

Funding and Growth in the Children's Savings Account Field

FINDINGS FROM THE 2021 CSA FUNDING SURVEY



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The views and opinions presented in this brief are those of the authors and AFN and do not necessarily constitute those of the funders.

Asset Funders Network (AFN) is the leading national grantmaker membership organization focused on advancing equitable wealth building and economic mobility.

AFN brings together grantmakers and stakeholders from across the spectrum, providing insights and connections to help our members serve individuals, families and communities effectively.

Our members include changemakers from private, public, corporate and community foundations, public-sector funders, and financial institutions, working collectively to help low and moderate income people achieve a more secure financial future.

Introduction and Executive Summary

By fostering a college-bound identity early in childhood,¹⁻³ children's savings account (CSA) programs can help put more children on a path to postsecondary education. CSAs are also associated with improved social emotional development in early childhood,^{4,5} educational performance in elementary and secondary school,⁶⁻⁸ child health,⁹ maternal mental health,¹⁰ and parents' educational expectations for their children.^{2,11,12}

Despite significant challenges presented by the pandemic, the CSA field continues to grow, with new programs launching across the country and hundreds of thousands of children enrolling each year. This report uses data from multiple sources to quantify and describe that growth. From our annual data collection efforts, we share metrics on the number of CSA programs and number of children with money saved in CSAs. Our fourth biennial study of private and public funding in the CSA field provides insight into the types of organizations that fund CSAs and how those funds are used.

CSAs ARE FLOURISHING

Since 2016, the number of children enrolled in CSA programs has grown more than fourfold, from **293,000** to more than **1.2 million**. In the same period, the number of CSA programs has nearly doubled, from **67** to **129**.

WHAT ARE CSAs?

CSA PROGRAMS PROVIDE CHILDREN (STARTING IN ELEMENTARY SCHOOL OR YOUNGER) WITH:

▶ **Savings or Investment Accounts**

▶ **Financial Incentives**

For the purpose of education after high school or other asset building

FUNDING WAS STRONG IN 2021, AND A BOOM IS COMING

In total, CSA programs allocated nearly \$57.8 million for use in 2021: \$17.4 million from private funders and \$40.4 million from public or governmental sources. This is an increase of \$906,000 from 2019, just before the pandemic struck.

While this growth from 2019 to 2021 is modest compared to increases reflected in past CSA funding studies, the sustained funding picture remains strong. 2021 saw more funding for CSAs than ever before, despite the challenges wrought by the pandemic. In addition, programs reported nearly \$2 billion in funding for use in 2022 and beyond. This figure – which is certainly an underestimate, as our survey is not designed to systematically collect data on funding for future years – signals tremendous growth on the horizon. However, most of this funding for future years comes from temporary funds for pandemic recovery. Thus, the field faces the new challenge of maintaining momentum once this infusion of pandemic-related funding is depleted.

WHAT DOES “FUNDING FOR USE IN 2021” MEAN?

This report provides a snapshot of funding available to the CSA field in 2021 by tabulating funding allocated for use in that year. This focus on funding for use in a one-year period allows for year-over-year comparisons and accounts for multi-year and partial-year investments. For example, if a program was awarded \$300,000 for use between 2019 and 2021, and they allocated one-third of it per year, we counted \$100,000 for use in 2021.

CSAs RELY ON BOTH PRIVATE AND PUBLIC FUNDING

While public funders provided a greater dollar amount toward CSAs in 2021, private funders continue to play a critical role in supporting CSAs and facilitating their growth. Indeed, 76% of CSA programs received private funding in 2021 – and 45% of programs relied *entirely* on private funding. As in past years, foundations were by far the most common type of organization supporting CSA programs, accounting for 61% of private funding for CSAs. Philanthropy continues to play an essential part in sustaining and developing the CSA field.

2021 BY THE NUMBERS

129 CSA PROGRAMS

1.2 MILLION
CHILDREN WITH SAVINGS

\$57.8 MILLION
FOR CSA PROGRAMS

- including -

\$40.4 MILLION
FROM PUBLIC FUNDERS

\$17.4 MILLION
FROM PRIVATE FUNDERS

COLLABORATION AND PARTNERSHIP DRIVE SUCCESS

CSAs tend to be collaborative efforts, often relying on multiple funding sources; the average CSA program received financial support from 3.4 sources in 2021. In addition, the proliferation of large-scale, statewide CSAs offers the opportunity for local and philanthropic stakeholders to layer targeted efforts onto existing CSA infrastructure. Such public-private and local-state partnerships are an area for continued innovation and growth.

Methodology

GROWTH OF THE FIELD

Findings on the growth of the CSA field are drawn from IERE data compiled in collaboration with Prosperity Now’s annual CSA survey.¹³ Each year, IERE and Prosperity Now track the number of active and planning CSA programs and the number of children they serve.

FUNDING SURVEY

The CSA Funding Survey was conducted between February and May 2022 and gathered data on funding for calendar year 2021. We invited all programs that were operating in 2021 – or being planned in that year – and that enroll children starting in elementary school or younger (in keeping with AFN’s definition of CSAs). 108 programs met these criteria.* Of these, 76 responded to the survey and provided funding data. Sixteen programs shared that they had no funding for use in 2021 (often because they were in the planning phase or winding down operations), and a further 16 programs declined to participate in the survey. Table 1 summarizes the sample. Despite the many challenges CSA programs have faced in the last few years, the participation rate of the 2021 survey was similar to that of the 2019 and 2017 surveys.

Table 1

| | |
|---|------------|
| Programs included in this analysis | 76 |
| Programs excluded from this analysis | 32 |
| No funding to report | 16 |
| Declined to participate | 16 |
| Total Programs Contacted | 108 |

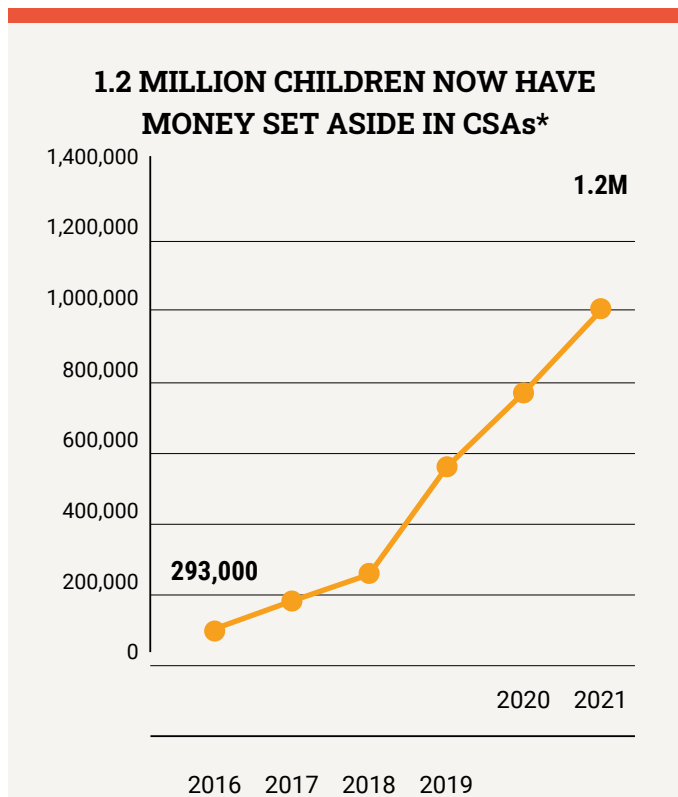
* Because AFN’s definition of CSAs specifies that enrollment must begin in elementary school or younger, programs that begin enrolling in middle school or later are excluded from the Funding Survey. This is one of the reasons the number of programs contacted for this study (108) is smaller than the total number of CSA programs reported in the Growth of the Field analysis (129). See the Appendix for a more detailed discussion of the differences between the samples for the Funding Survey and the Growth of the Field.

