



Become a Keystone Scholars Champion

Keystone Scholars is an automatic, at-birth investment for all Pennsylvania children.



Keystone Scholars provides an account seeded with a \$100 postsecondary education and training investment for every child born to or adopted by a PA family.¹

Champions support children in their communities by making additional deposits to kids' Keystone Scholars accounts.

Keystone Scholars Champions:

- ✓ Individuals (*including non-family members*)
- ✓ Employers
- ✓ Community and Faith-based Organizations
- ✓ Government Entities
- ✓ Philanthropic and Educational Foundations
- ✓ Non-profit Organizations
- ✓ Associations and more!

Initiated by the automatic \$100 investment and bolstered by Champion deposits, Keystone Scholars can help children grow wealth, confidence, and envision a bright future.

You can make a **one-time** contribution or **ongoing** deposits that celebrate milestones in children's lives. Deposits can also be directed to children within a specific community.

A Caring and Impactful Investment

This investment can directly impact families and children in your community by providing hope for a bright future through education.

Accounts like Keystone Scholars are about more than the money in them and support long-term goals linked to success, including:

- ✓ Raising/sustaining parental expectations for their child's future
- ✓ Cultivating a future-focused identity in children (college and career-bound)
- ✓ Jumpstarting family savings early in a child's life

Ideas for Champion Deposits

Champion deposits can celebrate local families for taking positive steps in their child's development such as:

- ✓ Staying current on pediatric wellness visits, check-ups, and vaccines
- ✓ Reading together at home
- ✓ Starting pre-school
- ✓ Utilizing WIC for healthy nutrition
- ✓ Registering for kindergarten
- ✓ Volunteerism
- ✓ Propose your own idea!

Benefits of Being a Champion

Keystone Scholars Champions will leave a legacy of learning to children and families while benefiting from:

- ✓ Recognition through messaging by Treasury
- ✓ Co-branded marketing materials
- ✓ Data driven insights into how families are planning/saving for the future
- ✓ Acknowledgement in communications, articles, and social media
- ✓ Being featured in our Champion Spotlight
- ✓ Opportunities for press events and more



Champion Spotlight

Adagio Health and Keystone Scholars - WIC Milestone Program

- ✓ Adagio Health is a WIC provider in Armstrong, Beaver, Butler, Indiana, and Lawrence counties.
- ✓ Adagio Health's WIC Milestone Program provides additional deposits into the Keystone Scholars accounts of eligible children whom Adagio serves for each year the child remains enrolled in WIC.
- ✓ Funding from the Henry L. Hillman Foundation provided babies born in 2021 to mothers enrolled in WIC an additional \$50 deposit. This program is exclusive to Adagio Health.
- ✓ For each year the child remains enrolled in WIC until their fifth birthday, they receive additional, increasing deposits into their Keystone Scholars accounts.

Be a Keystone Scholars Champion & Jumpstart Educational Savings for the Kids in your Community!

Contact us at keystone@pa529.com to learn about becoming a Champion today.



The Keystone Scholars team can help you to determine the **best way to contribute** for **child and family success!**

Sign up for our newsletter at pa529.com/keystone/resources.

¹ Child must be born on or after January 1, 2019.

Keystone Scholars is open to Pennsylvania residents born after December 31, 2018 and children born after December 31, 2018 who are subsequently adopted by a Pennsylvania resident. The child must be a Pennsylvania resident at birth or adoption and at the time the Keystone Scholars funds are used. The child must also be the Beneficiary of a PA 529 account other than the Keystone Scholars Account at the time Keystone Scholars funds are used. If not used by the beneficiary's 29th birthday, the funds will be returned to the Pennsylvania Treasury Department (Treasury). Funds in a Keystone Scholars Account will be invested in a PA 529 GSP account and will remain under the sole custody of Treasury until they are used for the purposes of paying for qualified higher education expenses at an institution of higher education. A list of qualified higher education expenses may be found at www.pa529.com. No additional funds may be contributed to a Keystone Scholars Account. However, families are encouraged to save in their own PA 529 account.

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Stacy Garrity
Pennsylvania Treasurer