



Center on Assets, Education and
Inclusion (AEDI) webinar on
Children's Savings Accounts:
The Maine Experience

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Alfond Scholarship Foundation
August 29, 2017

The Harold Alfond College Challenge

- We award \$500 at birth to all babies born as Maine residents
 - Universal, statewide, automatic
- Vision of businessman and philanthropist Harold Alfond
 - He gave \$500 for college to each of his grandchildren at birth
 - “Why shouldn’t every Maine baby have what my grandchildren have?”

Harold Alfond College Challenge: History

- 2008: Pilot year for awarding \$500 Alfond Grant at birth to all babies born at 2 hospitals in Waterville, ME for whom a Maine 529 account was opened by their 1st birthday – an “opt-in” model (n = 399)
- 2009: Expanded to awarding the Alfond Grant statewide for all Maine resident babies – same “opt-in” model (n = 24,706)
- 2013: Transitioned to “automatic”, universal award of Alfond Grant to all Maine resident babies (n = 48,847)

Totals

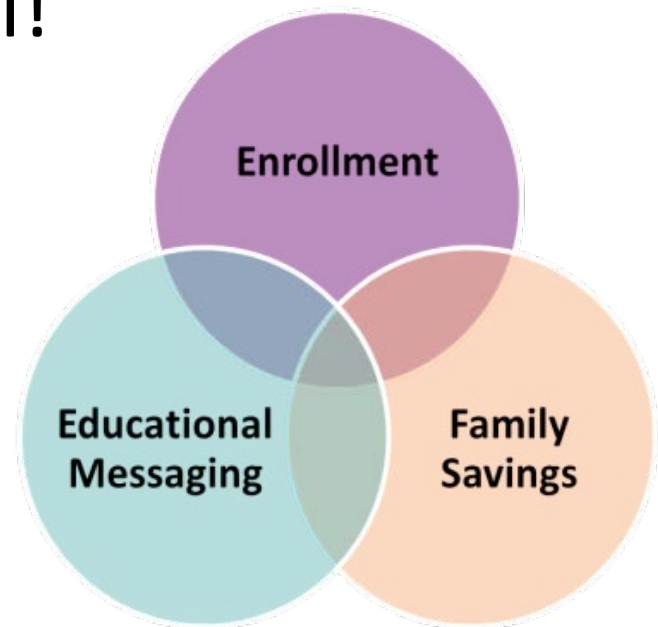
- 2008-2012 (opt-in model)
 - **\$12.5 million** in Alfond Grants
 - **25,000 Maine babies**
 - A “take rate” of about **40%**
- Totals as of August, 2017 (cumulative)
 - **\$38 million** in Alfond Grants
 - **76,000 Maine babies**

Who's involved and How do we do it?

- The Who
 - A private family foundation: [The Harold Alfond Foundation](#)
 - A not-for-profit: [The Alfond Scholarship Foundation](#)
 - A quasi-governmental agency: [The Finance Authority of Maine \(FAME\)](#)
- The How
 - Birth data goes to FAME, which maintains database
 - We fund \$500/baby into an omnibus account owned by ASF

The Program

- Three core elements to the program:
Enrollment + Family Savings + Educational
Messaging
- 12,000 new babies each year x 1 staff person
at ASF = “low-touch” model!
- Enhance with
 - Communications
 - Technology
 - Partnerships





HELP [B's First] SUCCEED!

This Alfond Grant Update is being brought to you by the Alfond Scholarship Foundation which has invested a \$500 Alfond Grant for your child's future.

[First] [M.] [Last]
[Address]
[City], [State] [Zip]

Alfond Grant Update for:
[B's First] [B's M.] [B's Last]

Alfond Grant

Alfond Grant	Original Value	Change in Value	Current Value as of [6/30/16]
	\$500	[\$94.25]	[\$594.25]

The Alfond Grant is invested by the Alfond Scholarship Foundation for the benefit of grant recipients, including [B's First]. Although [B's First] has received the Alfond Grant, [B's First] does not have an individual account in the NextGen College Investing Plan[®]. Families who want to save for their children's future education must have their own college savings account in order to make their own contributions. To learn more about how family and friends can contribute to a college savings account for [B's First], visit 500ForBaby.org.

The Finance Authority of Maine (FAME) assists the Alfond Scholarship Foundation in administering the Alfond Grant.



Tips for [B's First]

- A Set Aside Savings** Every month, set aside money for savings. Even small amounts will add up. Five dollars in change each week will add up to \$4,680 in 18 years¹—or you can save \$500 a year by not buying coffee on your way to work each weekday.
- B Open a College Savings Account** [B's First] already has a \$500 Alfond Grant. You can build on this foundation by opening a college savings account and making your own contributions.
- C Ask Family Members** to consider the gift of education. Invite them to help [B's First] succeed!