Survey questions covered the sources and amounts of funding for use in 2021 and perceived effects of the COVID-19 pandemic on funding. For more information on the survey methodology and sample, see the detailed methods in the Appendix.

Growth of the Field: CSAs are Flourishing across the U.S.

2021 was a milestone year for CSAs: For the first time, over one million children had money set aside in CSAs for education after high school. Since 2016, the number of children benefiting from CSA programs has grown more than fourfold, from 293,000 to more than 1.2 million. See Figure 1.

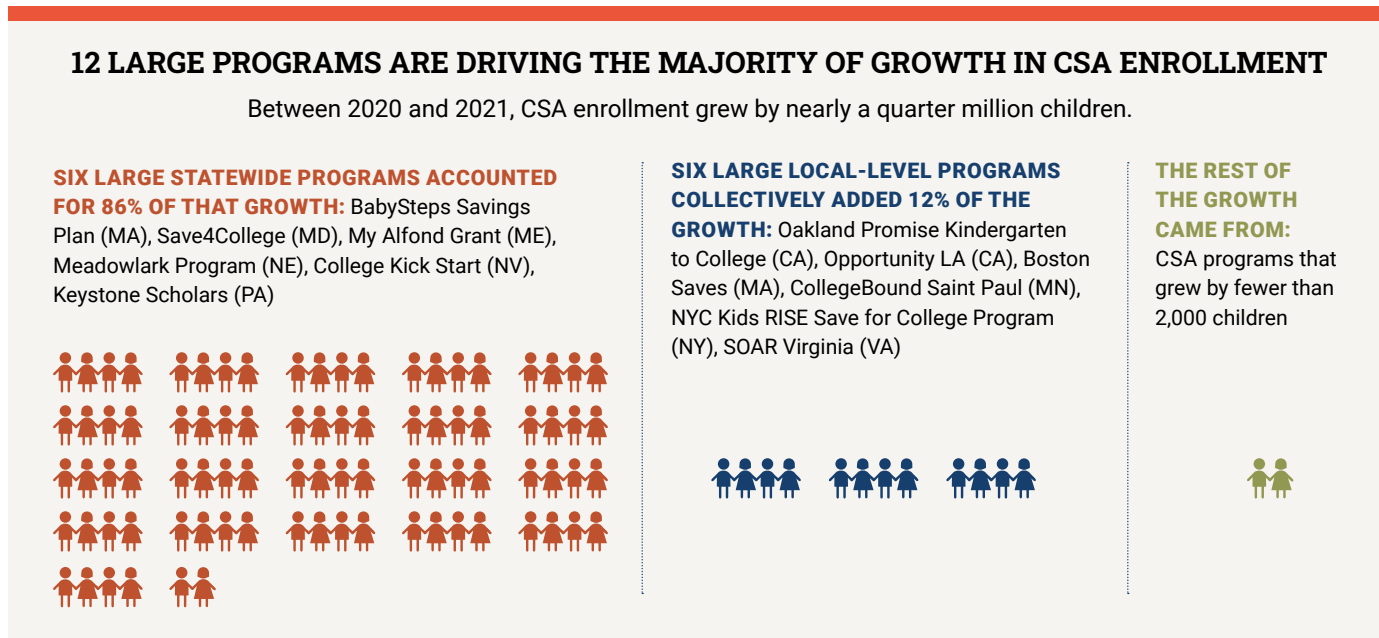
Figure 1



* These totals include children in programs with claiming provisions who have not yet claimed their accounts. See Appendix for more information.

CSA enrollment growth is increasingly driven by a handful of very large programs. Between 2020 and 2021, enrollment grew by almost 250,000 children. Nearly all (98%) of that growth was driven by just a dozen programs: Six statewide programs and six large local programs. See Figure 2 for more details.

Figure 2



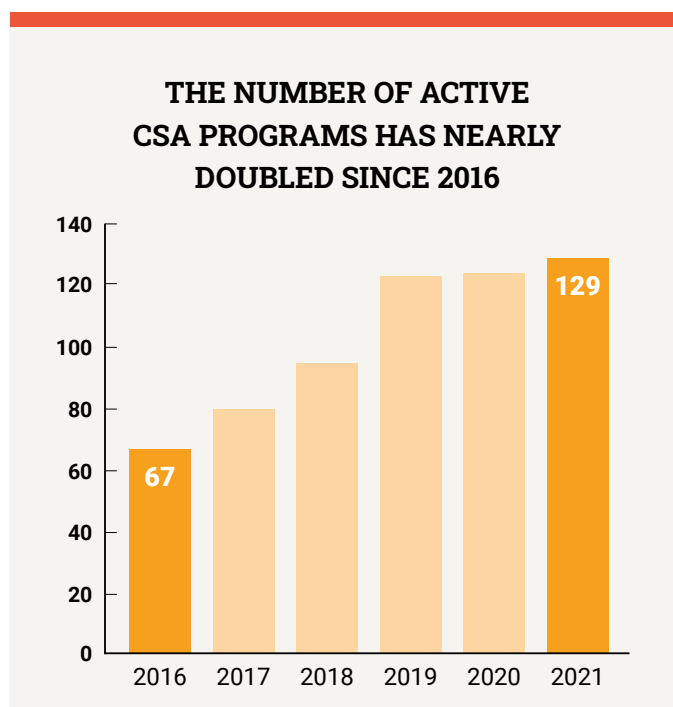
New enrollment comes from both growth in existing CSA programs and the emergence of new programs. The number of active programs has nearly doubled since 2016, from 67 to 129, as noted in Figure 3. Twelve additional state and local organizations are planning new CSA programs set to launch in the coming years, which will lead to further, dramatic enrollment growth.

2022 and following years, as existing programs continue to enroll and new large-scale, opt-out programs launch. For instance, California’s statewide CalKIDS program, which launched in 2022, is expected to enroll over 3.4 million children in its first year.¹⁴

Figure 3

CSA programs come in all sizes and shapes and are found across the country. They may be *local* (e.g., at the city, county, or school level) or *statewide* (available to all children in the state who meet eligibility requirements). In 2021, 38 states plus the District of Columbia were home to one or more CSA programs; sixteen of these states offer statewide CSA programs. These state and local programs range from boutique programs serving tens of children to city- or state-wide, opt-out programs reaching hundreds of thousands of children.

