



Every kid deserves a shot at a better future.

Campaign for Every Kid's Future

At CFED, we believe that every child should have a Children's Savings Account (CSA) in his or her name earmarked for their future – and we believe the possibility to achieve that goal is in our reach. That's why, in 2015, we're launching the Campaign for Every Kid's Future. The Campaign will support the dramatic growth of the CSA field over the next five years, providing local and state programs with technical support, peer learning, policy advocacy, an on-line fundraising platform for matching funds, and the tools they need to start and thrive. With this support, we can ensure that at least 1.4 million children receive an account, and 25 large-scale programs are running, by 2020.

Who is part of the Campaign?

We're asking everyone who is involved in implementing and supporting CSAs to become a part of, and help CFED shape, the Campaign. This includes program implementers, advocates, researchers, educational institutions, financial institutions, and others involved in helping CSA programs be successful.

How can I be a part of the Campaign?

There are many ways people and organizations within the CSA field can contribute to achieving a vision of a children's savings account for every child in America. Options include:

For Program Implementers:

- Start or continue to successfully provide the children and families you serve with a CSA
- Share your insights and lessons with peers, advocates, researchers, policy makers, and others that can help us reach our goals

For Policymakers:

- Support CSAs through sound policies and program designs
- Speak directly with other policy makers to build support for CSA programs locally and nationally

For Researchers and Other National Organizations:

- Participate in learning opportunities with the field and share your wisdom and ideas in advancing CSAs across the country
- Conduct and/or support research to advance our field's understanding of effective practices

For Financial Institutions:

- Support CSAs through providing appropriate account vehicles in your community
- Promote CSA programs through your own community outreach programs in places where programs are operating



For Funders:

- Support the implementation of local and state CSA programs through funding matching dollars, implementation expenses, research, policy advocacy, peer networks, and learning dissemination
- Participate as a thought partner in sharing best practices and lessons learned across the country

For All of Us:

- Share the powerful stories of CSA programs at the local, state, and national level

How is CFED committed to making the Campaign a success?

- ✓ CFED will help connect Campaign members to share best practices and ideas, identify collaboration opportunities, and build a collective voice
- ✓ CFED will directly provide technical assistance to program implementers as needed
- ✓ CFED will support fundraising efforts of local programs through the 1:1 Fund platform
- ✓ CFED will provide policymakers with information on research evidence and program design to inform decision-making
- ✓ CFED will disseminate research, practical insights, and other information that helps to continually inform the field of promising practices and build momentum towards our goal

What are next steps?

The Campaign is still in its early stages. By signing on now, you can help to shape what the Campaign could mean for all of us and how we organize and publicize our work. As a partner, we will add your organization's name to our Campaign home page and send you periodic updates about the Campaign and how you can support CSAs in your community, in your state and across the country. We hope you can join us!

Partners

AHEAD, Inc.
Alfond Scholarship Foundation
Aspen Institute Initiative on Financial Security
Asset Builders
Beyond Careers
Beyond Housing
Boston Mayor Martin J. Walsh's Office of Financial Empowerment
Center for Assistance to Families
Center for Social Development, Washington University in St. Louis
Center on Assets, Education and Inclusion, University of Kansas
Children's Aid Society
College Opportunity Resources for Education
Colorado Department of Human Services
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Office of U.S. Senator Chuck Schumer
Office of U.S. Senator Ron Wyden
Promise Indiana
Prosperity Works
SparkGift
Step Up Savannah
Urban Upbound
The Village for Families & Children, Inc.
War on Poverty



To join the campaign, go to www.savingsforkids.org

For more information contact Carl Rist at crist@cfed.org