



**California Kids Investment and
Development Savings Program**

ScholarShare Investment Board Meeting
September 2025

Participation Results - Since Inception

(July 1, 2022 – June 30, 2025)

Participant Group	Eligible Participants	Claimed Accounts ³	Percent Claimed ⁴	Online Distribution Requests	Amount of Distribution Requests (\$)	ScholarShare 529 Accounts Linked	Average ScholarShare 529 Account Savings	New ScholarShare 529 Accounts Opened and Linked ⁵	Opted Out Accounts
Newborns and Young Children ¹	1,165,092	107,456	9.2%	N/A	N/A	30,280	\$5,414	30,080	36
Students ²	3,932,998	520,900	13.2%	99,978	\$53,485,734	20,822	\$3,265	18,602	60
Foster	32,101	3,401	10.6%	501	\$516,294	146	\$840	137	0
Homeless	194,297	20,793	10.7%	3,567	\$3,610,526	722	\$1,330	677	0
Foster & Homeless	1,561	129	8.3%	17	\$25,461	5	\$1,001	5	0
TOTAL	5,098,090	628,356	12.3%	99,978	\$53,485,734	51,102	\$4,538	48,682	96

Note: Approximately 3.9 million eligible student participants and over 1,165,000 newborns were automatically enrolled into the Program.

¹ Data for the children born July 2022 through June 2025

² Foster, Homeless, and Foster & Homeless are subsets of the entire eligible student population.

³ Claimed mean the participant has viewed their account.

⁴ Percent Claimed means the percentage of children who have claimed their accounts compared to the number of eligible participants.

⁵ Linked New ScholarShare 529 Accounts means new accounts opened during this time period.

Year-Over-Year Claimed Accounts

Program Year	Total Claimed Accounts Each Year	Annual Difference as Percentage
Program Year 1 (July 1, 2022 – June 30, 2023)	200,935	N/A
Program Year 2 (July 1, 2023 – June 30, 2024)	172,272	-14%
Program Year 3 (July 1, 2024 – June 30, 2025)	255,555	48%

Participation Results – Q1 2025

Participant Group	Claimed Accounts ³	Online Distribution Requests	Amount of Distribution Requests (\$)	ScholarShare 529 Accounts Linked	Average ScholarShare 529 Account Savings	New ScholarShare 529 Accounts Opened and Linked ⁴	Opted Out Accounts
Newborns and Young Children ¹	12,929	N/A	N/A	3,233	\$2,734	2,879	0
Students ²	34,734	4,380	\$2,303,276	644	\$1,084	475	0
Foster	261	32	\$33,290	4	\$200	1	0
Homeless	1,746	212	\$200,832	34	\$524	30	0
Foster & Homeless	7	1	\$1,606	0	\$0	0	0
Total	47,663	4,380	\$2,303,276	3,877	\$2,460	3,354	0
Q4 2024 Comparison ⁵	▼ 12,390	▼ 1,556	▼ \$827,559	▼ 469	▼ \$706	▼ 333	▼ 4
Q1 2024 Comparison ⁶	▼ 9,530	▲ 2,977	▲ \$1,595,597	▼ 2,569	▼ \$222	▼ 1,683	▼ 19

Note: Approximately 3.9 million eligible student participants and over 1,070,000 newborns were automatically enrolled into the Program.

¹ Data for the children who entered into the program at birth.

² Foster, Homeless, and Foster & Homeless are subsets of the entire eligible student population.

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⁵ Quarterly total as compared to Q4 2024 data

⁶ Quarterly total as compared to Q1 2024 data

Participation Results – Q2 2025

Participant Group	Claimed Accounts ³	Online Distribution Requests	Amount of Distribution Requests (\$)	ScholarShare 529 Accounts Linked	Average ScholarShare 529 Account Savings	New ScholarShare 529 Accounts Opened and Linked ⁴	Opted Out Accounts
Newborns and Young Children ¹	11,033	N/A	N/A	2,920	\$2,346	2,607	1
Students ²	44,380	14,957	\$8,239,945	790	\$1,067	663	0
Foster	304	91	\$94,862	13	\$351	10	0
Homeless	2,116	584	\$591,644	37	\$131	28	0
Foster & Homeless	13	2	\$3,234	1	\$40	1	0
Total	55,413	14,957	\$8,239,945	3,710	\$2,074	3,270	1
Q1 2025 Comparison ⁵	▲ 7,750	▲ 10,577	▲ \$5,936,669	▼ 167	▼ \$387	▼ 84	▲ 1
Q2 2024 Comparison ⁶	▲ 1,630	▲ 4,253	▲ \$2,535,514	▼ 395	▼ \$227	▼ 248	▼ 3

Note: Approximately 3.9 million eligible student participants and over 1,165,000 newborns were automatically enrolled into the Program

¹ Data for the children who entered into the program at birth.

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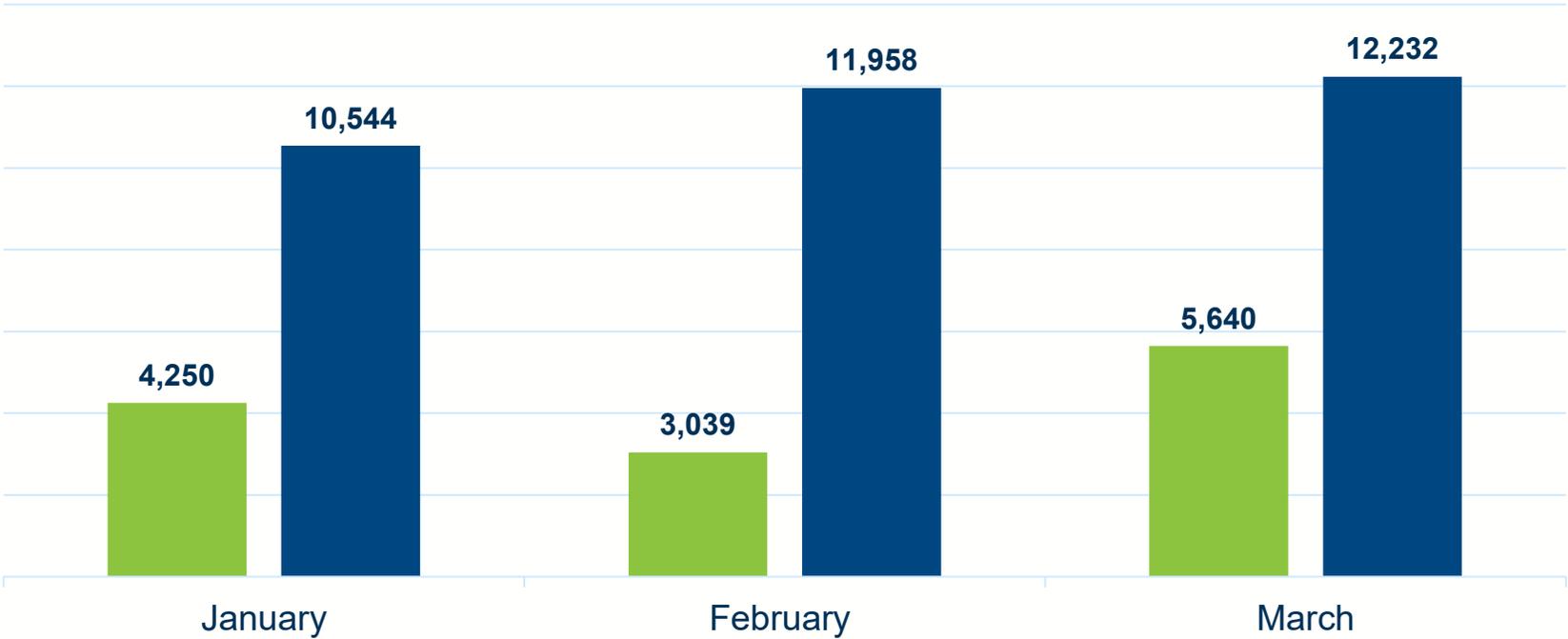
⁵ Quarterly total as compared to Q1 2025 data

