  
Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

6+0=6  
5+2=7  
5+3=8

E=MC<sup>2</sup>

123

FAMILIES MUST RSVP!

LEARN TIPS ON HOW TO DREAM BIG,  
SET GOALS AND TAKE ACTION!

THURSDAY, FEBRUARY 23RD  
6PM-630PM

PRESENTED BY:  
**Commerce Bank**

**College KIDS**

## Commerce Bank Virtual Goal Setting

Goal setting starts when College Kids dream big! Thanks to our friends at Commerce Bank, College Kids who participated in our Virtual Goal Setting Workshop learned how to set goals and take action to become financially fit!

# March

## Storytime with the Treasurer Mullanphy Elementary School

Mullanphy Elementary School students enjoyed Treasurer Layne as he read Savannah's Savings Jar by author Chelsea Addison to teach students valuable lessons of hard work, delayed gratification, and making wise financial choices.



# COLLEGE KIDS HIGHLIGHTS

## Family Savings Night

The family that saves together is sure to establish goals that make forever plans to stay financially fit! Alltru Credit Union Virtual Family Savings Night was a hit as students had a great time learning about credit & money management to receive \$20 in their College Kids savings account.



## Virtual Family Savings Night

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



## Let's Get Started

It's never too early to start saving for your future!



Join College Kids & Midwest BankCentre for a virtual financial workshop and receive \$25!

Tuesday, March 14th @ 6pm  
RSVP Today!

- ✓ Good financial habits
- ✓ Basic money concepts
- ✓ Money Matters



Questions call 314-612-1686

Presented by:  
**Midwest BankCentre**

## Financial Literacy with Midwest BankCentre

Students & families grew their College Kids savings accounts by growing their knowledge about saving for unexpected expenses to build wealth. Students who participated in our Virtual Let's Get Started Workshop with our friends from Midwest BankCentre received a \$25 incentive!



# COLLEGE KIDS HIGHLIGHTS



## April is Financial Literacy Month

College Kids students had an opportunity to participate in weekly fun financial literacy activities to provide creative ways for students & families to think about money choices. Students earned incentives while they learned.

# April

## Peabody Elementary Grandparents

College Kids participated in Peabody Elementary Literacy with Grandparents to introduce the importance of financial literacy. Students were so excited to read with grandparents & select books to take home. What a great time we had bringing intergenerational experiential learning experiences for the whole family!



# COLLEGE KIDS HIGHLIGHTS

## Simmons Bank Financial Literacy

Lessons about financial well-being start by talking about how dollars can make more than cents, as College Kids learned tips for making money smart choices when they participated in Simmons Bank Virtual Financial Literacy Night!



College KIDS

### Let's Talk About Finances!

Join us for a virtual session to learn tips on how to make the best financial decisions!

Wednesday, April 12th  
6pm-630pm

RSVP TODAY!

Sponsored by:  
**Simmons Bank**  
MEMBER FDIC

May



5K & FAMILY FUN RUN

## Little Bit Foundation Community Event

College Kids was honored to join the Little Bit Foundation for their annual tradition to attend the 6th Annual Laura's Run 4 Kids. Together College Kids helped to support over 14,000 St. Louis students and families.

# COLLEGE KIDS HIGHLIGHTS

College  
KIDS

Thank  
You!



*we raised \$31,555*

giveSTL day.org  
CELEBRATING 10 YEARS

## GiveSTL Day

We exceeded our \$25,000 goal for [#GiveSTLDay](#) all because of YOU. **We raised \$31,555.** Thank you for joining us to support over 23,000 St. Louis City children on the path to college & financial wellbeing!

## Annie Malone May Day Parade

Treasurer Adam L. Layne and College Kids was thrilled to participate in the 113th Annual Annie Malone May Day Parade! One of the largest parades in the area, College Kids was excited to join the 2nd largest African-American parade in the country.



College  
KIDS

# COLLEGE KIDS HIGHLIGHTS

# June

## Summer Reading Activity

I am a College Kid who Reads! Over the summer, College Kids had an opportunity to read a book of their choice and write a book report to receive a \$5 incentive to bolster summer learning to keep achieving literacy in every season.



Summer Reading Activity

I'm a College Kid  
Who Reads!

college  
KIDS



## Field Day 2023

Field Day was amazing! Special thanks to Healthy Blue MO, our event sponsor, our incredible vendors and attendees who made the College Kids Field Day 2023 unforgettable, and a memorable experience for everyone!