Taken together, the growth in enrollment and number of programs makes it clear that CSAs are flourishing, with programs burgeoning across the nation and increasing numbers of children benefiting from these innovative programs. The field is expected to grow exponentially in

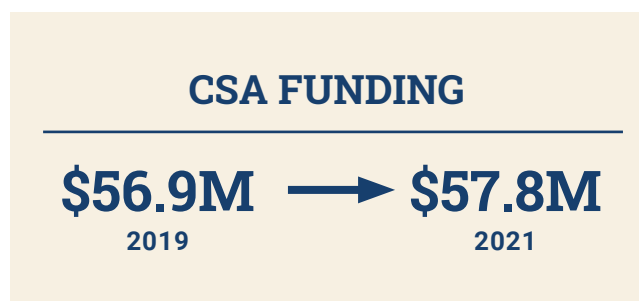


CSA Funding for 2021

Of course, the tremendous growth in the number of CSA programs and enrollment in recent years would not be possible without ongoing commitment from funders. Here, we turn to the results of the 2021 CSA Funding Survey, which looks at the private and public funds allocated for use in 2021.

CSA PROGRAMS HAD \$57.8 MILLION FOR USE IN 2021

Together, public and private funders invested \$57.8 million in CSA programs for use in 2021. This is \$906,000 more than the \$56.9 million in total funding reported in the 2019 Funding Survey.



Funding growth over the past two years has been relatively modest compared to the growth reported in previous Funding Surveys. A likely reason for this is the economic disruption related to the COVID-19 pandemic, which started in early 2020. Many funders responded quickly to the crisis by shifting their funding priorities to help meet communities' immediate needs. Indeed, many CSA programs reported experiencing challenges securing new private and public funding, and some reported a drop in funding since the pandemic started. (See the *Impacts of the Pandemic on Funding* box for more information).

It is also important to note that our findings underestimate total funding for the CSA field because not all programs responded to the survey. As noted above, 16 programs declined to participate in the



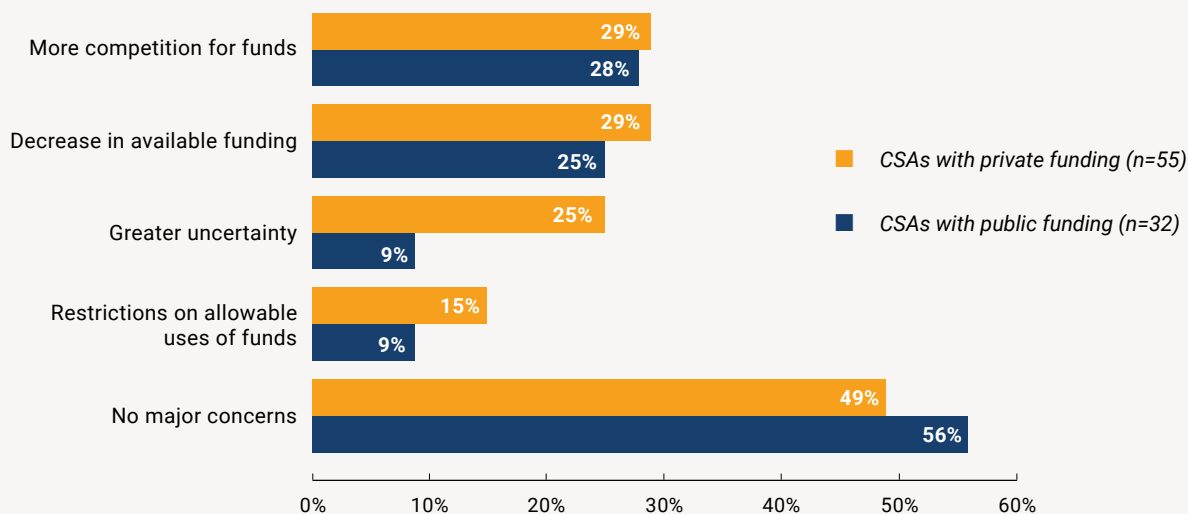
2021 survey. Most notably, the NYC Kids RISE Save for College Program, one of the largest CSA programs in the U.S., has been unable to respond to the CSA Funding Survey since the survey's inception. Public sources indicate that the NYC program launched in 2018 with at least \$10.5 million in funding,¹⁵ and in early 2022, the program reported having invested \$6.5 million in scholarship accounts so far in the year.¹⁶ While we have no estimate for the program's funding in 2021, it is reasonable to expect that data from this program alone would add a considerable amount to the total funding estimate for the field.

Impacts of the Pandemic on Funding: Between the 2019 and 2021 Funding Surveys, the world was turned upside down by the COVID-19 pandemic. To better understand how the pandemic affected CSA programs' operations and funding, we asked CSA program staff what challenges the pandemic created for their public and private funding and how their funding changed since the start of the pandemic.

Funding Challenges Due to the Pandemic: About half of programs reported having no major pandemic-related concerns about their private (49%) or public (56%) funding. More than a quarter (29%) reported a decrease in private funding opportunities, and a similar share (25%) saw a decrease in public funding opportunities. Respondents also reported greater competition for private (29%) and public (28%) funds. A quarter of programs with private funding saw greater uncertainty in the private funding space due to the pandemic, while only 9% of programs with public funding reported a similar challenge for public funds. See Figure 4.

CSA PROGRAM MANAGERS REPORTED MORE CONCERNS ABOUT PRIVATE FUNDING

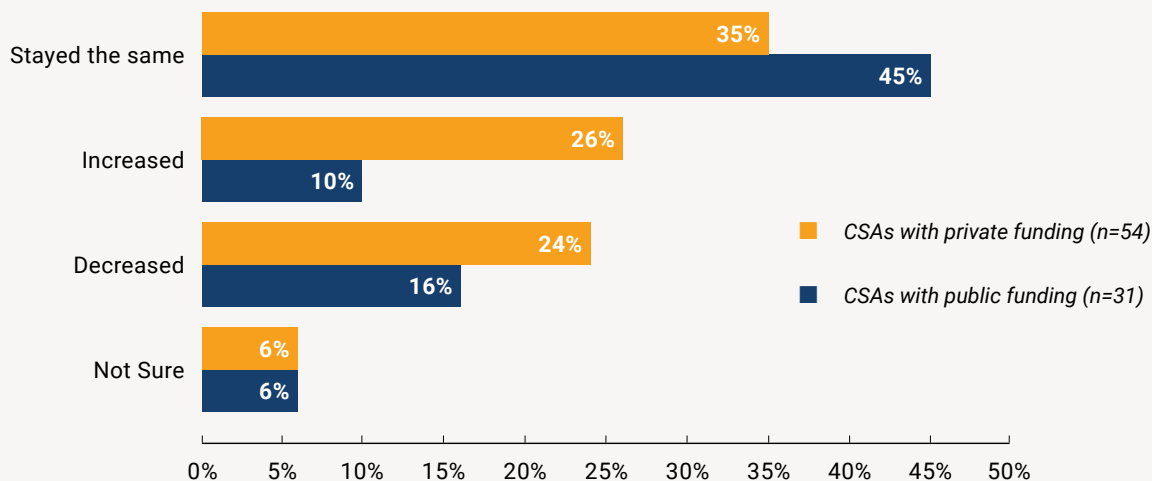
Figure 4



Changes to Funding Since the Start of the Pandemic: Although many respondents expressed concern that the pandemic had caused a decrease in funding opportunities, programs saw a mix of growth and reductions over the pandemic period. Many programs reported no change to their private (35%) or public (45%) funding. About a quarter of respondents (24%) saw their private funding decrease, while a similar share (26%) saw their private funding increase. Respondents reported relatively less volatility in their public funds, though more saw a decrease in public funds (16%) than an increase (10%). See Figure 5 for details.