⁶ Quarterly total as compared to Q2 2024 data

Registrations

Online Portal Registrations

■ Newborns ■ Students

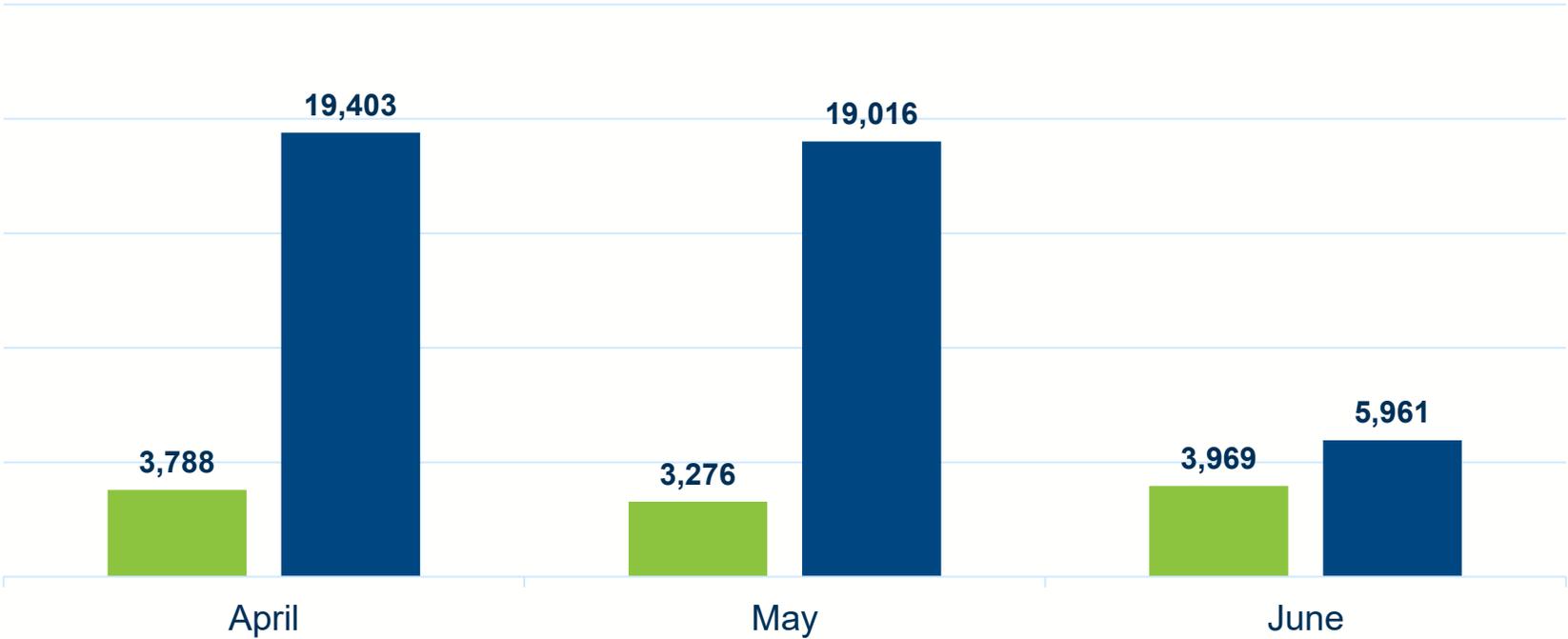


Note: Registrations mean the participant has viewed their account.