# COLLEGE KIDS HIGHLIGHTS

## Alltru Juneteenth Heritage Awards

Congratulations to all the talented artists for winning the Alltru Credit Union Juneteenth Heritage Award! Students submitted an expression of art illustrating how they celebrate their Juneteenth heritage. We are so excited to announce that two of the awardees are College Kids participants!



# July

## Ames VPA Summer Learning Program

College Kids had an opportunity to be a part of Ames VPA Elementary Summer Learning Program teaching financial literacy to 5th & 6th graders.



# COLLEGE KIDS HIGHLIGHTS

## August

### Back to School Urban Expo

Treasurer Adam L. Layne & College Kids participated in the Back to School Urban Expo hosted by the Urban League! Activities included College Kids Spin to Win, FREE backpacks full of school supplies, Family Feud, bounce house, Live entertainment, Giveaways, food bags, boxing & much more!



# COLLEGE KIDS HIGHLIGHTS

## First Day of School

Treasurer Adam L. Layne & Barb Davis, Program Manager of College Kids, were absolutely thrilled to welcome back all the new & returning Gateway Michael students back to school. Special thanks to Principal Baker & all the dedicated staff for supporting College Kids scholars to have meaningful financial education experiences!



# August



## Back to School Drive

We asked our amazing bank partners to support our College Kids Back 2 School Supply Drive by collecting and donating school supplies. A BIG THANK YOU to all our incredible bank partners for stepping up to show so much love for our Back 2 School Supply Drive! Because of your help, College Kids were ready for the first day, with backpacks filled with everything they needed to start the school year strong!

# COLLEGE KIDS HIGHLIGHTS

## October



### Spooky Scholarween

Our scholars and families dressed up as their favorite superheroes and characters to participate in an unseasonably warm Halloween Trunk Or Treat at City Hall! So many students and community partners showed up to support!

### Deck The Halls!

College Kids held our annual holiday celebration at City Hall. We gave out toys to children, gift cards to families, and had partners provide resources to our families and students.



## December

# Why the need?



Nationally, only 64% of parents have started college savings accounts for their children.



Statistics show there is a nationwide \$2,200 gap between what black families and white families save for college.

74% of 1st generation families nationally do not have a college savings account or plan



**86% of families plan to use their savings account to pay for their child's college.**

Relying on savings accounts for college expenses disproportionately hurts families in areas with high unbanked and underbanked populations. This reliance exacerbates financial vulnerability, educational inequality, and limits opportunities for children in these underserved areas. Addressing this issue is essential for promoting equal access to higher education and financial stability.

**94.5% OF OUR FAMILIES SAY THAT EARLY COLLEGE SAVING IS IMPORTANT THEIR HOUSEHOLD.**



87% of the College Kids program's families say the program helped them get an early start on college savings.



63% of families say that they would NOT have started saving this early had it not been for the College Kids program.



47.8% of families strongly believe their own financial literacy has increased due to their participation in College Kids.




30% of parents have opened a bank account because their child now has a college savings account through College Kids.



25% of families say that College Kids was their first time participating in direct deposit savings.



60% of families participate or plan to participate in direct deposit for their child's College Kids account.



# COLLEGE KIDS BY THE NUMBERS



**\$1,908,595** total dollars earned  
and saved

**\$17,625**

largest  
account



**\$252**

average account  
balance among  
active savers

**291**

accounts already  
over the \$500 goal  
still 4 years from  
graduation!

