PROMISE INDIANA: BUILDING HOPE AND ASSETS
PROMISEINDIANA.ORG

BY 2020, 60% OF JOBS WILL REQUIRE AN EDUCATION BEYOND HIGH SCHOOL
YET ONLY 12% OF INDIANA YOUTH ARE SAVING FOR POST-SECONDARY EDUCATION WITH A COLLEGECHOICE 529 ACCOUNT
[SOURCES: LUMINA FOUNDATION & COLLEGECHOICE 529]

SAVING for future education helps youth build an identity—
I AM SOMEONE WHO GOES TO COLLEGE.
Together with other elements, we can SHAPE THAT IDENTITY from an early age.

PROMISE INDIANA HELPS FAMILIES TAKE CRITICAL STEPS:
- STARTING THE CONVERSATION about their child’s dreams for the future in Kindergarten
- ENROLLING IN COLLEGECHOICE 529 SAVINGS at school, with an initial investment of $25 provided by local sponsors
- ENGAGING “CHAMPIONS” who can invest in their child’s future through gifts and encouragement

COLLEGE SAVINGS COUNTS
Low and moderate income youth with an account, even with a balance of just $1-$499, are:
- 3 times MORE LIKELY to ATTEND college
- 4 times MORE LIKELY to GRADUATE
[ASSETS AND EDUCATION INITIATIVE, BUILDING EXPECTATIONS, DELIVERING RESULTS: ASSET-BASED FINANCIAL AID AND THE FUTURE OF HIGHER EDUCATION, 2013]

165 UNIQUE ORGANIZATIONS have partnered to activate the Promise in 8 COUNTIES around the state and 24 COUNTIES are exploring a pilot for 2016. With support from the Indiana Education Savings Authority, CollegeChoice 529, Lilly Endowment Inc., and the State Alliance of Indiana YMCAs, 12 new communities will start the Promise over the next two years.

PROMISE COMMUNITIES come alongside families. When a child raises $25 for his or her account, the community MATCHES that investment.

5,324 youth have started saving for college.

KEEP THE PROMISE
by helping youth in your community to build assets and identity for the future. Learn more at bitly.com/explorepromiseindiana