**Wishful Hope | Wilt**

- Wilt is when children aspire to go to college but cannot see a tangible way to get there; Without assets, no stakes, college is blurry, far off, results in wilt:

- 52% vs 82% low vs high-come college enrollment upon graduating from high school

- Children from high-income families 6x more likely to have BA by age 25

- 69% of low-income vs 88% high-income highest achieving attend college

**Tangible Hope | Bloom**

- Children are 2.5X more likely to graduate from college when they have school savings of $1 to $499

- Low- to moderate-income (<$50,000) children are 4X more likely to graduate from college when they have school savings of $1 to $499
• **Black Children are 4X more likely to graduate from college when they have school savings of $1 to $499**
  

• **Assets future stock, future selves moved to forefront, clear picture and how to get there. Hope becomes tangible, children and families take action to prepare for college.**
  
  
  