**40+**

events held last  
year to promote  
financial literacy

## 8th Graders

Active Savers Avg. | **\$235**

Activity Rate | **40%**

Avg. Balance | **\$124**

## 7th Graders

Active Savers Avg. | **\$235**

Activity Rate | **35%**

Avg. Balance | **\$114**



**95%** of our families say that early college savings is important to them.



**48%** of our families say our activities and programming increased **their own** financial literacy.

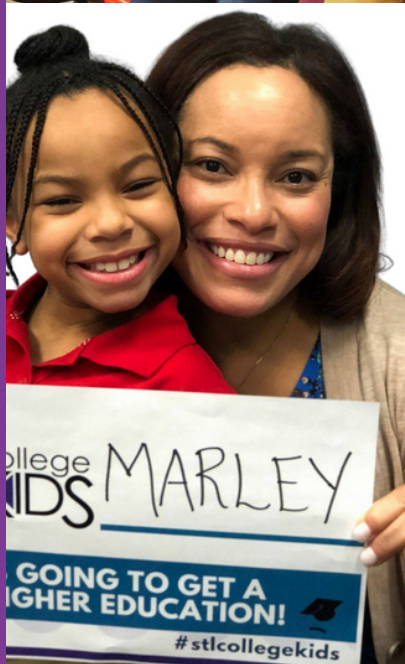


**30%** of our families say they now have a bank account because their child has a College Kids account.



**87%** of our families say that our College Kids program kickstarted their savings journey.

**63%** of our families say they wouldn't have begun saving for college without College Kids.



**1 in 4** families are using direct deposit for the **first time** because of our college savings program.

# TOP 5

## MALLINKRODT ELEMENTARY

Total Savings	\$87,332
Total Enrolled	344
Avg. Balance	\$253
Active Savers	26%

1



## STIX ELEMENTARY

2

Total Savings	\$72,406
Total Enrolled	696
Avg. Act. Balance	\$386
Top Account	\$5,345



## GATEWAY SCIENCE ACADEMY - SMILEY

Total Savings	\$64,520
Total Enrolled	682
Avg. Act. Balance	\$257
Active Savers	\$22%

3



4

Total Savings	\$57,633
Total Enrolled	372
Avg. Balance	\$155
Active Savers	\$18%

## LAFAYETTE PREP ACADEMY





## DEWEY

Total Savings	\$53,857
Total Enrolled	520
Avg. Active Balance	\$292
Active Savers	\$22%

# 5



The TOP 5 College Kids Schools were selected & ranked by:  
***highest amount earned or saved in student college savings accounts***