For more tips and resources, visit 500ForBaby.org

Tips are provided by the Alfond Scholarship Foundation, which is solely responsible for content.

my Alfond grant

MyAlfondGrant.org is the starting point through which parents access a website administered by the Finance Authority of Maine (FAME), where they can track the value of the Alfond Grant over time and see it online.

MyAlfondGrant.org will be there for your child as they grow, offering information, tips and resources.

MyAlfondGrant.org is for both kids and parents - from the preschool years through high school.

www.500ForBaby.org

Harold Alfond COLLEGE CHALLENGE

LEARN MORE | FAQ | NEXTGEN ENROLLMENT | ELIGIBILITY | CONTRIBUTE | PARENT RESOURCES | CONTACT US | FAMILY STORIES

\$500 Alfond Grant for your baby's future!

Your baby is destined for success! Every baby born a Maine resident will have a \$500 Alfond Grant automatically invested for his or her future education expenses.* That means a head start on a bright future! Follow the path and see how you can help your baby succeed.

Your Baby's Path to Success

START HERE

- 1 A \$500 Alfond Grant will be invested for your child's future.
- 2 As your baby grows & learns, there are a lot of ways you can help! We'll share helpful tips along the way.
- 3 Start investing in your child's future. Every little bit helps.
- 4 The Alfond Grant is for your child's education after high school.
- 5 With education after high school, your child can follow many paths to future success.

Make your child's future dreams come true!

*The Alfond Grant is not available in all circumstances and is also available in limited other circumstances. The use of the Alfond Grant is also subject to certain restrictions - see Limitations.

Maine Moms, update your contact info!
-- CLICK HERE --

Open a NextGen College Investing Plan® account!
-- CLICK HERE --

My Alfond Grant
As they grow, visit MyAlfondGrant.org for information, tips, and resources.

HOME | LEARN MORE | FAQ | NEXTGEN ENROLLMENT | ELIGIBILITY | CONTRIBUTE | PARENT RESOURCES | CONTACT US | FAMILY STORIES

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*Harold Alfond College Challenge, c/o Finance Authority of Maine, P.O. Box 948, Augusta, ME 04332-0948, 1-800-228-3734

Next Gen
FAME
ARPQV9XV

NextGen is a Section 529 plan administered by the Finance Authority of Maine (FAM). Before you invest in NextGen, request a NextGen Program Description from your Maine Distribution Agent or Merrill Lynch financial advisor, or call Merrill Edge at (877) 463-5843 and read it carefully. The Program Description contains more complete information, including investment objectives, charges, expenses and risks of investing in NextGen, which you should carefully consider before investing. You also should consider whether your or your designated beneficiary's home state offers any state tax or other benefits that are only available for investments in such state's 529 plan. Merrill Lynch, Pierce, Fenner & Smith Incorporated (Merrill Lynch), a registered broker-dealer, Member SIPC, is the program manager and underwriter.

NextGen is available to self-directed investors in the Client Direct Series or through financial advisors in the Client Select Series. Each Series offers different investment options, each with its own sales charges, fees and expense structure. Expenses associated with the Client Direct Series will generally be lower than those associated with the Client Select Series. Currently some of the same investment options are available in each series.

Merrill Edge® is available through Merrill Lynch, Pierce, Fenner & Smith Incorporated (MLPF&S), and consists of the Merrill Edge Advisory Center (investment guidance) and self-directed online investing.

www.MyAlfondGrant.org

The screenshot shows the homepage of MyAlfondGrant.org. At the top, the logo "myAlfondgrant" is displayed in a mix of lowercase and title case, with "my" in a smaller font. To the right of the logo are links for "About", "FAQ", "News & Announcements", and "Contact". Below the logo is a horizontal navigation menu with five items: "MY GRANT", "MY PLAN", "INFORMATION & ACTIVITIES", "YOUR JOURNEY", and "RELATED RESOURCES".

The main content area features a large hero image of a smiling young girl with curly hair wearing a pink beanie. Overlaid on the left side of the image is the text "Start Here. Go Anywhere." followed by a paragraph: "Maine is a pretty great place to grow up. And, thanks to the generosity of businessman and philanthropist Harold Alfond, lots of Maine children now have something more: a \$500 Alfond Grant for their future education." Below this text is a green button that says "CHECK MY GRANT VALUE" with a right-pointing arrow.

Below the hero image is a section titled "Does your family have an Alfond Grant?" with a small "Alfond COLLEGE CHALLENGE" logo. The text below reads: "Children born as Maine residents in 2013 and later have automatically been awarded the \$500 Alfond Grant. For Maine kids born in 2008-2012 the grant was available on a more limited basis. Click [here](#) to learn more about eligibility for the program."

