



California Kids Investment and  
Development Savings Program

*California is telling our students that we believe they're college material – not only do we believe it, but we'll also invest in them directly.*

- California State Governor, Gavin Newsom

The California Kids Investment and Development Savings Program (CalKIDS) created to help provide greater access to higher education for California's children.

CalKIDS is a program designed to provide parents/guardians with a starting point to asset building for a child's education and career development.

Increase number of low-income students pursuing a postsecondary education.

Foster an environment that supports financial literacy and values higher education.



# By the Numbers

## CalKIDS accounts funded in it's first year:

- 3.4 million California School-Age Children
- Approximately 450,000 newborns each year

*An investment of this magnitude in our children will undoubtedly help make the dream of a college education come true for a large number of families statewide.*

- California State Treasurer, Fiona Ma

# How Does CalKIDS Work?



Children born in California and eligible 1st-12th grade students receive a CalKIDS account with a seed deposit.



Parents, Participants Register the CalKIDS account at CalKIDS.org



Money can be used for qualified higher education expenses.

Eligibility

Register

Distribution



# Eligibility

The program consists of two awardee groups: Newborn and **School-Age**

California low-income public school students are automatically enrolled; a CalKIDS college savings account is established with an initial seed deposit.

Eligible participants are identified by Local Control Funding Formula (LCFF) data received from the California Department of Education.

Eligibility includes all low-income and English Learner students enrolled in a California public school on Census Day who meet at least one of the LCFF eligibility criteria based on data submitted and certified by the school district to the CDE in the fall.

There is no need to apply and no requirement that families make any kind of financial commitment.

# School-Age Awardees:

Accounts established and funded with initial seed deposit

- At launch, all eligible low-income California public school students enrolled in 1st through 12th grades during the 2021-2022 academic year as provided by the California Department of Education.
- Starting this fall, and each year thereafter, each eligible low-income California public school 1<sup>st</sup> grade student as provided by the California Department of Education



# Award Structure – School Age

**\$500** automatic deposit in a CalKIDS account

**\$500** additional deposit in a CalKIDS account for eligible students  
identified as a foster youth

**\$500** additional deposit in a CalKIDS account for eligible students  
identified as homeless

# What is needed to register an account for a student:



Dear parent or legal guardian of <child name>,

To help you get started on saving for college, the State of California is providing your child \$500 in a California Kids Investment and Development Savings Program (CalKIDS) account. Over time, these funds can grow tax deferred and are tax free when used for future qualified higher education expenses such as tuition, books, computers, and room and board.

The ScholarShare Investment Board—an agency of the State of California that oversees ScholarShare 529, California's official college savings plan—launched CalKIDS to help families start saving early for college and other forms of career training.

CalKIDS offers parents and eligible low-income public school students initial funds to help build college savings, including:

**\$500**  
Every eligible low-income public school student in grades 1-12 will have a CalKIDS account created in their name with a deposit of \$500.

**Plus \$500**  
Eligible students identified as foster youth will receive an additional one-time \$500 deposit.

**Plus \$500**  
Eligible students identified as homeless will receive an additional one-time \$500 deposit.

**That's up to \$1,500 in free money for college!\***

Visit [CalKIDS.org](https://CalKIDS.org) to learn more about the program, to register and view your child's CalKIDS account, to sign up for a free online webinar, or to opt-out of the program.

Thank you for participating in CalKIDS and taking the first step toward higher education to help ensure a bright future for your child.

### How to register for a CalKIDS account:

**Step 1**  
Visit [CalKIDS.org](https://CalKIDS.org) and click "Register"

**Step 2**  
Enter the following details:

- Your child's Statewide Student Identifier (SSID), or this unique code: XYZ
- Your child's date of birth
- The county where your child attended school as reported on fall Census Day, October 6, 2021

**Step 3**  
Create and link a ScholarShare 529 account to continue on your savings journey



1. Registration Code:  
*Statewide Student Identifier OR Unique CalKIDS code*
2. Student's date of birth
3. Name of the County where the student was enrolled on Fall Academic Census Day
  - October 6, 2021, for students from the 2021-2022 academic year and starting this fall the first Wednesday in October for subsequent year




# District Support

## Partner Page with School Toolkit at CalKIDS.org

Resources focused on District's families in various forms:


- **Digital Content** to include in emails to families
- **Robo Call and Principal Announcement Script** for announcements or automated calls
- **Flyers and Posters** to distribute or place throughout campus
- **Social media copy and images**
- **Videos in English and Spanish**




**CalKIDS**  
gives your child  
a real chance  
for a brighter  
future.

**With free  
money for  
college!**

CalKIDS is a new program from the State of California that provides up to \$1,500 in free money for college to eligible public school students. CalKIDS can help families boost their children's college savings and increase access to higher education.

 To learn more and to find out if your child qualifies, visit [CalKIDS.org](https://CalKIDS.org) today!

 **CalKIDS**  
The first step toward college

The California Kids Investment and Development Savings Program (CalKIDS) is a children's savings account program, administered by the ScholarShare Investment Board, an agency of the state of California. CalKIDS will provide children born in California with college savings accounts, including seed deposits and other potential incentives, to help pay for future qualified higher education expenses. To learn more about CalKIDS or opt out of the program entirely, please see the Program Terms and Conditions at [CalKIDS.org](https://CalKIDS.org). CalKIDS participants may also establish individual accounts with ScholarShare 529, California's 529 College Savings Plan. To learn more about California's ScholarShare 529 College Savings Plan, its investment objectives, tax benefits, risks, and costs, please see the Plan Description at [ScholarShare529.com](https://ScholarShare529.com). Read it carefully. Check with your home state to learn if it offers tax or other benefits such as financial aid, scholarship funds or protection from creditors for investing in its own 529 plan. Consult your legal or tax professional for tax advice. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss. If the funds aren't used for qualified higher education expenses, a Federal 10% penalty tax on earnings (as well as Federal and state income taxes) may apply. Non-qualified withdrawals may also be subject to an additional 3.0% California tax on earnings. TIAA-CREF Tuition Financing, Inc. (TFI), Plan Manager: TIAA-CREF Individual & Institutional Services, LLC, Member FINRA, distributor and underwriter for California's ScholarShare 529. 2246272.



# Questions



# Thank you

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