



## Partnership Opportunities for Financial Institutions and Advisors



To encourage families to save as early as possible for their child's post-secondary education and raise expectations for all Pennsylvania children's futures, the Pennsylvania Treasury Department created the Keystone Scholars program.

Financial institutions, including credit unions and community banks, as well as financial planners and tax advisors, can help drive awareness of Keystone Scholars by integrating it into their own programming and helping families activate Keystone Scholars accounts.

### What is Keystone Scholars and How Does it Work?

PA Treasury is investing \$100 for every baby born to a Pennsylvania resident on or after January 1, 2019 for their postsecondary education.



Babies receive the \$100 "get started" deposit automatically. Babies adopted by PA residents also qualify.



The \$100 is invested by the PA Treasury Department and will grow alongside the child.



Families can start their own savings in a separate PA 529 College and Career Savings Program account.

New and expectant parents can pre-register and learn more online at [pa529.com/keystone](https://pa529.com/keystone). Between 4-6 months after birth, families receive a letter from PA Treasury on how to activate their child's account online. Parents will need their child's birth certificate number and birth date along with their zip code and email address.

Families are encouraged to start saving with a separate PA 529 account as early as possible. There's no minimum needed to open a PA 529 account and families can contribute as little as \$1 whenever they want.

Families that commit to saving for their child's education can go further to build up long-term savings by contributing any amount regularly from a bank account or paycheck.

## What Can You Do?

Financial institutions and advisors can encourage new or expecting parents to start the Keystone Scholars savings journey today:



### Register for Keystone Scholars.

#### Keystone Scholars

##### How Does it Work?

- Eligible families can view their child's account online using information found on their child's PA birth certificate.
- Visit [pa529.com/keystone](https://pa529.com/keystone) to learn more and log in.



### Open your own PA 529 to save more for education.



#### Tax-Advantaged Education Savings

Two great plans to choose from, low minimums and flexible contributions make these a great way to save.

Families can open their own PA 529 account any time and the child must have a PA 529 account before they can withdraw their Keystone Scholars funds starting at age 18.

[pa529.com](https://pa529.com) | 800-440-4000

### Get in the savings habit.

#### Make Saving for Education Automatic



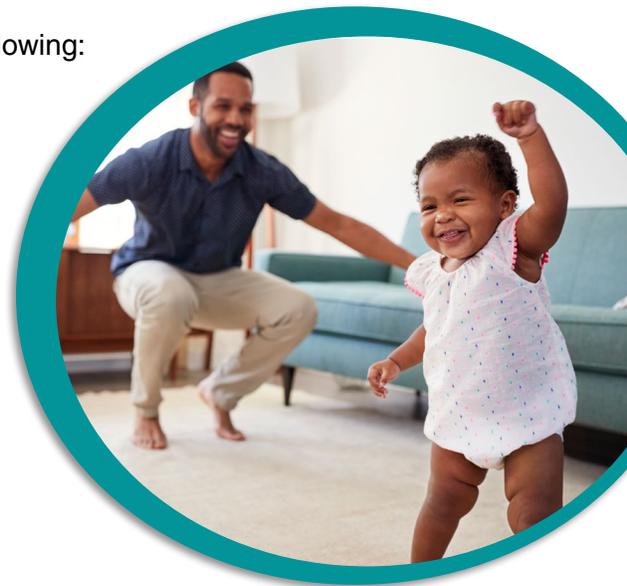
It's easy to save on a regular basis with the ability to make automatic contributions from your bank account or paycheck.

PA 529 has no minimum contribution requirement, so families can save any amount that fits their budget.

You can also use Ugift®, a free online service that allows family or friends to make contributions to your account for holidays or other special occasions.

Help spread the word about Keystone Scholars by doing any of the following:

- ✓ Post or provide program materials on websites, social media, at events, and in offices/branches
- ✓ Place articles in newsletters and communications sent to families
- ✓ Solicit Media Opportunities
- ✓ Host a training session for your staff team
- ✓ Invite Treasury to present at financial education workshops or other meetings
- ✓ Help families open a PA 529 account for their child



Your office can access Keystone Scholars program materials and resources at [pa529.com/keystone/resources](https://pa529.com/keystone/resources).

*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 [pa529.com](https://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.*

*The Pennsylvania 529 College and Career Savings Program sponsors three plans – the PA 529 Guaranteed Savings Plan (GSP), the PA 529 Investment Plan (IP), and Keystone Scholars. The guarantee of the PA 529 Guaranteed Savings Plan is an obligation of the GSP Fund, not the Commonwealth of Pennsylvania or any state agency. Before investing in either PA 529 plan, please carefully read that plan's disclosure statement (available at [www.pa529.com](https://www.pa529.com) or by calling 1-800-440-4000) to learn more about that plan, including investment objectives, risks, fees, and tax implications. Before you invest, consider whether your or the beneficiary's home state offers any state tax or other state benefits such as financial aid, scholarship funds, and protection from creditors that are only available for investments in that state's qualified tuition program.*

V01.07.2022

[pa529.com/keystone](https://pa529.com/keystone) or call 800-440-4000