Registrations

Online Portal Registrations

■ Newborns ■ Students

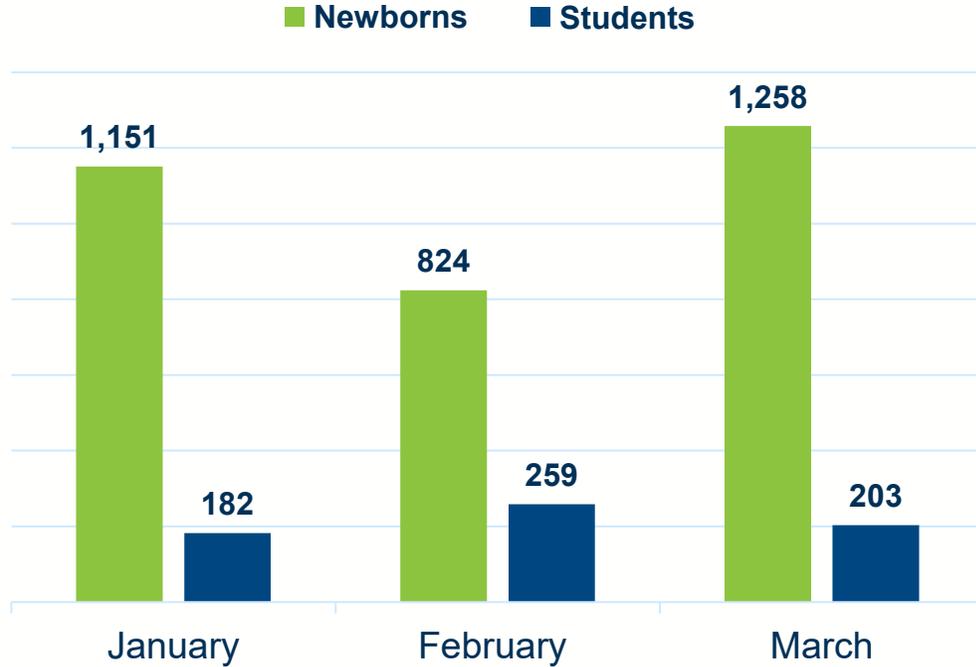


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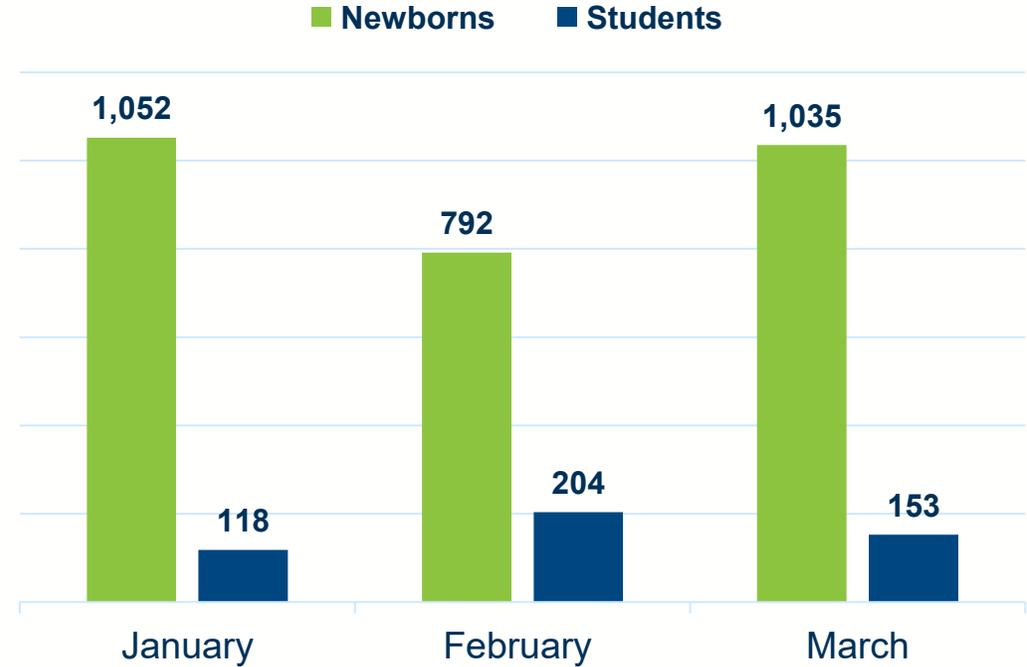
ScholarShare 529 Linkages

Linked to ScholarShare 529 Accounts



Note: Linked ScholarShare 529 Accounts means the participant has connected a ScholarShare 529 account to their CalKIDS portal.

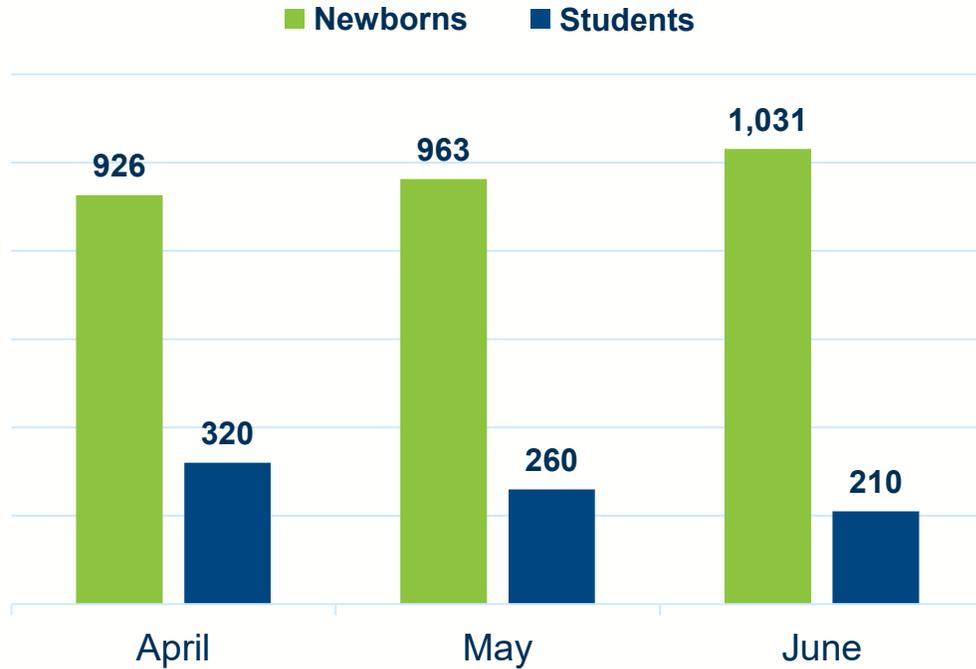
Linked to New ScholarShare 529 Accounts



Note: Linked to New ScholarShare 529 Accounts means new ScholarShare 529 accounts opened and connected during this period.