PRIVATE FUNDING WAS MORE VOLATILE DURING THE PANDEMIC

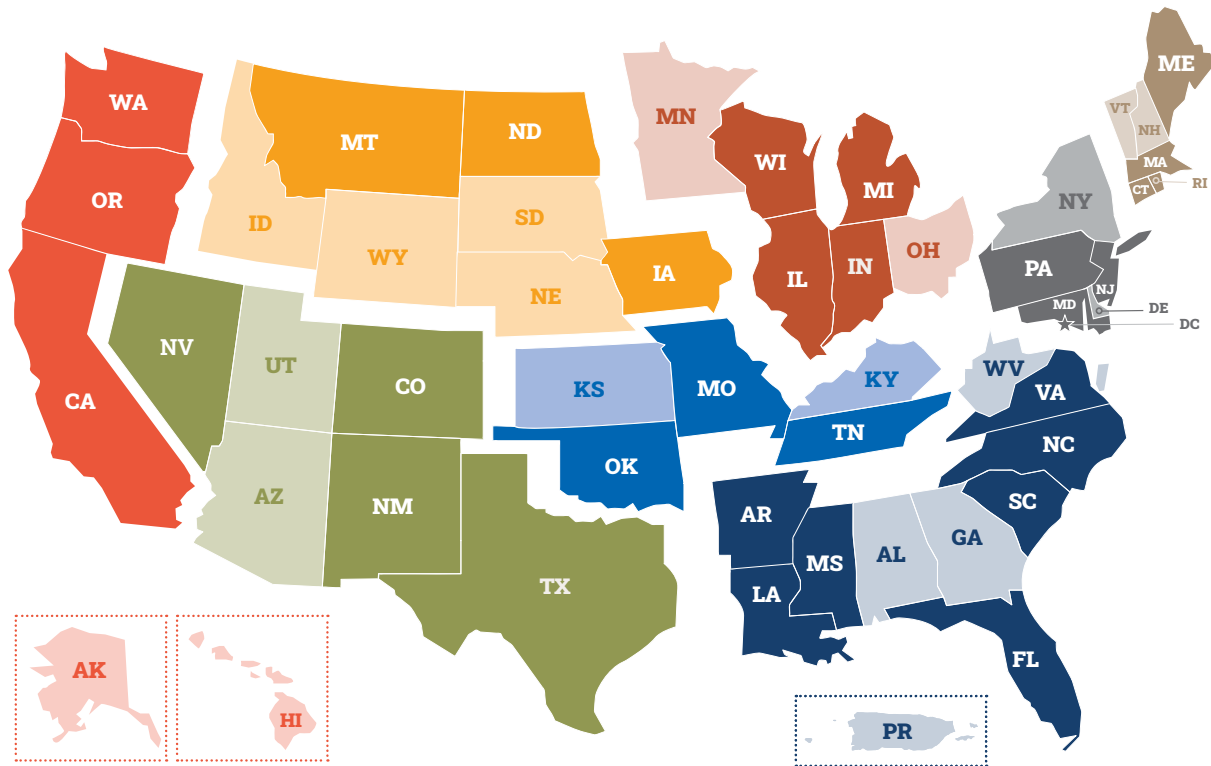
Figure 5



FUNDERS ARE MAKING INVESTMENTS IN CSAs ACROSS THE COUNTRY

CSA programs and their funders can be found in every corner of the country, from Maine to Nebraska to California. The West and Great Lakes Midwest in particular have CSA programs flourishing at the state and local levels, while the concentration of well-established and large programs in the Northeast and New England has resulted in particularly high funding in those regions.

CSAs AND FUNDERS IN THE U.S. BY REGION FOR ACTIVE PROGRAMS



GREAT LAKES MIDWEST

15 CSA PROGRAMS
\$2.5M

NORTHEAST

4 CSA PROGRAMS
\$22.5M

SOUTHWEST

8 CSA PROGRAMS
\$2.9M

MIDSOUTH

6 CSA PROGRAMS
\$1.3M

PLAINS

8 (INCL. 2 PLANNING PROGRAMS)
\$2.2M

WEST

19 (INCL. 2 PLANNING PROGRAMS)
\$7.5M

NEW ENGLAND

8 CSA PROGRAMS
\$17.5M

SOUTH

8 (INCL. 1 PLANNING PROGRAM)
\$1.4M

REGION KEY

NO. OF RESPONDING PROGRAMS
TOTAL FUNDING FOR USE IN 2021

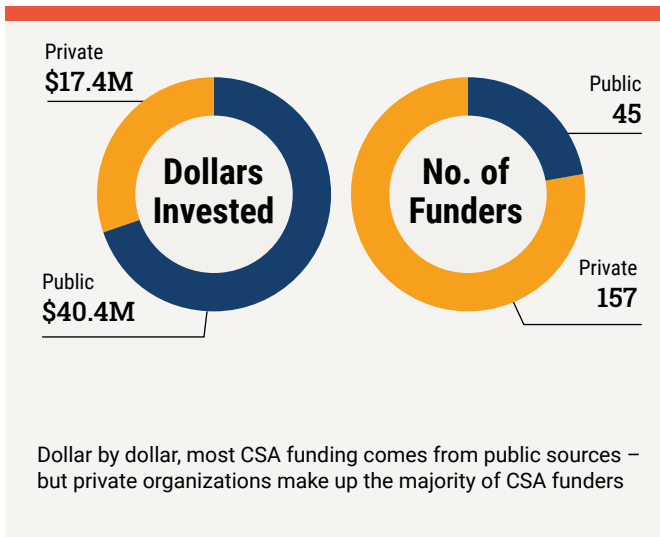
Lighter shades indicate no CSA program that responded to the survey.

PRIVATE AND PUBLIC FUNDERS PROVIDE ESSENTIAL SUPPORT

CSA programs received a total of \$17.4 million from private funders and \$40.4 million from public funders for use in 2021. In this report, *private funding* includes financial support from foundations, corporate social responsibility departments, financial institutions, corporations, other private sector organizations, and individual philanthropic donors. *Public funding* includes financial support from local, state, or federal government sources; state 529 plans; and quasi-governmental organizations.

As Figure 6 shows, although public sources provided a greater *dollar amount* than private sources, the vast majority of CSA *funders* were private organizations. Indeed, the Funding Survey cataloged more than three times as many private funders as public funders, as noted in Figure 6.

Figure 6



Looking at funding data on a program-by-program level, the importance of private funding to the CSA field becomes even clearer. Of the 76 programs in the sample, 34 relied exclusively on private funding, 18 relied exclusively on public funding, and 24 received both private and public funding (see Figure 7). These findings highlight the importance of private philanthropic support in the CSA field, as more than three-quarters of programs (76%) received private funding. Our data also show that there is no single model for funding a CSA program: Some programs were heavily funded by either public or private sources, while others had a roughly equal split.

