



1to1Fund.org

Match Kids' College Dreams Dollar for Dollar

OUR MISSION

The 1:1 Fund supports the college dreams of low-income children by ensuring that those dreams are matched with savings in the bank. We make it easy for donors, large and small, to help kids save for college by matching their contributions dollar for dollar.

The 1:1 Fund was conceived and capitalized by the Corporation for Enterprise Development (CFED), a national nonprofit based in Washington, DC, that empowers low- and moderate-income households to build and preserve assets by advancing policies and programs that help them buy a home, pursue higher education, start a business and save for the future.

THE CHALLENGE

Post-secondary education is the surest route to economic mobility in the United States but the rising cost of college discourages many students from pursuing higher education. Adults with college degrees **earn roughly twice as much over their lifetimes as those with a high school diploma or less.**



In the absence of college savings or other financial resources, low-income students face the prospect of large amounts of debt, dropping out or never attending college. The result is that **less than 10% of students from low-income families graduate from college by their mid-twenties.**



THE SOLUTION: COLLEGE SAVINGS AND THE 1:1 FUND

The 1:1 Fund addresses this challenge by raising funds to match the contributions of low-income, minority and first-generation students in special Children's Savings Accounts (CSAs). Research shows that **low-income children with even \$500 or less in a children's savings account are three times more likely to enroll in college and four times more likely to graduate** than children who don't have an account. When kids and families save for college early, it changes the equation. With money in the bank, college attendance becomes an expectation.

1:1 FUND IMPACT

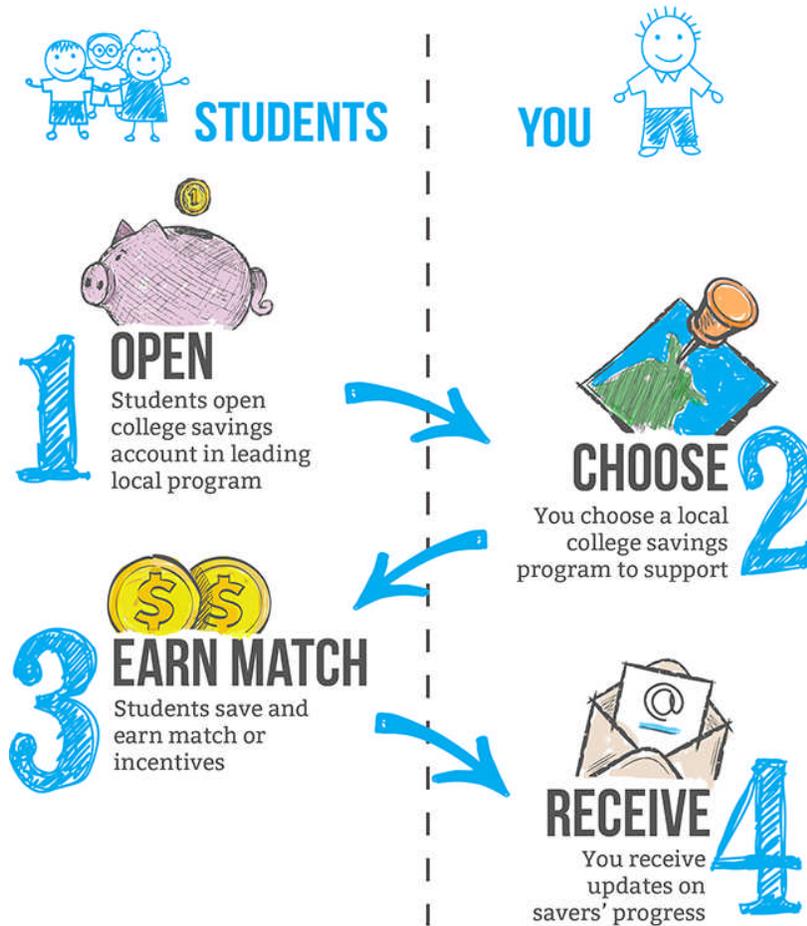
The 1:1 Fund officially launched in September 2012 with local child savings programs in the San Francisco Bay Area and Mississippi. To date, the 1:1 Fund has:

- Raised more than **\$750K in matching dollars**
- Attracted **320+ donors and 19,000+ web visitors**
- Served **20,500+ students and families** that now hold over **\$2.4 million in total college savings**
- Grown to eight partners in five states, including three local partners in NYC, a state-level partnership in Nevada, and our newest partner in Boston.

For more information, please contact Carl Rist, Executive Director: (P) 919.246.4236 (E) crist@1to1fund.org
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HOW THE 1:1 FUND WORKS

The 1:1 Fund partners with leading local college savings programs that work with low-income children saving and striving for college. The 1:1 Fund platform enables these local college savings programs to engage their networks to raise critical matching dollars, and then use these matching dollars to incentivize savers and their families. As shown below, supporters and donors are extremely important to the process.



OUR SUPPORTERS

Core support for the 1:1 Fund comes from the following funders:

Citi Foundation
Wallace A. Gerbode Foundation
Lisa and Douglas Goldman Fund
Walter and Elise Haas Fund
Google.org
Richard Goldman Family Foundation

The W.K. Kellogg Foundation
The Marclad Foundation
The San Francisco Foundation
Charles Schwab Bank
Tuck's R.U.S.H. for Literacy

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