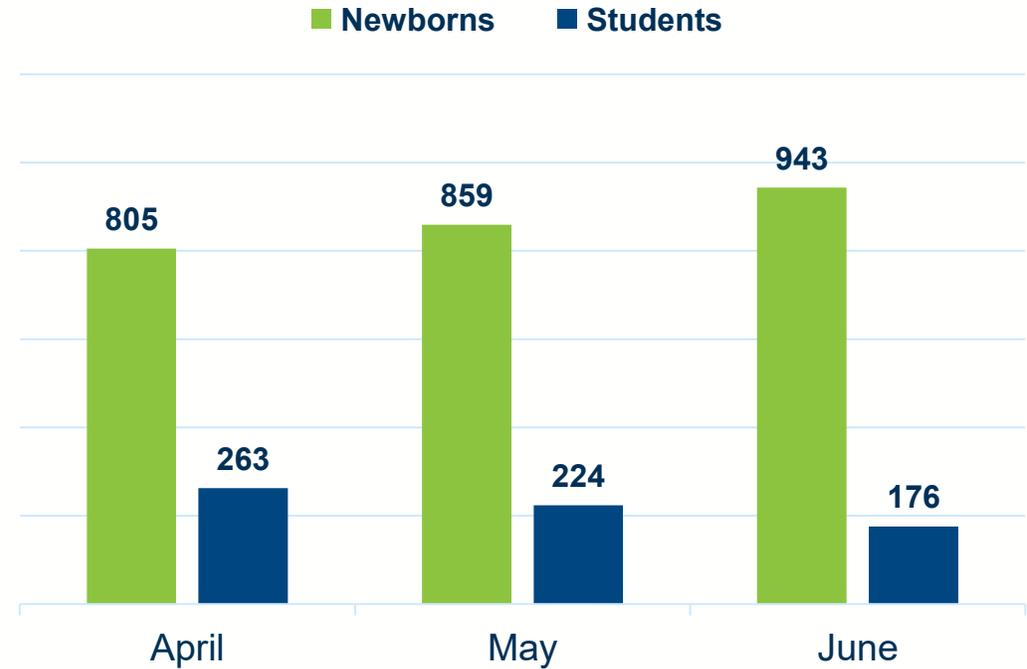
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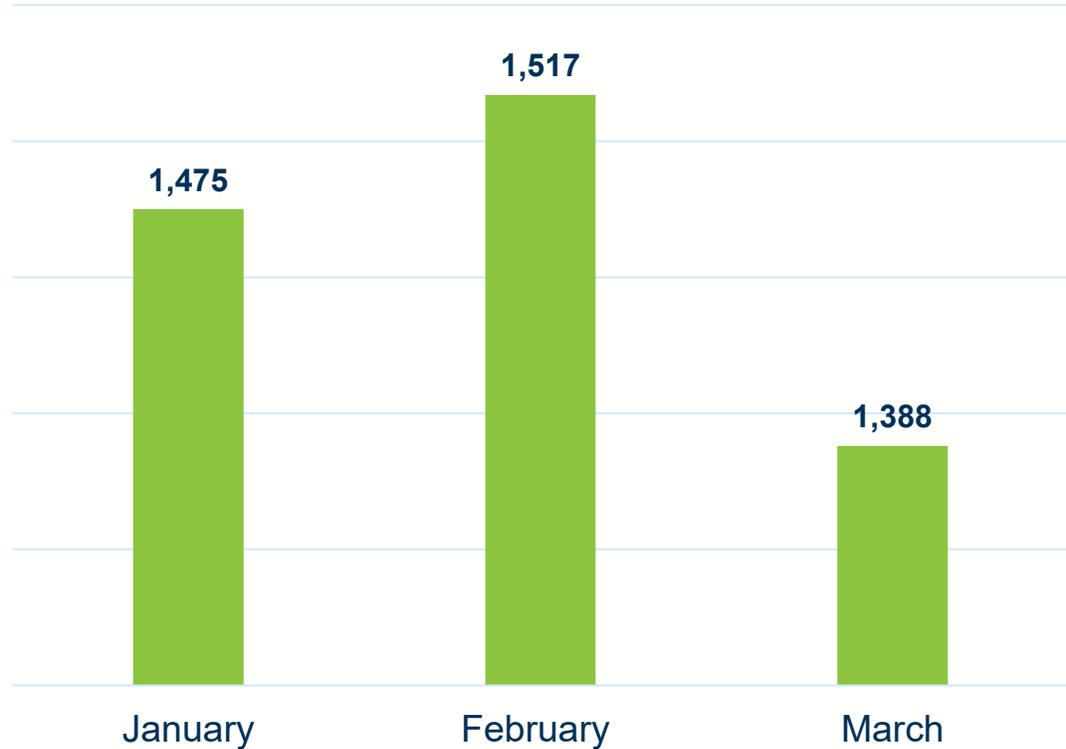
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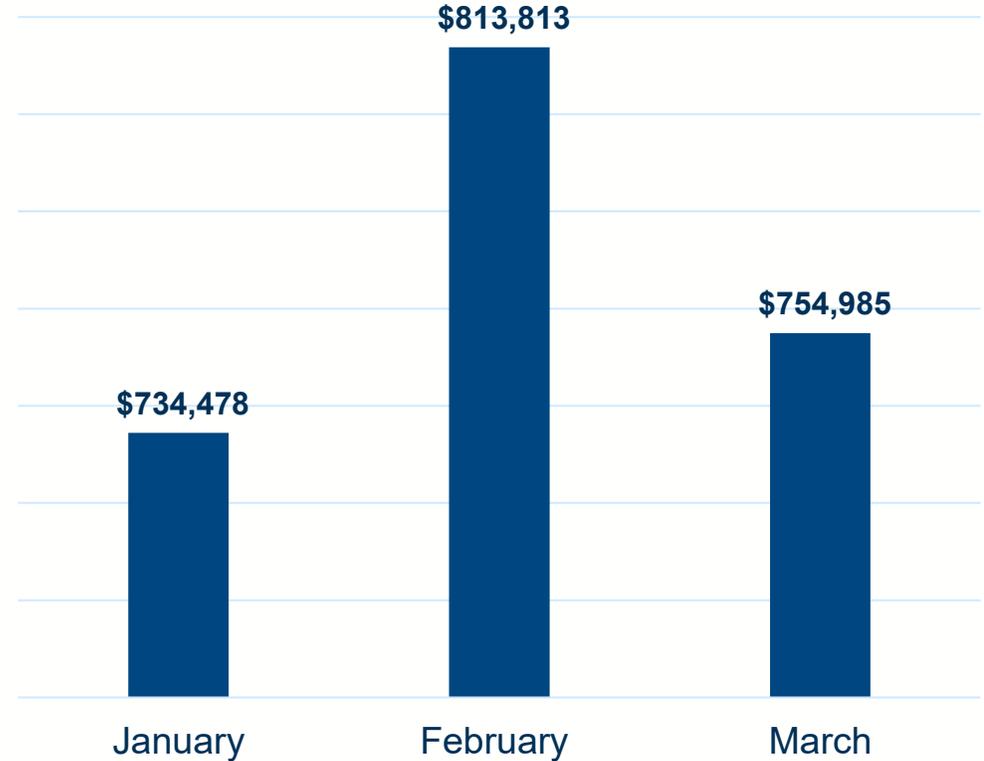
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Distributions