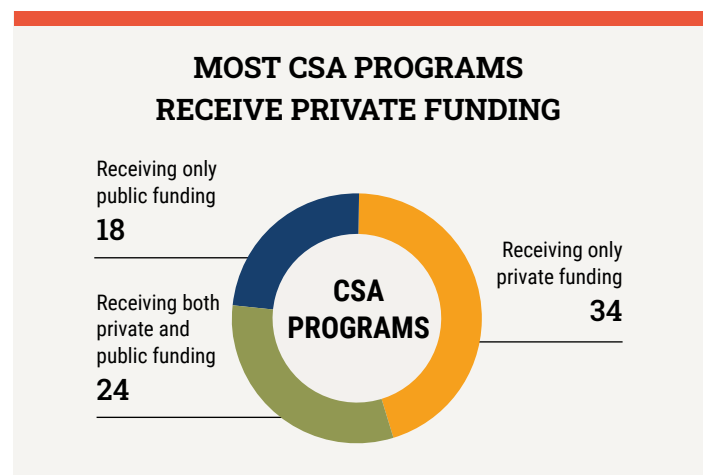
A MAJOR INFUSION OF FUNDING IS ON THE HORIZON

While CSA programs reported more funding than ever before in 2021, an even greater funding boom is on the horizon. Programs collectively reported nearly \$2 billion in funding available for use beyond 2021. Future funding for California’s CalKIDS program (over \$1.9 billion through 2026) makes up the majority of this figure, although other programs collectively reported over \$15 million allocated for 2022 and beyond. This \$2 billion figure is certainly an underestimate, as our survey is not designed to collect data on funding for future years.

MOST CSA PROGRAMS DRAW UPON SEVERAL SOURCES OF SUPPORT

CSA programs are truly collaborative projects, usually requiring the cooperation of several public offices and private organizations to be successful. This spirit of collaboration extends to CSA funding as well: A typical CSA program is funded by multiple organizations. For example, a state-level program may be primarily funded by the Treasurer’s office but draw from grants to fund targeted deposits for students, while another program may piece together support from several foundations. Not counting support from individual donors, CSA programs reported receiving funding from an average of 3.4 sources. While most programs received support from one to three funders, one program logged 41 different funding sources. Funders, which may be foundations, financial institutions, corporations, or public agencies, support various essential aspects of CSAs, such as administration, outreach, and deposits for students. Together, they make the full scope of CSA operations successful.

Figure 7



A DIVERSE ARRAY OF PRIVATE AND PUBLIC ORGANIZATIONS SUPPORT CSAs

In 2021, as in previous years, a broad array of organizations provided funding for CSA programs. Foundations and state governments stood out as two of the most important types of funders, both in terms of the number of grants awarded and the dollars invested.

Private Organizations Supporting CSAs

Across the country, 157 private organizations provided \$17.4 million to CSA programs through 172 grants. Foundations were by far the largest private funders of CSAs, with 98 foundations making 106 grants totaling \$10.7 million. Other significant CSA funders in the private sector include financial institutions, individual donors, and nonprofits. Figure 8 provides further details.

Figure 8

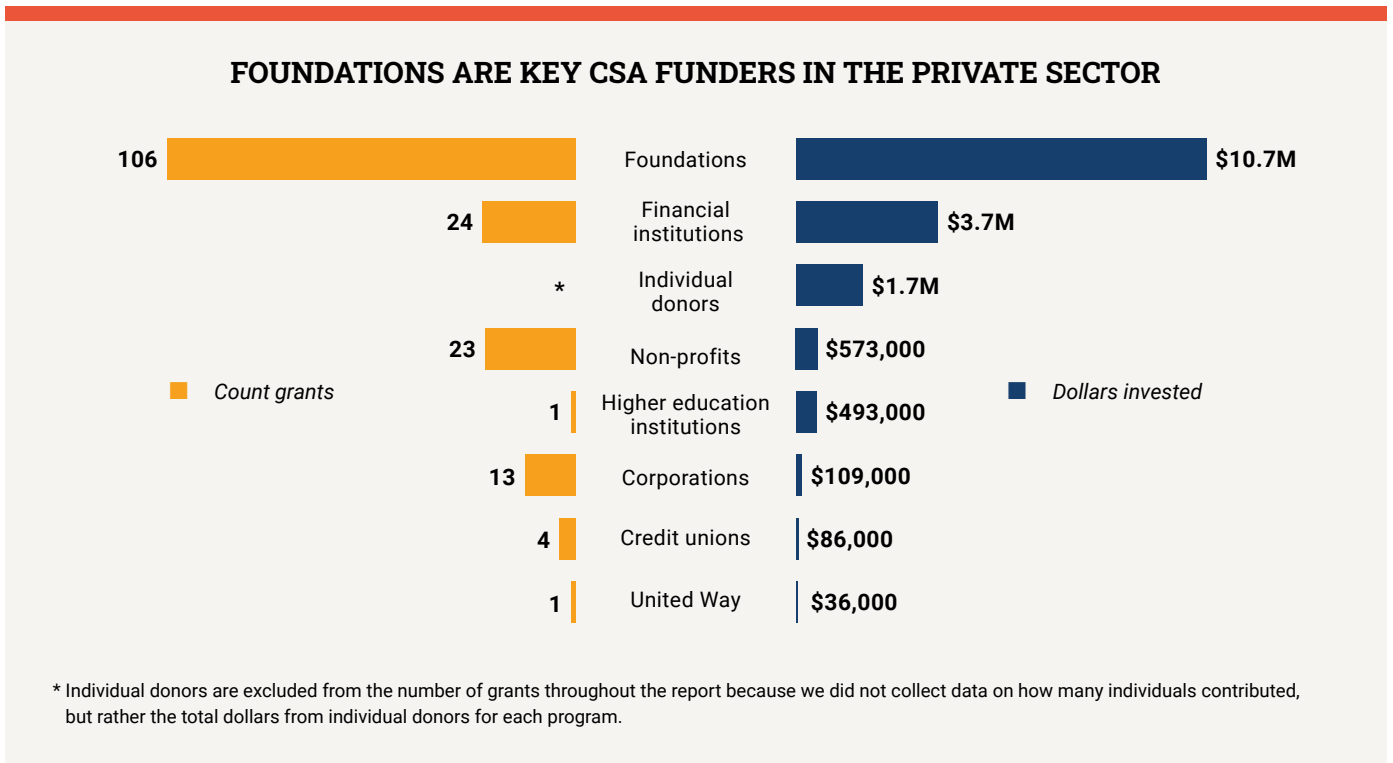
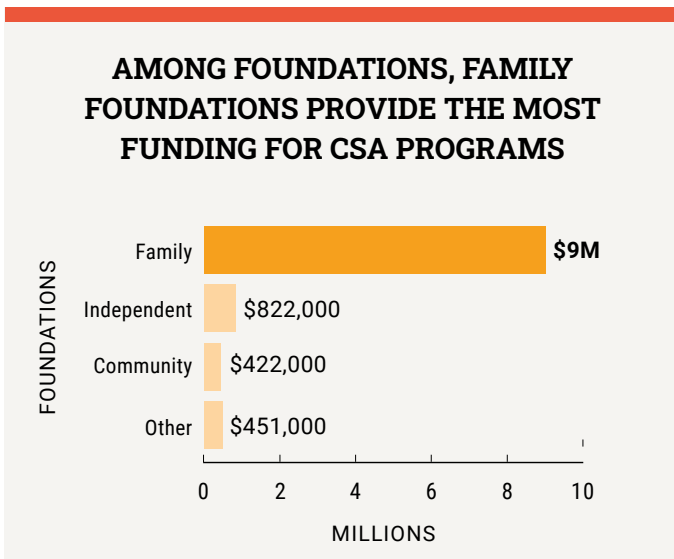