number of participants



attendance incentives



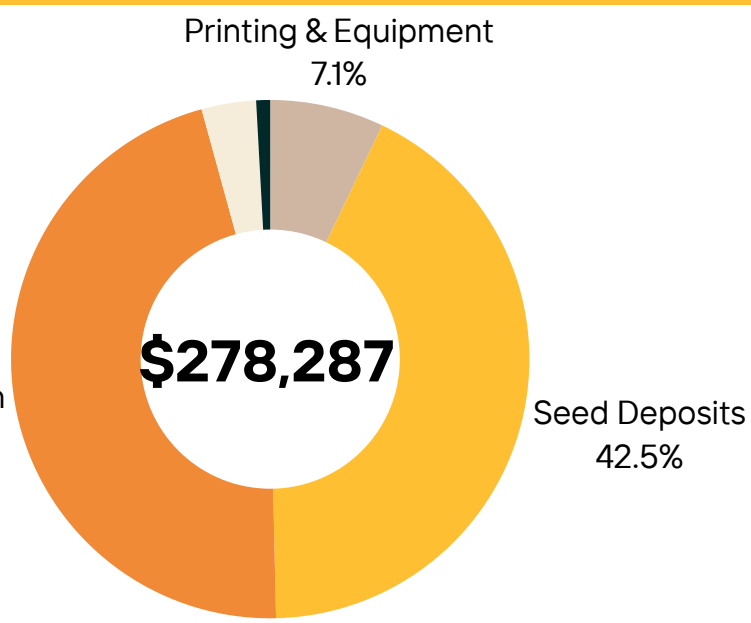
total deposits



average balance

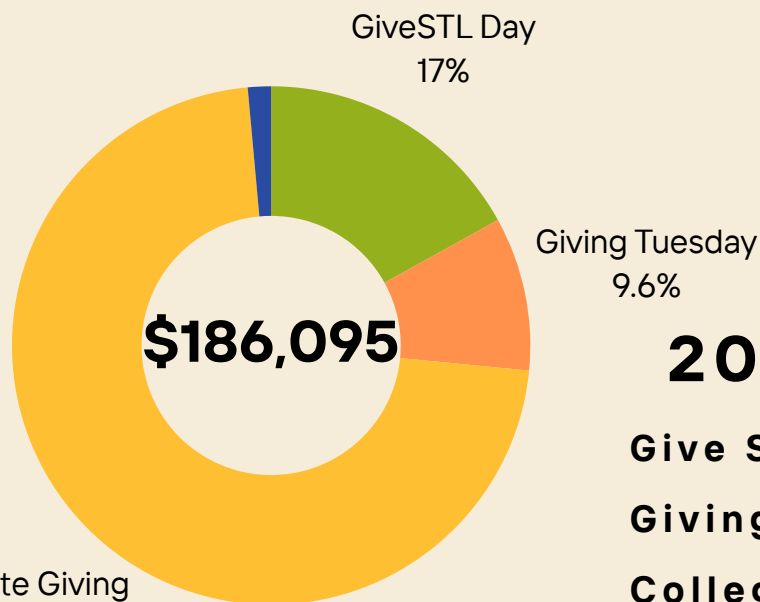


# FY23 STATEMENT OF ACTIVITIES



## FY23 EXPENSES\*

Printing & Equipment	\$19,801
Seed Deposits	\$118,350
Staff Administration	\$128,254
Earned & Matched Incentives	\$9,462
Materials & Supplies	\$2,420



## 2023 FUNDRAISING

Give STL Day	\$31,555
Giving Tuesday	\$20,849
College Hunks & SLU	\$2,689
Corporate Donations	134,002

# COLLEGE KIDS ADVISORY BOARD



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



Chrissy Fitzpatrick  
Director  
St. Louis Office of Financial  
Empowerment



Tishaura O. Jones  
Mayor  
City of St. Louis



Dr. Samantha March  
Director of Instructional  
Support  
Southside Early Childhood  
Center



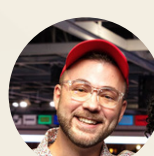
Ryan Wilson  
Program Director  
Saint Louis University



Clayton Evans  
Senior VP, Community Affairs  
Simmons Bank



Charlene Jackson  
Parent  
St. Louis Public Schools



Nico Krehymeyer  
CED Project Coordinator  
Midwest BankCentre



Brian Washington, MPH  
Strategist-Initiatives  
Missouri Foundation for Health



Laura Woods  
VP Marketing &  
Community Presence  
Alltru Credit Union



# PRIDE IN PARTNERSHIP



*"Wells Fargo is pleased to provide \$125,000 this year, with additional support next year, as we continue and expand a long-term partnership with the St. Louis Treasurer's office to fund college savings accounts for kindergarteners. This donation funds not only accounts but also future dreams."*

**- Vianey Beltran, Vice President, Philanthropy & Community Investment for Wells Fargo**



*"College Kids Gameday was a huge success and was the second highest attendance for a game this season! What a great experience for College Kids families and fans, we can't wait to do it again next year!"*

**- Petey Cautilli, SLU**



*"I'm thankful College Kids and all the programming at our Office of Financial Empowerment prioritizes, includes, & reflects the diversity of St. Louis families."*

**- Christina Bennett, Treasurer's Office**



# THANK YOU PARTNERS



**Simmons Bank**



United Way  
of Greater St. Louis



# THANK YOU DONORS



## \$10-499

Dallas Adams  
Julian Bennett  
Kelia Bordeaux  
Jared Boyd  
Cassandra Bradley  
Fallon Brice  
Goran Brnjic  
Perla Burk  
Lisa Cagle  
Petey Cautilli  
Cassandra Chamberlain-Andrews  
Ryan Coleman  
ZeTravia Coleman  
Shawna Collier  
Jacoby Combs  
Charli Cooksey  
Jami Cox Antwi  
Andrea Darris  
Heather and Cory Davenport  
Barbara Davis  
Benny Davis  
John Davis Jr  
Penny Davis  
Robin Davis  
Amy Debrecht  
Erica Driver  
Michael Fabrizi  
Sophia FordGlanton  
Francie M. Futterman  
Candace Hammell  
Carmen Harris  
Theresa Harris  
Whitney Hodges  
Debra Irwin  
Varon and Pat Johnson  
Mayor Tishaura Jones  
Rhiannon Kaye  
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Dionna Latimer  
Khadija Layne  
Tyrone Ledbetter  
Yvette Liebesman  
Juanita Logan

Monica Long-Davis

Samantha Lurie

Saladin Martinez

Arianna Martir

Felice McClendon

Cherri Merchant

Carla Moore

Felicia Moore

John and Valorie Moten

Melissa Pillot

Patricia Pixley

Cheryl Posley

Erica Randall

Riisa Rawlins

Dawn Richards

Carl Rist

Michelle Rosner

Shirley Rukcic

Brent S.