Distribution Requests Per Month



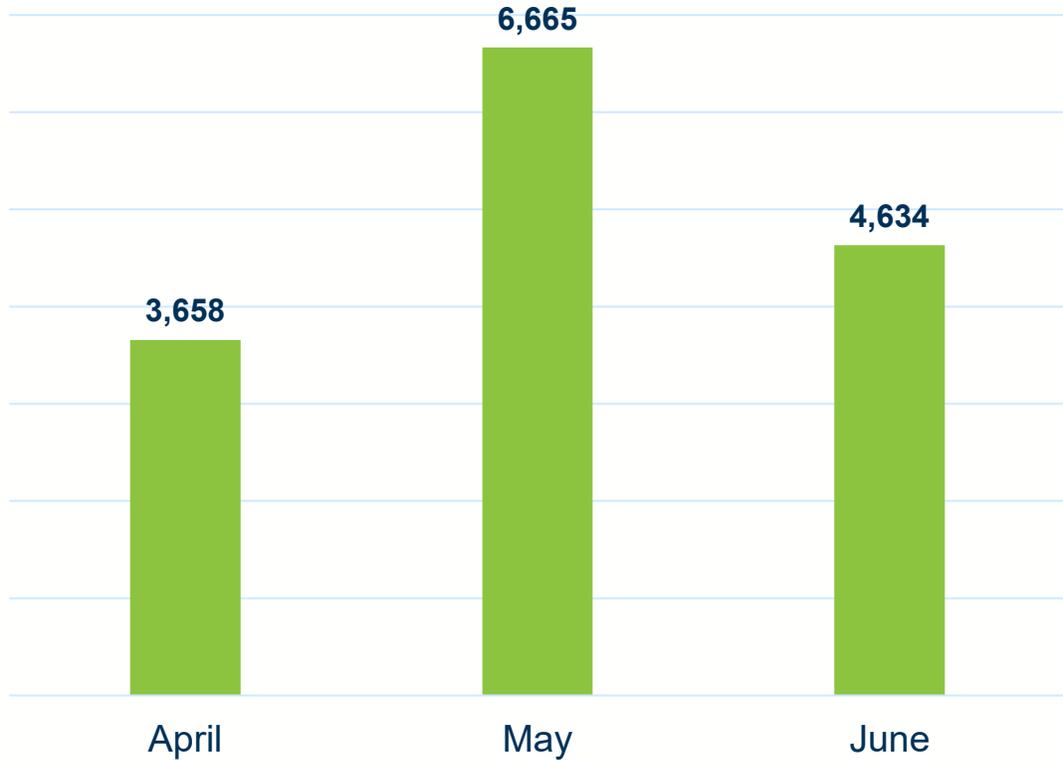
Distribution Amounts Per Month



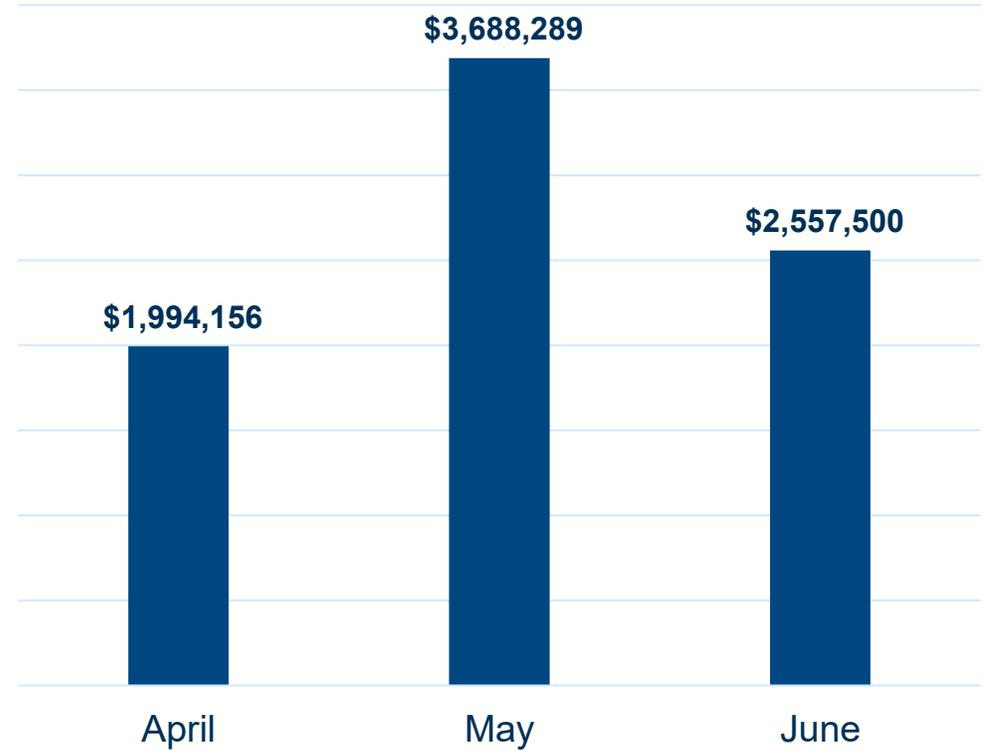
Note: Distributions refer to a participant's request to send funds to the eligible institution of their choice.

Distributions

Distribution Requests Per Month

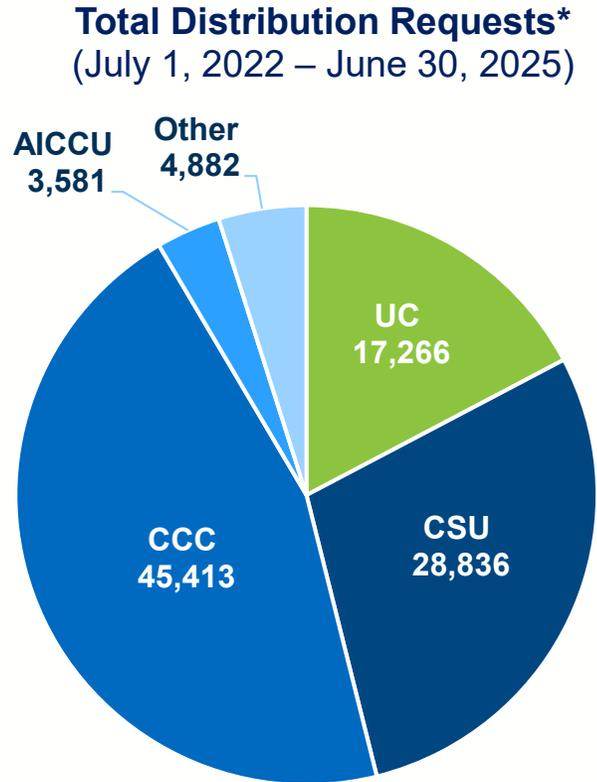


Distribution Amounts Per Month



Note: Distributions refer to a participant's request to send funds to the eligible institution of their choice.

