



## We want every Mason County child to be able to say, “I have a Savings Account!”

The Community Foundation *for* Mason County (CFFMC) is investing in kids by providing the Kickstart to Career program! This program utilizes Children’s Savings Accounts (CSA) as a tool to promote pathways to careers. In the 2019-20 school year, K2C began providing every kindergartener in Mason County schools with a \$50 savings account. It is designed to give students a boost in paying for career training or college expenses after high school. More importantly, it helps build the aspirations of children and their families around careers and higher education.

We believe that every penny counts toward building dreams and that KickStart to Career will FOSTER HOPE and opportunity for our kids’ futures. Along the way, students will have a chance to earn incentive deposits, learn about savings and financial education, and families are encouraged to make deposits of their own. [Each Kindergarten student receives a piggy bank at the start of their kindergarten year to begin saving for upcoming Deposit Days – flyers with details are sent home in each child’s backpack and promoted through school communications.](#)

Currently in Mason County, 55% of kids enroll in college, but only 40% complete a program.

**A community goal is Strengthening the College-Going Culture in Mason County to meet 75% enrollment by 2025 and 60% completion by 2030.**

### Research shows:

- **Increase in educational attainment:** Low-income students with savings of \$1-\$500 are 3 times more likely to enroll and 4 times more likely to complete post-secondary education compared to their peers without savings. ([Elliott, Song and Nam 2013](#))
- **Complements a Promise program:** Children’s savings accounts are a strong complement to a college “promise” program like The Mason County Promise as they create an expectation for continuing education in those that may not otherwise aspire to achieve the Promise. ([Elliott, Lavere 2016](#))
- Building savings has a number of positive benefits, including:
  - Fostering a **career or college-bound identity** in children
  - Increasing college and career training **completion**
  - **Reducing debt** from higher education
  - Increases families’ **financial capability** and **parents’ expectations** for their children

### KickStart to Career Mason County program:

- The CFFMC funds the annual account seed of \$50 per kindergarten student through the *John & Anita Wilson Family Fund*. There are approximately 300 children per grade level in our 5 Mason County public and private schools: CCS, LAC, LAS, MCC & MCE.
- Deposit only accounts are held at West Shore Bank.
- Financial Planning Education sponsored by Safe Harbor Credit Union and West Shore Bank

## Current Sponsors & Opportunities

**Joan Hasenbank** supports this program each year through she and her husband's Donor Advised Fund, the *Robert R. & Joan Hasenbank Fund*.

**Mary Church** continues to provide support by using her Required Minimum Distribution.

The **Ludington Police Departments** *Shop with a Cop* program has donated in both 2020 and 2021.

Beginning in 2021, the **Epworth Fund for Ludington** has made a 3-year funding commitment to K2C.

**Hardman Construction** provided the K2C program in 2021 with a generous donation.

**Consumers Energy Foundation** granted funds in 2022 to support an annual financial planning family night for all K2C students and their families.

### CURRENT ANNUAL SPONSORS:

**Kindergarten Cohort Sponsor** - \$3,000 = \$10 Deposit Day incentive per student by **West Shore Bank**

**1st Grade Cohort Sponsor** - \$3,000 = \$10 Deposit incentive per student by **Lake Michigan CPA Services**

**2nd Grade Cohort Sponsor** - \$3,000 = \$10 Deposit Day incentive per student by the **Scottville Optimist Club** and the **Ludington Optimist Club**

**3rd Grade Cohort Sponsor** - \$3,000 = \$10 Deposit Day incentive per student by **Safe Harbor Credit Union**

**4<sup>th</sup> Grade Cohort Sponsor** - \$3,000 = \$10 Deposit Day incentive per student by **United Way of Mason County**

**Deposit Day Matching Funds Examples** - \$25 Match by Nader's Motel & Suites and another \$25 from the Lamb's for Ludington Area Catholic students; \$3 per Franklin Elementary student by an anonymous donor; teachers incentivize students from their own pockets to make sure all students have some money on deposit day; a principal offered cash rewards for attendance. You could sponsor a specific classroom or school!



### **An investment in Mason County's Future! What your contribution can do:**

\$500 buys Piggy Banks for each new Kindergarten cohort, \$1,500 supports \$5 in Deposit Day matches for an entire cohort for 1 year, \$3,000 supports \$10, \$7,500 supports \$25, \$15,000 supports \$50

**Make a charitable gift with your Required Minimum Distribution (RMD) from your IRA. If you're 70 ½ or older, this may be a tax-smart way to directly transfer up to \$100,000 per year to the Foundation without having to claim the distribution as income.**

*KickStart to Career Coordinator* Becky Bruett; [bbruett@cffmc.org](mailto:bbruett@cffmc.org) • 810.252.0607

CFFMC Office: 119 S. Rath, Ludington, MI 49431

[www.mason-foundation.org/kickstart-to-career/](http://www.mason-foundation.org/kickstart-to-career/) • Facebook: [@cfmasoncounty](https://www.facebook.com/cfmasoncounty)