SAN FRANCISCO’S KINDERGARTEN TO COLLEGE PROGRAM
2020-2021

Elisa Rodriguez Furey
Community Engagement Specialist
Office of Financial Empowerment
City and County of San Francisco
OUR STAFF

Carol Lei  
Program Manager

Bashir Algaheim  
Operations Manager

Donna Wong  
Accounts Coordinator

Elisa Rodriguez-Furey  
Community Engagement Specialist

k2c@sfgov.org
3-1-1 (in SF) or 415-701-2311
www.k2csf.org
COLLABORATION BETWEEN THE CITY & COUNTY OF SAN FRANCISCO + SFUSD

- FIRST IN THE NATION DESIGN
- UNIVERSAL
- PUBLICLY FUNDED

OFFICE OF FINANCIAL EMPOWERMENT STARTED K2C IN 2011
OUR MOTIVATION

• College graduates make $1,000,000 more than non-graduates over their lifetime.

• In bad times, college graduates are less likely to lose their job, quicker to get a new job, and are happier and healthier.

• 44 million Americans collectively hold nearly $1.5 trillion in student debt.

• A child with a college savings account in their own name is 6x more likely to go to college.

   Even if <$500 savings = 3x more likely to attend and 4x more likely to graduate from college
SFUSD 12th Graders

For every 100 non-Latinx and non-African American 12th graders:
- 12 don't graduate
- 12 graduate but don't enroll in college
- 30 enrole in college but don't graduate
- 46 graduate from college

For every 100 Latinx 12th graders:
- 33 don't graduate
- 24 graduate but don't enroll in college
- 25 enroll in college but don't graduate
- 18 graduate from college

For every 100 African American 12th graders:
- 29 don't graduate
- 22 graduate but don't enroll in college
- 36 enroll in college but don't graduate
- 13 graduate from college

*Data from National Student Clearinghouse, SFUSD Class of 2012

46% SFUSD non-Latinx / non-African American graduate from college
18% SFUSD Latinx graduate from college
13% SFUSD African American graduate from college
K2C BASICS

• K2C opens $50 college savings account AUTOMATICALLY for ALL K-10 students (2020-2021) at Citibank.

• K2C accounts will not affect eligibility for public assistance.

• There are no hidden fees or charges.

• Funds contributed by the family can be returned for emergencies.

• Families can check savings balance online, www.k2csf.org.

• Incentives and scholarships are available.
INCENTIVES

- Incentives remain the same as last year

- $20 Check balance online – first time only

- $10 Save Monthly – receive $10 incentive when family saves $10 or more in any month, up to three times per school year ($30 max.)

- $10 Save Now – receive $10 incentive by making first deposit within the first two months of account opening.

Visit [www.k2csf.org](http://www.k2csf.org) for information on current incentives.
EMPOWERMENT INCENTIVE

Empowerment (equity) incentive for rising 2nd and 1st graders in historically underserved PITCH schools

$450 Total Empowerment incentive

- $150 Initial deposit: additional $150 if families contribute $5 or more in a month, up to two times. Deadline has been extended to June 30, 2021.

Upcoming 1st graders will have the $150 deposit in the fall.

- Bryant Elementary
- Carver (George Washington) Elementary
- Chavez (Cesar) Elementary
- Drew (Charles) College Preparatory Academy
- Harte (Bret) Elementary
- Malcolm X Academy
- Muir (John) Elementary
- Revere (Paul) Elementary
- Sanchez Elementary
K2C will mail to student homes “Welcome Kit” for new students (October and February) & “Activity Statement” for current students (October and May)

Dear Parent/Guardian of <<First Name>>

Congratulations! <<First Name>> just started saving for college.

We opened a Kindergarten to College (K2C) savings account for <<First Name>> and put $50 into this account. Cut out the account card below and start depositing now to see your balance grow. If you make 3 monthly deposits and login at k2csf.org you can get up to $60 added to <<First Name>>’s account.

$20 Save Monthly means you
Any month you save at least $20 we will deposit an extra $10, for a maximum of $30 per school year.

$10 Check your balance online
and get $10
Claim this bonus at k2csf.org

$100 Save Now $10 bonus
Here’s why it’s $10 Deposit by January 31, 2020 and we’ll deposit an extra $10

Why does San Francisco open a college savings account for every child in SFUSD?
1. We believe in <<First Name>>’s future.
2. Did you know? If you save as little as a few hundred dollars, your child is 3x more likely to go to college.

Sincerely

Dr. Vincent Matthews
Superintendent
San Francisco Unified School District

José Cisneros
Treasurer
City and County of San Francisco

The Kindergarten to College Savings Program
City and County of San Francisco
Faculty and Kindergarten to College Savings
Account Participant: <<First Name>> <<Last Name>>
Account Number: <<Account Number>>
Citibank Routing No. 031100209

Direct Deposit

Follow these easy steps:

1. Complete the form
2. Sign and date the form
3. Submit to go

How to Make Deposits Into a San Francisco Kindergarten to College (K2C) Account

If you deposit by the deadline:

- No service fee

Send to:

CitiBank
Attn: K2C
c/o K2C
222 Sutter St.
San Francisco, CA 94111
EMERGENCY WITHDRAWALS

- Families can request emergency withdrawals
- Families can keep incentives in their accounts
- They can fill out a DocuSign form on our webpage or send by mail
- Form is available in three languages
CURRENT STATUS

• **43,000+ accounts** + anticipated **5,000** more this school year
• **All SFUSD schools**
• **$8.2 M in accounts**
  • $5 million saved by families
• **20% Saver rate** (June, 2020)
  • 51% of savers qualify for the NSL program
  • Saver rate for all schools [here](#)
• Top Saver schools

<table>
<thead>
<tr>
<th>ES/K-8</th>
<th>MS</th>
<th>HS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BVHM -- 81%</td>
<td>Hoover -- 28%</td>
<td>Lowell -- 13%</td>
</tr>
<tr>
<td>Paul Revere 71%</td>
<td>Marina -- 27%</td>
<td>Wallenberg -- 12%</td>
</tr>
<tr>
<td>Spring Valley -- 70%</td>
<td>Presidio -- 25%</td>
<td>The Academy -- 11%</td>
</tr>
</tbody>
</table>
NEW WAYS FOR OUTREACH

New Facebook Live mini training and office hours available in English and Spanish

**Spanish**: Every Wednesday starting July 1st at 3:30 pm

**English**: Every Thursday starting July 2nd at 3:30 pm

New **K2C intro videos** in English and Spanish available in our website.
TAKE ACTION

- **Share K2C information** please work with your organization and help us spread the word about K2C to your families and students.

- **Please add the upcoming K2C events to your calendar and help us spread the word to families:**
  - September is National College Savings Month
  - K2C 5th grade art contest – deadline Feb 28, 2021
  - K2C Middle school poetry contest – deadline Feb 28, 2021
  - (New) K2C High school contest TBD – deadline Feb 28, 2021
  - Summer College Tour Scholarship Contest June 7th – August 9th 2021
FOR MORE INFORMATION

For more information:
✓ Website: www.k2csf.org
✓ Email: k2c@sfgov.org
✓ Phone: 3-1-1 (in SF) or 415-701-2311

Para más información:
✓ Internet: www.k2csf.org
✓ Correo electrónico: k2c@sfgov.org
✓ Teléfono: 3-1-1 (in SF) o 415-701-2311

Para sa karagdagang impormasyon:
✓ Website: www.k2csf.org
✓ Email: k2c@sfgov.org
✓ Telefono: 3-1-1 (in SF) or 415-701-2311
QUESTIONS?
THANK YOU!