Investing in Higher Education

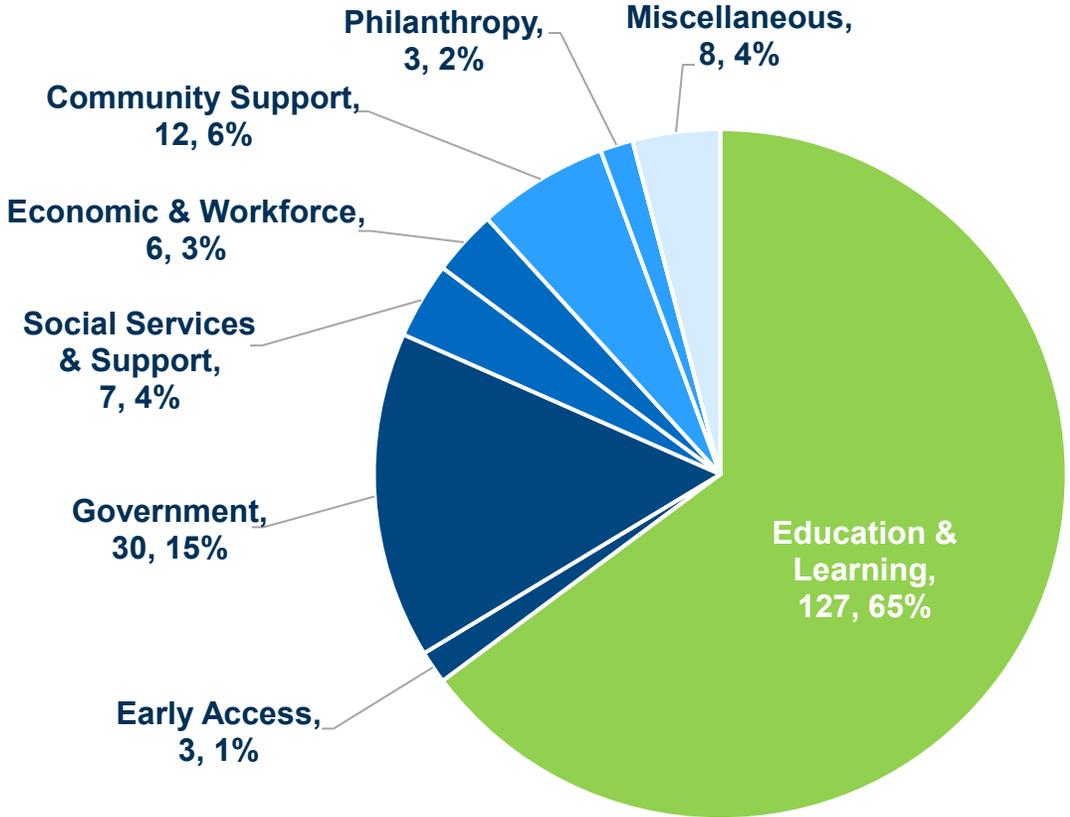


**The number of requests refers to the number of unique student distributions sent to the institution*

Total Distribution Amount*	
Institution	Amount
UC: University of California	\$9,121,900
CSU: California State University	\$15,478,068
CCC: California Community Colleges	\$24,309,152
AICCU: Assoc. of Independent California Colleges & Universities	\$1,927,306
Other: Other Institutions In & Out of California	\$2,649,308
Total	\$53,485,734

**Distributions to students attending respective institutions.*

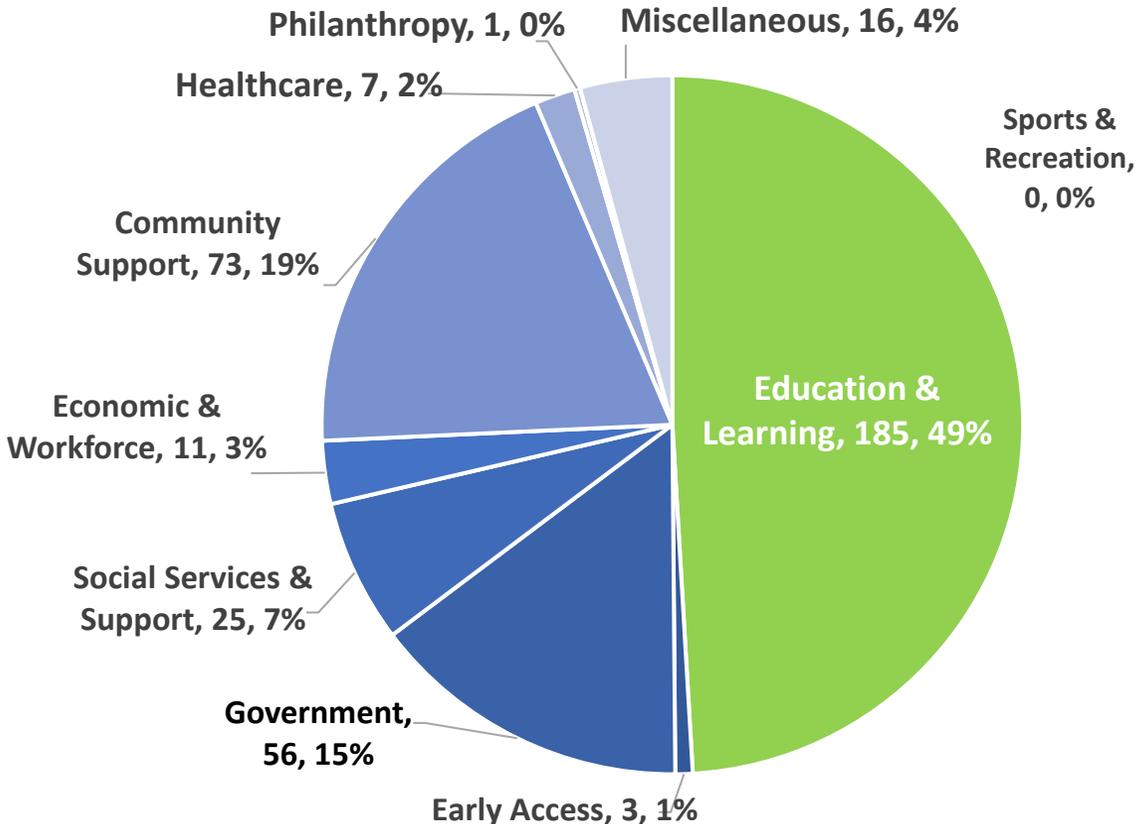
Relationship Development



Activities	
Type	Total
Meeting	86
Marketing Support	14
Stakeholder Presentation	31
Consumer Presentation	28
Non-Speaking Event	37

Note: Meetings and Marketing Support are reflected by organizations only once per quarter. Presentations and events may be facilitated by the same organization multiple times in a quarter.

Relationship Development



Activities	
Type	Total
Meeting	200
Marketing Support	48
Stakeholder Presentation	37
Consumer Presentation	54
Non-Speaking Event	38

Note: Meetings and Marketing Support are reflected by organizations only once per quarter. Presentations and events may be facilitated by the same organization multiple times in a quarter.

Highlights & Strategies

Q1 2025

(January 1, 2025 – March 31, 2025)

- Developed paid media plan and creative direction with BARÚ Advertising.
- Launched partnership with Everfi, integrating CalKIDS with financial literacy curriculum at select middle and high schools in Los Angeles Unified School District.
- Began data-transfer processing with Covered California to provide additional deposits for health milestones.
- Implemented texting campaign partnership with CA Department of Social Services for households receiving CalWORKS and CalFresh benefits.