Figure 9

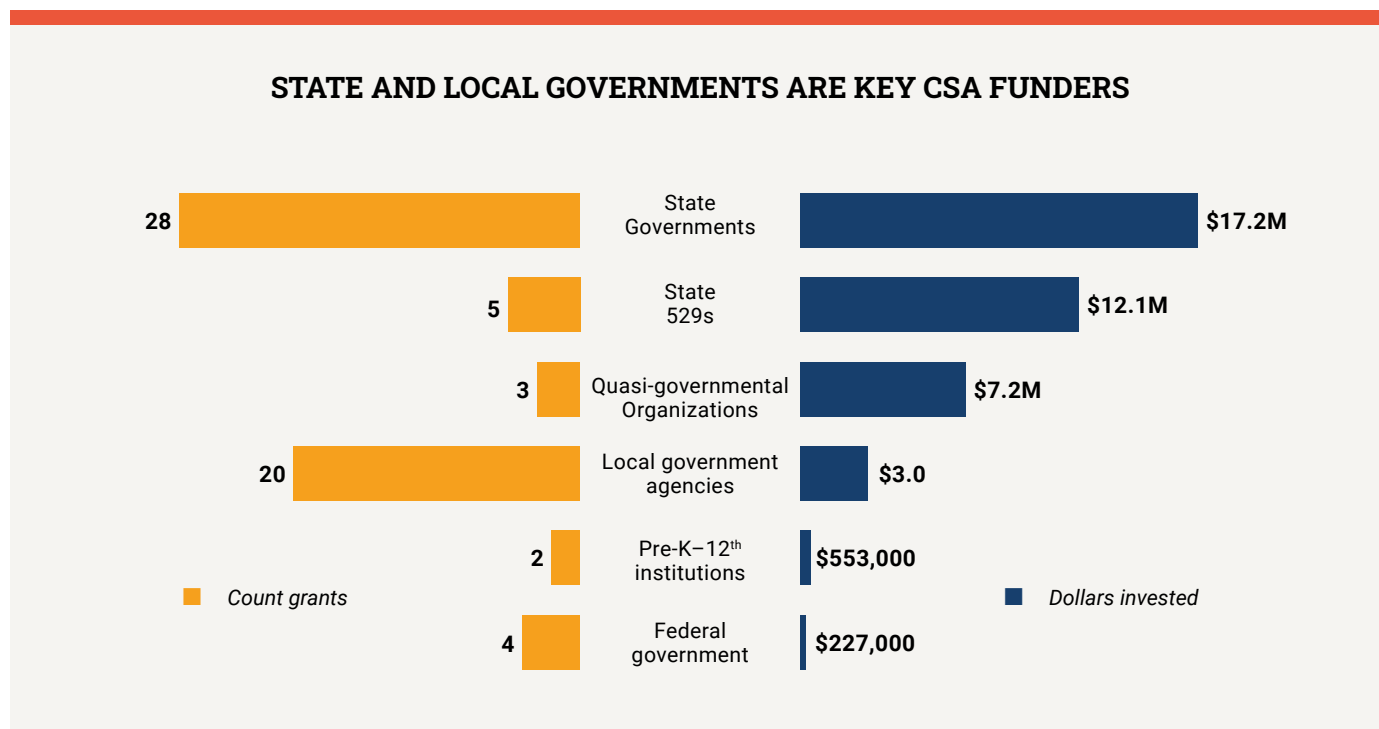


As foundations provide the largest number and amount of private funding, it is instructive to look at the kinds of foundations that are most active in the CSA space. Figure 9 shows the dollar amounts contributed by each type of foundation. As in past years, the substantial support provided by family foundations makes this category stand out not just among foundations but among all funders. In 2021, family foundations made 28 grants to CSA programs, totaling just over \$9 million. Independent foundations (providing 21 grants totaling \$822,000) and community foundations (providing 18 grants totaling \$422,000) also stand out among foundations funding CSAs.

Public Organizations Supporting CSAs

Altogether, the CSA Funding Survey cataloged 45 public agencies that supported CSAs in 2021, making 62 grants totaling \$40.4 million. In 2021, the largest category of public funder – in terms of both the number of grants and the value of grants – was state governments. Fourteen state government agencies provided 28 grants totaling \$17.2 million. State 529s (making five grants totaling \$12.1 million) and quasi-governmental organizations (making three grants totaling \$7.2 million) were also significant public funders of CSAs. See Figure 10 for details.

Figure 10



THE LION'S SHARE OF CSA FUNDING GOES TO DEPOSITS FOR STUDENTS

While some funding is granted for unrestricted use, many funders specify the intended purposes of their investments. Some grants are slated for only one use – for example, a foundation may provide funding specifically for a CSA program’s seed deposits – while other grants cover multiple areas of a program’s operations. Looking at intended uses of funds gives us valuable information on how funders are approaching their investments in CSA programs. Because not all respondents provided data on intended uses of funds, the values in this section are likely underestimates.

GREG MANGUM

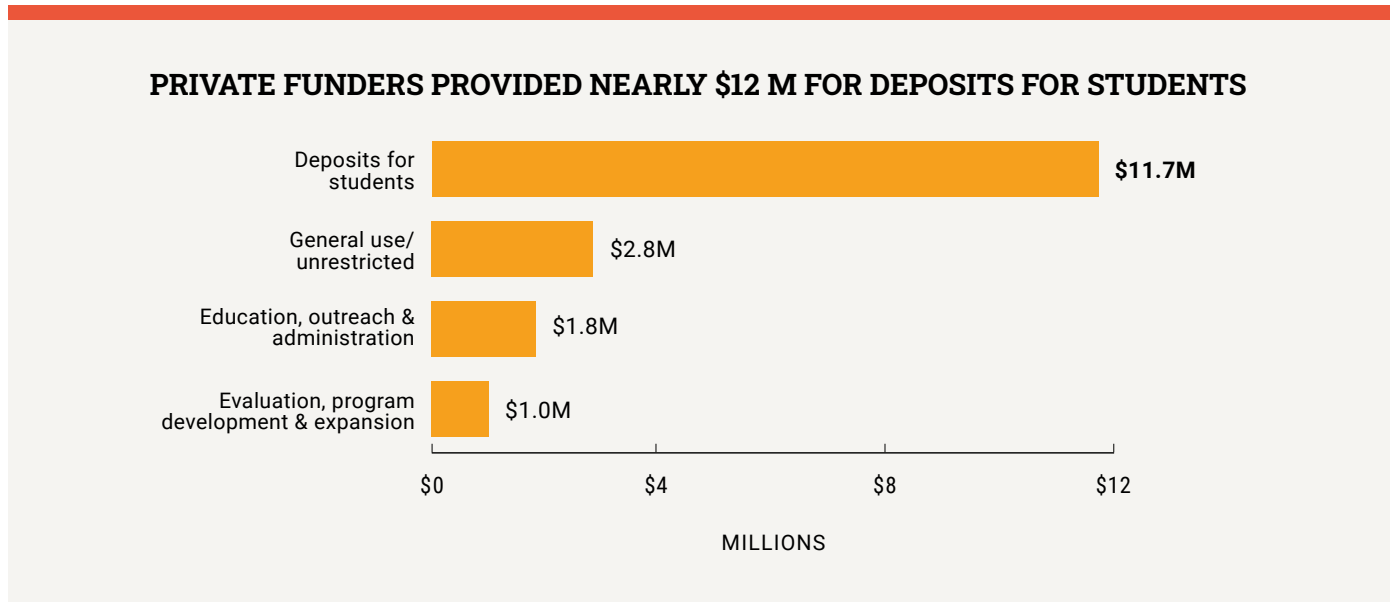
United Way of Metropolitan Dallas, referring to the Dollars for College CSA in North Texas

