

## Partner Information Sheet

# WIC Providers

Thank you for helping spread the word on Pennsylvania Treasury's Keystone Scholars program and the \$50 Bright Future Booster for eligible WIC infants. By integrating this information with your services, you are assisting Pennsylvania's WIC babies from nutrition education to college graduation.



## What Is Keystone Scholars?

The PA Treasury Department invests \$100 for every baby born to a Pennsylvania resident on or after January 1, 2019 for their post-secondary education. Child Development Accounts (CDAs) like Keystone Scholars provide assets and motivate families to save for post-secondary education, aiming to improve development outcomes. [Research suggests](#) that combining CDAs with social services may greatly benefit financially vulnerable families.<sup>1</sup>



Babies receive the \$100 starter deposit automatically. Babies adopted by PA residents also qualify.



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



Families can start their own savings in a separate PA529 College and Career Savings account.

## What Is The Bright Future Booster?

CDA best practices call for supplemental deposits targeted to low-income children. Generous philanthropic support has allowed PA Treasury to provide an additional \$50 deposit to Keystone Scholars accounts for babies born between January 1 and June 30, 2021 to moms enrolled in WIC at the time of the child's birth.

## How Does It Work?

PA Treasury receives birth records from the PA Department of Health. The information denotes moms who self-report as WIC participants at the time of the child's birth. PA Treasury uses this information to automatically fund accounts for all babies and determine eligibility for the additional \$50 deposit.

<sup>1</sup> Clancy, M. M., Sherraden, M., Huang, J., Beverly, S. G., & Kim, Y. (2019). *Statewide Child Development Accounts and local partnerships: A scalable model that can include all families* (CSD Policy Brief No. 19-45). St. Louis, MO: Washington University, Center for Social Development. <https://doi.org/10.7936/q310-7h95>.

Between 4-6 months after birth, families receive a letter from PA Treasury with instructions on how to register and access their child's account online. Parents will need the child's birth certificate number and birth date, along with their zip code. While there is no deadline to register, families are encouraged to access their account as soon as possible.

Parents can pre-register and learn more online at [pa529.com/keystone](http://pa529.com/keystone) or through materials provided by partners like you.

## What Can You Do?

Trusted community partners are needed to tell WIC participants about Keystone Scholars and the additional Bright Future Booster deposit. You can:



Inform/remind parents about their free \$100 account.



Tell parents they will receive a letter from PA Treasury with information on their child's account about 4-6 months after the baby is born.



Reassure them the \$100 account is real and the extra \$50 is just for them as a WIC participant if their child was born between January 1 and June 30, 2021.



Assist families with first pre-registering and accessing their account online after birth.

Use PA Treasury's informational materials provided in a variety of formats for multiple touchpoints, including:

- ✓ WIC Registration
- ✓ Hospitals/ Federally-Funded Health Care Clinics/ Birthing Centers and Delivery Areas
- ✓ Nutrition and Breastfeeding Counseling
- ✓ In-Home or Virtual Visits
- ✓ Waiting Areas
- ✓ Links on Websites
- ✓ Pediatrician/OB/GYN Appointments
- ✓ Social Media
- ✓ Patient/Community Newsletters
- ✓ Educational Webinars

You can access and order materials at [pa529.com/keystone/resources](http://pa529.com/keystone/resources).

PA Treasury offers training on the program for your frontline employees and can also conduct informational webinars for your families. Please contact us at [keystone@pa529.com](mailto:keystone@pa529.com) to schedule.

*Keystone Scholars is open to Pennsylvania residents born on or after January 1, 2019 and children born on or after January 1, 2019 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](http://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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[pa529.com/keystone](http://pa529.com/keystone) or call 800-440-4000