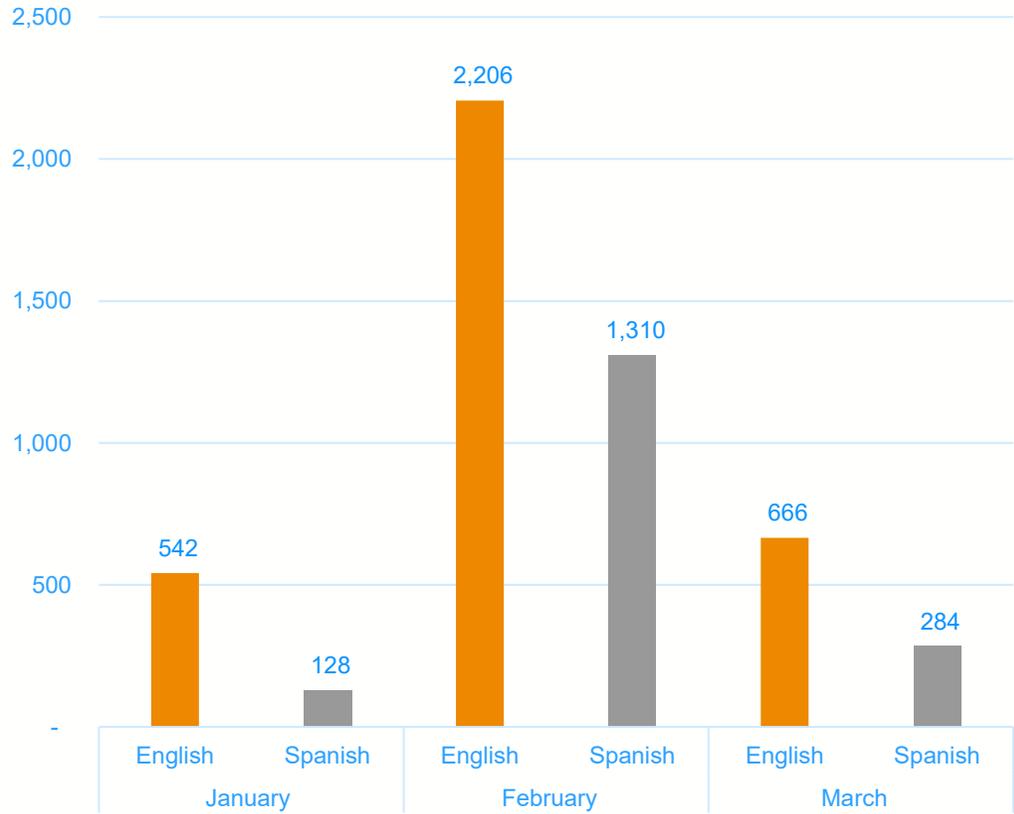
Q2 2025 & Forward

(April 1, 2025 – Present)

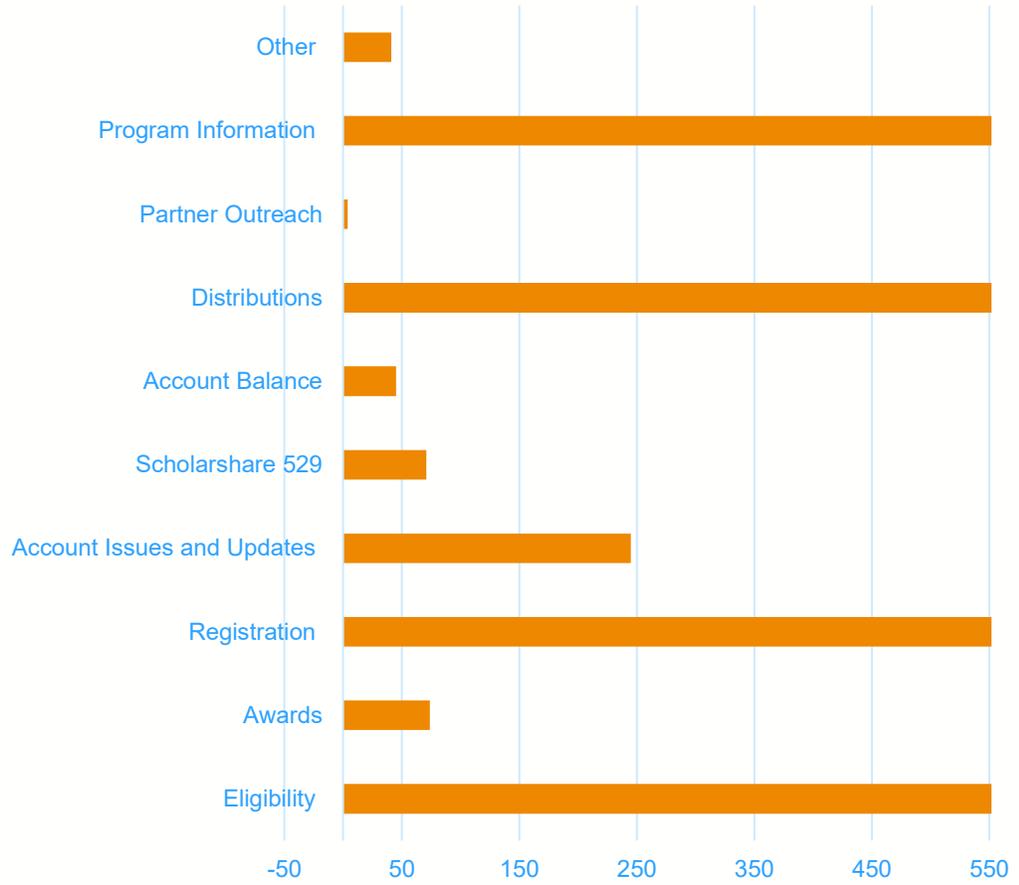
- Celebrated Three Year Anniversary with virtual event.
- Added 260,000 new participants (current 2nd graders).
- Secured change in state law to require schools to share information about CalKIDS with FAFSA/CADAA completion.
- Began data sharing agreement process with Riverside County Office of Education and San Diego Unified School District as required in state law.
- Launched LifeCents \$25 promotion for September.
- Attended and hosted various events around early wealth building, counselor conferences, and community resources.