“Over the past few years, our funders and program partners have supported a test and learn environment that has enabled us to iterate our program’s design and practices around marketing, account enrollment and parent engagement practices. In the past year, we moved away from a ‘claiming provision’ program to a parent-owned account model. As a result, we can more efficiently track data around enrollment and engagement rates and are now positioned for expansion into other school districts and program partners.”

Private Funders' Intended Uses

Among private funders, by far the greatest dollar investment went to deposits for students, such as seed deposits for accounts, bonuses for reaching milestones, or matches on family savings. Nearly \$11.7 million in private funds went to deposits for students in 2021. As noted in Figure 11, deposits for students dwarf the other intended uses, such as general use, administration, and program evaluation.

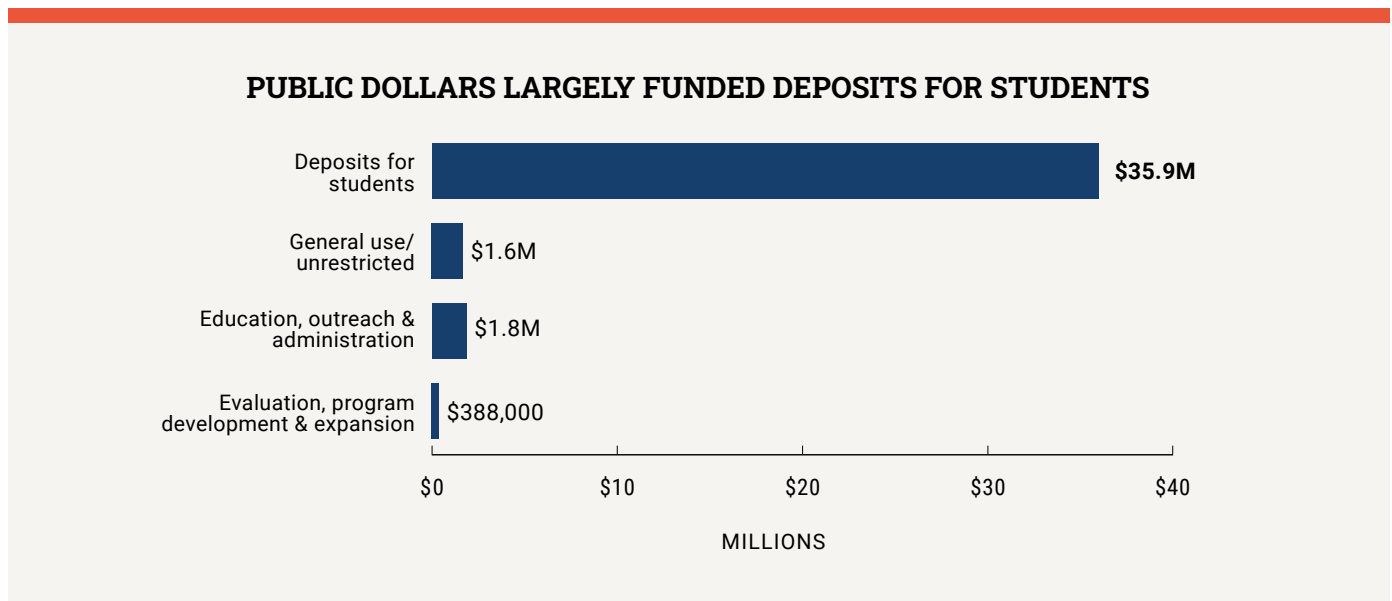
Figure 11



Public Funders' Intended Uses

Even more so than private funders, public funders directed their dollars to deposits for students. Public funders earmarked \$35.9 million for deposits for students and less than \$2 million for each other category of use. Figure 12 summarizes these findings.

Figure 12



Discussion and questions for the future

THE CSA FUNDING FIELD REMAINS STRONG DESPITE PANDEMIC-RELATED CHALLENGES

The 2021 CSA Funding Survey shows continued strong investment in CSAs, from both private and public funders. Despite the economic disruption caused by the COVID-19 pandemic, 2021 saw more funding invested in CSA programs than ever before: \$57.8 million.

Between 2019 and 2021, CSA funding grew by \$906,000 in the survey sample. This funding growth, relatively modest compared to previous years, reflects the sustainability and resilience of the CSA field despite pandemic-related changes in the funding environment. Indeed, some respondents indicated concerns that available funding had decreased, while uncertainty and competition for funds had increased, due to the COVID-19 pandemic. Despite these concerns, many programs saw their funding remain constant or even grow, signaling the funding community's strong commitment to CSA programs.

A MASSIVE FUNDING SURGE IS ON THE HORIZON

A large infusion of funds is expected to flood the CSA field in the next five years. Even without being specifically asked, survey respondents reported nearly \$2 billion for use in 2022 and beyond. This includes \$1.9 billion in funds for the new CalKIDS program in California, as well as \$15 million going to other CSA programs in the U.S. Some of these funds for future years were made

available through the American Rescue Plan Act (ARPA), which included \$350 billion for state, local, and tribal governments to help foster economic recovery from the effects of the COVID-19 pandemic.¹⁷ Some cities and states allocated their ARPA funds toward CSA programming starting in 2022.^{18,19} Because the ARPA funds must be allocated by 2024 and spent by 2026,²⁰ this infusion of funding may be temporary. Thus, the field faces the new challenge of maintaining this tremendous momentum once this initial wave of public investment drops off.

BOTH PUBLIC AND PRIVATE FUNDS ARE ESSENTIAL TO THE CSA FIELD

Although public funding for CSAs exceeded private funding in 2021, over three-quarters of CSA funders were private sector organizations. Both public and private investments are essential to the continued growth of the CSA field. While a relatively small number of government agencies provide substantial resources, typically to large statewide CSAs, a rich assortment of private funders support CSAs of all shapes and sizes. Private and philanthropic funders tend to be more nimble than public ones, and private funders often drive innovation in the CSA space.²¹ These private investments can be especially powerful when layered with large-scale public resources. Indeed, while many CSA programs are supported entirely by private dollars, more and more programs receive both public and private funding, including about a third of programs in 2021.