The next section contains three columns, each with a circular icon and a heading:

- Plan for your future:** Icon of a circular arrow. Text: "Everyone has dreams. We want to help you make them a reality! Check out tools for college and career planning, and get started on your future today!" A green "LEARN MORE" button with a right arrow is at the bottom.
- Info and Activities:** Icon of a lightbulb. Text: "Whether you're the parent of a second grader or a middle or high school student, we've got information and activities that will help you explore and engage. Use these activities as a tool to help build your plan!" A red "LEARN MORE" button with a right arrow is at the bottom.
- Your Journey:** Icon of a checkmark in a circle. Text: "Maine parents and kids share some of their strategies, stories and experiences. Submit yours today!" A blue "LEARN MORE" button with a right arrow is at the bottom.

The footer is a dark teal color. On the left, it features the "Alfond Scholarship Foundation" logo and address: "482 Congress Street, Suite 303, Portland, ME 04101, (207) 347-6638". On the right, there is a paragraph of fine print: "The MyAlfondGrant website (www.myalfondgrant.org) is sponsored by the Alfond Scholarship Foundation (ASF), a Maine non-profit organization. This site is intended as a service to families of children who have been awarded the \$500 Alfond Grant for college, so that they can access information on college and career planning, and, in connection with the MyAlfondGrantInformationFAME website (www.myalfondgrantinformationfame.com), sponsored by the Finance Authority of Maine (FAME), they can track the value of their child's Alfond Grant. The information made available on www.myalfondgrant.org is not intended to replace a family's own research or other sources of information on such topics." At the bottom left of the footer, it says "Privacy Policy | © Copyright 2014".

Partnerships

- Hospitals
 - Raise awareness, share information (congratulations card + contact card) and collect contact information
- Foundations
 - Support outreach efforts by providing seed/incentive grants to targeted families
- Family-serving organizations
 - Head Start
 - Libraries
 - Schools

What's on the horizon?

- Oldest kids are entering 3rd grade in Fall, 2017
- First of our “universal babies” enter Kindergarten in Fall, 2018
- Pilot year babies enter middle school in Fall, 2019



The Maine Context

- Population

- 1.3 million people

- 94.8% white

- Approximately 25% of students in both Portland and Lewiston are English Language Learners

- Predominantly rural

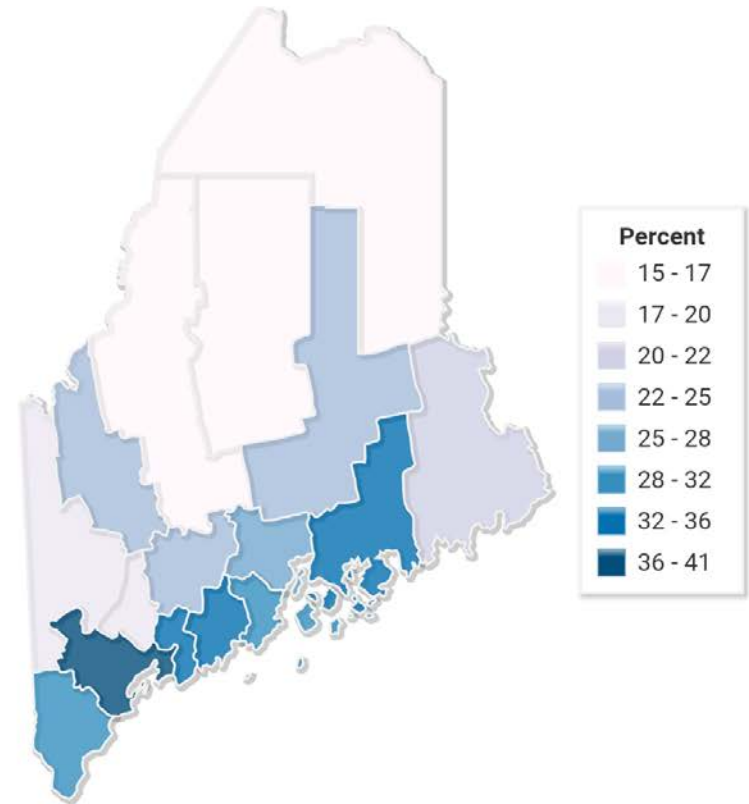
- Median HH Income: \$49,331

- Maine has largest population in New England of children living in low-income, working families: 42%



The Maine Context

- Education
 - 88% HS graduation rate
 - 29% adults hold B.A. or higher
 - 40% hold A.A. or B.A.
- Economy
 - Loss of traditional industries (fishing, farms, forestry)
 - 66% of job openings in Maine will require education beyond high school



Mr. Alfond's vision – and motivation

- Opportunity for Maine kids through access to higher education
 - the “micro”
- Prosperity for the state of Maine through improved educational outcomes and a more educated workforce
 - the “macro”

