

Partner Information Sheet

Early Childhood Care and Education

Thank you for helping spread the word on Pennsylvania's child development account, Keystone Scholars. By sharing information, you are helping ensure that every Pennsylvania child has the opportunity for a better future.



What is Keystone Scholars?

The PA Treasury Department invests \$100 for every baby born to a Pennsylvania resident on or after January 1, 2019 for their post-secondary education. Child Development Accounts (CDAs) like Keystone Scholars provide assets and motivate families to save for post-secondary education, aiming to improve development outcomes. [Research suggests](#) that combining CDAs with social services may greatly benefit financially vulnerable families.¹



Babies receive the \$100 'get-started' deposit automatically. Babies adopted by PA residents also qualify.



The \$100 is invested by the PA Treasury Department and will grow through the years right alongside the child.



Families can start their own savings in a separate PA529 College and Career Savings account.

How Does it Work?

New and expectant parents can pre-register at pa529.com/keystone and learn more online at pa529.com/keystone or through PA Treasury materials provided by partners like you.

Between 4-6 months after birth, families receive a letter from PA Treasury with instructions on how to register and access their child's account online. Parents will need the child's birth certificate number and birth date, along with their zip code.

¹ Clancy, M. M., Sherraden, M., Huang, J., Beverly, S. G., & Kim, Y. (2019). *Statewide Child Development Accounts and local partnerships: A scalable model that can include all families* (CSD Policy Brief No. 19-45). St. Louis, MO: Washington University, Center for Social Development. <https://doi.org/10.7936/q310-7h95>.

What Can You Do?

Trusted early childhood partners in the community are needed to tell parents about Keystone Scholars. You can:



Inform parents about the program.



Remind families that they can log in and view their account online at pa529.com/keystone.



Reassure them the \$100 account is real and is being provided to every child.



Have fun imagining their child's future with them!

Use PA Treasury's informational materials, which are provided in a variety of formats for multiple touchpoints, including:

- ✓ Post information at your locations
- ✓ Provide information to parents during conferences or at special events
- ✓ Place items in backpacks
- ✓ Provide materials at registrations or service sign-ups
- ✓ Use television and in-house video opportunities to show information
- ✓ Utilize social media
- ✓ Provide information in parent newsletters
- ✓ Offer webinars to parents and staff
- ✓ Suggest media opportunities
- ✓ Invite Treasury staff to community events

You can access and order materials at pa529.com/keystone/resources.

PA Treasury offers training on the program for your frontline employees and can also conduct informational webinars for your families. Please contact us at keystone@pa529.com to schedule.

Keystone Scholars is open to Pennsylvania residents born after December 31, 2018 and children born after December 31, 2018 who are subsequently adopted by a Pennsylvania resident. The child must be a Pennsylvania resident at birth or adoption and at the time the Keystone Scholars funds are used. The child must also be the Beneficiary of a PA 529 account other than the Keystone Scholars Account at the time Keystone Scholars funds are used. If not used by the beneficiary's 29th birthday, the funds will be returned to the Pennsylvania Treasury Department (Treasury). Funds in a Keystone Scholars Account will be invested in a PA 529 GSP account and will remain under the sole custody of Treasury until they are used for the purposes of paying for qualified higher education expenses at an institution of higher education. A list of qualified higher education expenses may be found at www.pa529.com. No additional funds may be contributed to a Keystone Scholars Account. However, families are encouraged to save in their own PA 529 account.

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pa529.com/keystone or call 800-440-4000