Despite disruption by the COVID-19 pandemic, **CSA programs received more funding than in 2019:**
\$57.8 MILLION

CSA FUNDING is expected to **INCREASE** in the next **5 YEARS.**

Respondents report earmarking nearly **\$2 BILLION** for use in **2022 AND BEYOND**

STATE-LOCAL AND PUBLIC-PRIVATE PARTNERSHIPS OFFER AN OPPORTUNITY FOR GROWTH, INNOVATION, AND SUSTAINABILITY

One emerging opportunity for growth in the CSA field is the continued development of public-private and state-local partnerships. More and more states are creating CSA infrastructure as they launch statewide programs. As noted above, statewide CSA programs are driving much of the growth in the field: Just six programs contributed 86% of enrollment growth between 2020 and 2021. These large-scale state programs offer opportunities for local stakeholders, such as philanthropic organizations and local governments, to plug into the CSA field where they can be most impactful, without needing to build CSA infrastructure from scratch.²² Community foundations and other funders interested in serving their local communities can layer targeted programs on top of these statewide CSAs to deliver the higher-touch, specific resources to their populations of interest.

There are many examples of such innovations in the field today. For instance, in Pennsylvania, the Treasurer's Office partnered with private funders to provide supplemental deposits to families enrolled in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) program.²³ In California, a huge statewide program (CalKIDS) recently joined a thriving body of local CSAs, which are currently supported by a range of private and government stakeholders.[†] As these state and local programs begin to work together, California will be a testing ground for state-local and public-private collaboration and innovation. In addition, CSAs like the NYC Kids RISE Save for College program, Lansing SAVE, and Promise Indiana are harnessing the power of community stakeholders by providing opportunities for corporations, nonprofits, religious groups, and local businesses to add funds to the accounts of children in their communities.

As the field continues to grow, opportunities abound to forge more partnerships of this kind and trailblaze new innovations. There is ample opportunity for the philanthropic sector to continue its critical role in the growth and development of the CSA field.

READ MORE OF AFN'S WORK ON CSAs

CSAs ADDRESS RACIAL AND ECONOMIC EQUITY

[Children's Savings Accounts: A Core Part of the Equity Agenda](#)

FUNDERS' MOTIVATIONS FOR INVESTING IN CSAs

[Investing in the Future of Our Community: A Case Study on Funders' Motivations for Supporting Children's Savings Accounts](#)

PREVIOUS CSA FUNDING SURVEYS

[Children's Savings Account Survey of Public and Private Funding 2019](#)

[Children's Savings Account Survey of Private and Public Funding 2017](#)

[Children's Savings Account Survey of Private Funding 2015-2016](#)

[†] CalKIDS launched in 2022, so its enrollment and funding are not reflected in the 2021 figures shared in this report.

Appendix: Detailed Methods

GROWTH OF THE FIELD

Data Collection and Analysis

This report's findings on the growth of the CSA field, including the number of programs and the number of enrolled children, are derived from IERE's annual data collection process in collaboration with Prosperity Now. Each year, CSA program managers are asked to respond to questions about their enrollment and program status via either survey or email. Additional findings from the 2021 Prosperity Now survey can be found in Prosperity Now's report, *Innovation Propels the Movement: The State of the Children's Savings Field 2021*.¹³ The enrollment tallies are estimates, as the data are collected prior to the end of each calendar year.

Our figures on the number of programs and number of children with accounts include all CSA programs in the U.S., regardless of their age of enrollment. In its CSA work, AFN focuses specifically on programs that enroll children in elementary school or younger, which is the vast majority of programs. Focusing on this subset of programs for 2021 would decrease the enrollment estimate by only 1%.

As the CSA field grows, it becomes increasingly possible for children to participate in more than one CSA program. For example, a child may be eligible for both a statewide program and a local program, which may operate independently of one another. In the service of counting how many *unique children* have CSAs – rather than the number of accounts programs collectively hold – we identify and address potential overlapping enrollment wherever possible.

Claiming Provisions

Enrollment figures include children in programs with claiming provisions, even if the children's accounts have not yet been claimed. Programs with claiming provisions "automatically" enroll children, but parents or guardians

have to take an action to "claim" the account or open their own account by a certain deadline, such as by the child's tenth birthday. Those who do not claim the account lose any incentive dollars. While only a handful of CSA programs have claiming provisions – in 2021, four active programs had claiming provisions – this program structure poses a challenge for measuring enrollment. According to our analysis of existing programs with claiming provisions, only about 10-15% of children in these programs have claimed their accounts so far, suggesting a significant drop-off in CSA enrollment is likely when these programs' beneficiaries reach the claiming provision deadlines.

FUNDING SURVEY

Sample

The 2021 CSA Funding Survey was conducted between February and May 2022 and collected data on funding for use in calendar year 2021. The Funding Survey sample includes both programs that were actively operating in 2021 – even if they were no longer enrolling new participants – and those that were being planned in that year. CSAs that had open accounts in 2021 are categorized as *active* programs. Those that were in the planning phase of development in 2021, often lacking complete funding, are referred to as *planning programs*. This report includes data from 71 active programs and 5 planning programs.

As noted in the text, there are some differences in the sample of CSAs included in the Funding Survey (108 programs) and those used for the Growth of the Field estimate (129 programs). First, because AFN focuses on CSAs that enroll children in elementary school or younger, the Funding Survey sample excludes programs that begin enrollment after elementary school. Second, the Growth of the Field analysis does not include planning programs nor programs that are no longer enrolling participants. Finally, two CSA programs,



Promise Indiana and Dream Accounts, have multiple sites. The Growth of the Field analysis counts each site as its own CSA program (because they often launch at different times, among other differences), whereas the Funding Survey collects data once from each program and hence counts each only once.

Data Collection

CSA program managers participated in the survey by completing an online survey form or filling out a worksheet. One program's data was provided by a funder with detailed knowledge of the program's operations. Survey questions covered:

- Funding sources
- The dollar amount of each funding award and how much was intended for use in 2021
- The intended purpose(s) of each funding award (e.g., deposits for students) and the amount allocated for each purpose
- What challenges the COVID-19 pandemic posed for their program's private and public funding
- How their CSA's private and public funding has changed since the pandemic

Terminology

As noted in the text, *private funding* includes financial support from foundations, corporate social responsibility departments, financial institutions, corporations, other

private organizations, and individual donors. *Public funding* includes financial support from local, state, or federal government sources; state 529 plans; and quasi-governmental organizations such as the Finance Authority of Maine. Because the focus of this report is on philanthropic and public funding of CSA programs, we do not include crowdfunding or money deposited by families into their own accounts.

In various places in this report, we tabulate the number of funders, the number of instances of support (as a single funder may support multiple programs), and the dollar value of such support. Individual donors are excluded from the number of instances of support and the number of funders throughout the report because we did not collect data on how many individuals contributed, but rather the total funding each program received from individual donors.

In-Kind Support

In addition to funding, most CSAs rely on nonfinancial support – or in-kind contributions – from partners. Such support may include activities such as conducting outreach, sharing data, devoting staff time for screening and enrollment, or waiving account fees. While our previous Funding Surveys included data on in-kind support for CSAs, this report focuses on financial support, which is more readily quantifiable. Nevertheless, non-monetary support remains essential to CSA programs' continued success.

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