Albert J. Sanders

Brandon Scott

Michelle Smart

Kaitlyn Smith

Susan Smith

Stephen Symsack

Kim Tate

Terry Tatum

Nancy Thompson

TMButler & Son

Jorlon Upchurch

Debra Venice

Tracy Verner

Pamela Washington

Tieka White

Teresa Wilke

Ja Williams

Janet Williams

Erika Wilson

Cynthia Witherspoon

Teron Woodson

Hillary Zimmerman

## over-\$500

Vincent Bennett

Regina Fowler

Leonard Freeman

John Hardin

Leah Harris

Kevin Holliday

Nicholas Krehmeyer

Adam Layne

August Man

Carla Pace

Michael Talley

Katie Tucker

## over-\$1,000

Christina Bennett

Laura Horwitz

Colette Hosie

Lillie Robinson

Lexi Stegeman

Amy & Scott Wilson

Srinu Yanamanamanda

## Corporate Donors

Alltru

BMO Harris

EHealth

Half My DAF

JP Morgan Chase

Midwest Bank Centre

National Black Bank Foundation

O'Fallon Buick GMC

Nike

Simmons Bank

The Vault

Wells Fargo

WEPOWER



The **O**ffice of **F**inancial **E**mpowerment  
an office of  
St. Louis City Treasurer, Adam L. Layne



**Christina Cavazos Bennett**  
Assistant Treasurer



**Chrissy Fitzpatrick**  
Director of the Office of Financial  
Empowerment



**Barbara Davis**  
College Kids Program Manager



**Reginald Garth**  
Operation Hope Wellbeing Coach

# HEAR FROM OUR FAMILIES

*"We appreciate the opportunity to participate in the College Kids program. It's truly a vital part in the life of a child. It's positive, constructive, and a must have for children today."*

- **Sharon McLarren**, College Kids Parent

*"I believe every child should have the opportunity to pursue higher education. This program is easy to use and promotes saving by offering matching deposits. It lets my son have a sense of ownership of his account and he is proud he is able to contribute to his future."*

- **Dr. Mark F., PhD**, College Kids parent

*"The level of care shown by the staff is impeccable. We appreciate Treasurer Layne, personally attending and actively interacting with the families. He shows he has a vested interest with the kids. In my eyesight, College Kids can only soar upward!"*

- **Shavette W.**, Grandmother to two College Kids

*"This program is geared toward prepping children for college and financial literacy, but it's actually so much more! We have family outings at the ballpark and monthly opportunities with contests to make things challenging and earn money for our college accounts."*

- **Destiny W.**, College Kids participant

*"City programs like this are a game changer. My kids are so excited to have money in their bank account, and are inspired to work to get more. Barbara Davis is so welcoming and the communication is great. Thank you College Kids!!!"*

- **Alexia M., Coco, and Roxy C.**, College Kids family

*"We understand that educational supports along with financial literacy play a huge role in self-sufficiency and starting with our school-aged youth allow an opportunity to plan seeds of success early."*

- **Meredith C.**, Healthy Blue

# HEAR FROM OUR COMMUNITY

*"Having dedicated my career to coaching youth sports and mentoring at-risk youth, it's an honor to join the College Kids board, as I know preparing for post-secondary success is critical to preparing our children for the future."*

- **Ryan Wilson**, Saint Louis University

*"This program is critical in helping families and students make wise financial decisions. Opening a savings account at a young age plants a seed and is instrumental in helping children learn about money management and saving for the future."*

- **Cherri Merchant**, Firefighter, St. Louis Fire Department

*"Thanks to the program, our kindergarten students and families have access to a savings account for future educational expenses, and this empowers them for a strong financial future."*

- **Dr. Meghan Hill**, Superintendent, St. Louis Language Immersion School

*"I like the College Kids program because they have an innovative yet rewarding approach to teaching financial literacy to our youth. The program is a hands-on approach to financial literacy that offers kids the opportunity to build wealth by way of managing a bank account of their own. So many of our students are hands-on learners that this program is perfect for them to use the skills of managing and growing their wealth."*

- **Dr. Amy**, Public School Administrator

*"By providing substantive financial education and matching contributions, the program enables students to set goals and make enlightened decisions about their future. This initiative is instrumental in instilling a sense of empowerment, hope, and long-term planning among students, regardless of their socioeconomic background."*

- **Nico K.**, Midwest Bank

*"The college kids program is a great initiative to promote continuing education and financial literacy. This program is greatly needed because it gives the children something to work towards throughout their schooling."*

- **Constance Payne**, Black Nurses Association

# *Thank you!*



Office of Financial Empowerment