Call Center

Call Center Queue Analytics

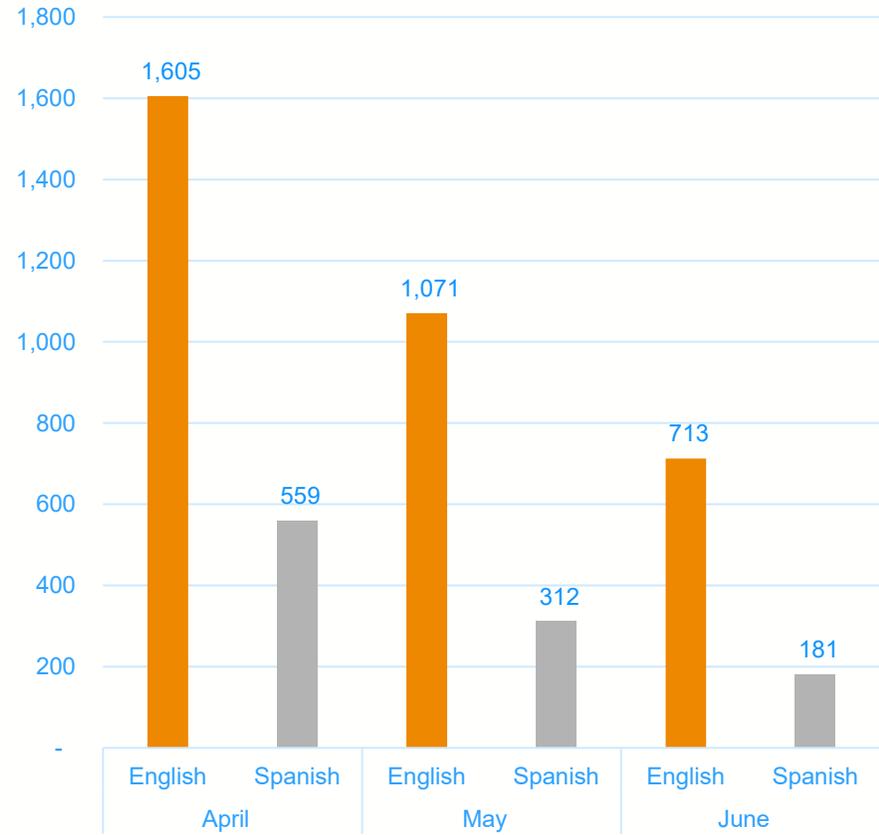


Call Types

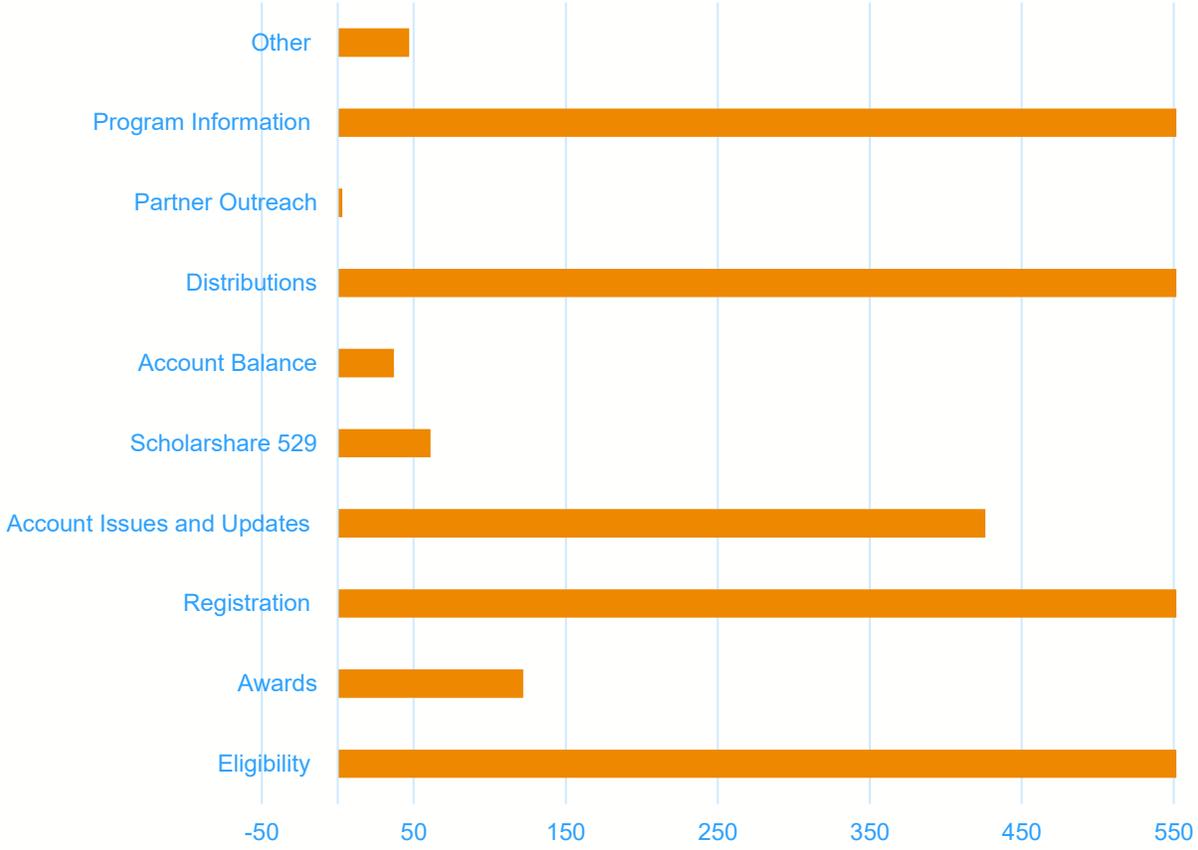


Call Center

Call Center Queue Analytics



Call Types



2025 Goals



Category

Awareness, Education, & Outreach

Goal

Establish CalKIDS as a known brand throughout the state as a benefit to children in accessing higher education

Measures of Success

Traffic across website and social media

Q1 2025 Results

▼ Traffic decreased in Q1 2025 compared to Q4 2024 by 7%. Note: paid marketing planning was in development during Q1 2025.

Q2 2025 Results

▲ Traffic increased in Q2 2025 compared to Q1 2025. Note: paid marketing implementation resulted in 52% website traffic increase compared to prior quarter.



Engagement

Establish baseline for engagement activity over time

Claimed accounts, distribution requests, ScholarShare 529 linkages, etc.

▼ Portal participation decreased in Q1 2025 compared to Q4 2024. Note: Difference in engagement was nominal compared to prior quarter, as noted in slide 4.

▲ Portal participation increased in Q2 2025 compared to Q1 2025.



Customer Service

Promote self-service and digital-first approach

Call volume

▲ Call volume increased in Q1 2025 compared to Q4 2024.

▼ Call volume decreased in Q2 2025 compared to Q1 2025.