



**Report:**  
Idaho College Savings Trends and  
Regional Analysis for CY2020



## Background

IDeal is Idaho's official 529 college savings program, designed to help individuals and families save for future education costs while qualifying for Idaho tax benefits. IDeal account owners enjoy tax-deferred growth, generous contribution limits, attractive investment options, professional investment management and a state tax deduction for annual contributions<sup>i</sup>. IDeal is offered by Idaho's State College Savings Program Board.

Research shows that the earlier a family starts saving, the more time the money has to grow and the likelihood (up to 7x) that child will go on *and* complete a postsecondary certificate or degree increases.<sup>ii</sup>

Because of this, IDeal continually strives for new ways to help Idahoans save for their future education goals. As part of this ongoing effort the IDeal – Idaho College Savings Program is working to engage employers big and small across the state. Thanks to legislation passed in 2020, Idaho employers can now receive a 20 percent tax credit when they contribute directly to their employees' IDeal 529 accounts.<sup>iii</sup>

Education attainment helps provide opportunities to Idahoans. Employers need an educated, highly skilled workforce to effectively compete in a global economy. Idahoans with a bachelor's degree have more opportunities in the workforce and on average earn \$32,000 more per year than individuals with only a high school diploma<sup>iv</sup>. That said, the cost of completing a postsecondary program can be a significant deterrent.

**This report provides local and statewide insights about how Idahoans are saving for education, based on recently compiled 2020 data.**

*“Idahoans remained steadfast in their commitment to save for education this year, despite the challenging economic circumstances. Families, students, and employers appreciate the value of post-secondary education, but many have voiced that they don't want to spend their entire lives paying off student loan debt. The IDeal - Idaho 529 College Savings Program is a proactive savings alternative to student loans that can be used when scholarships and grants don't cover all the costs of post-secondary education. It can potentially help close the gap between Idahoans' dreams and their financial reality.”*

*-Christie Stoll, Executive Director, IDeal – Idaho 529 College Savings Program*

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Data presented in this report compares 12/31/2019 to 12/31/2020

i Idaho state tax deduction can be taken on annual account contributions. The deduction is on contributions up to \$6,000 for individual files and up to \$12,000 for those filing married and joint.

ii Elliott, W. and Beverly, S. (2011). The role of savings and wealth in reducing “wilt” between expectations and college attendance. *Journal of Children & Poverty*, 17(2), 165-185.

iii The Idaho employer tax credit is capped at \$500 per employee annually.

iv <https://www.idahoednews.org/news/study-bachelors-degrees-boost-annual-salaries-by-32000-in-idaho/>



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## Commentary

This report provides a comparative analysis of IDEal 529 education saving trends in Idaho during 2019 and 2020. The primary goal of the report is to highlight successes statewide, identify regional outreach and education opportunities, and demonstrate the value of saving for education goals through the words of Idahoans actively using IDEal accounts for their families.

There are several key takeaways from this report:

- Idahoans are committed to overcoming the financial barriers to post-secondary education in every corner of the state. They are opening accounts, investing their savings, and using their IDEal 529 savings accounts to continue their education.
- The power of compounding interest played an important role during the uncertain economic conditions over the past year. Idahoans who start saving early can potentially grow their investment over the long term and adjust their saving habits as needed and in response to economic events.
- Nearly every county in Idaho experienced account growth. Students from rural and urban areas are preparing to gain the knowledge and skills needed to thrive in a variety of industries.

# How You Can Help Idahoans Prepare for Higher Education

IDeal – Idaho College Savings Program staff worked alongside community stakeholders, educators, and organizations who played an important role in educating Idahoans about the benefit of the IDeal program. This report details the successes and increased education savings from these efforts.

Each year the Program strives to find new and creative ways to reach Idahoans in every community. The goal is to educate families on how to start building the foundation for a brighter education and economic future by proactively saving. Statewide partners are an important part of these efforts. You can help Idahoans begin the higher education savings journey by helping in the following ways:

## **Save for the future:**

Help your loved one dream big by opening or contributing to their IDeal 529 account. It's easy to answer the "What do you want for your birthday?" question by simply choosing to invest in their educational and economic future. Idaho taxpayers receive an Idaho tax deduction for gifts to any IDeal account. Every little bit helps, and they'll appreciate it for a lifetime!

## **Host an informational event:**

If you value education and the idea of saving for it in a tax advantaged way, your family, friends, and coworkers might feel the same way. Ask an IDeal representative to speak at your school, organization or workplace about the benefits of our program. We'll take care of the rest!

## **Offer payroll direct deposit:**

IDeal - Idaho 529 College Savings Program accounts are a great way to offer a no-cost voluntary benefit to employees. Your team will appreciate the ease of saving for post-secondary education and will thank you for making their approach to saving simple and hassle-free.

## **Directly contribute to your employees' accounts:**

Sweeten your company's employee benefits package by offering additional incentives such as contributing directly to their accounts. Employers can customize a contribution program and take state tax credits for their contributions.<sup>∨</sup>

## **Award community scholarships through IDeal:**

Organizations that have student competitions, scholarships or philanthropic funds that they would like to ensure are used for education can count on IDeal. IDeal has several programs designed to highlight the educational or work-related efforts that align to values of Idaho businesses, non-profits and other organizations.

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<sup>∨</sup> The Idaho employer tax credit is capped at \$500 per employee annually. [www.idsave.org/employer](http://www.idsave.org/employer)

## Key Findings: Statewide

There are more than 20,000 Idahoans saving for **more than 39,800 Idaho students with IDeal – Idaho’s 529 College Savings Programs**<sup>vi</sup>.

**5.56 percent of Idaho students under the age of 18 currently have an IDeal account for their future education costs, up from 4.15 percent in 2016.** While this shows that educational savings is moving in a positive direction, it highlights the continued need for state leaders and community partners to help share IDeal’s information with Idaho families.

There are **3,000 more Idaho students with IDeal accounts now** than compared to this time last year.<sup>vii</sup>

Saving for education is on the rise among Idahoans. The total number of active IDeal college savings **accounts grew by 8.2 percent in the last year.**

Family **contributions to IDeal accounts increased by 8.9 percent in 2020**, despite the uncertain economic circumstances of the year.

**IDeal accounts had a net growth of \$97 million in assets under management from December 2019 to December 2020**, due to an increase in contributions and stock market performance.

Idaho savers have **an average of more than \$15,000 in their IDeal accounts to use for future education.**

Idahoans used **more than \$47 million from IDeal college savings accounts toward higher education costs** during the past year.

**Account owners received more than \$3.4 million in gift contributions** through the Program’s Ugift platform from friends and family, which is a **31 percent increase** compared to 2019 gifting.

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<sup>vi</sup> This is measuring Idaho account owners only. Out-of-state accounts are not included in this number.

<sup>vii</sup> These are net numbers. Over the same period, more than 1,100 Idahoans used all their college savings and closed their accounts.

# Regional Comparisons

**Southwest Idaho has significantly more account owners than any other region in the state.** The Idaho Department of Labor projects that about 46 percent of the state’s population lives in the region, which accounts for the high concentration of account owners.

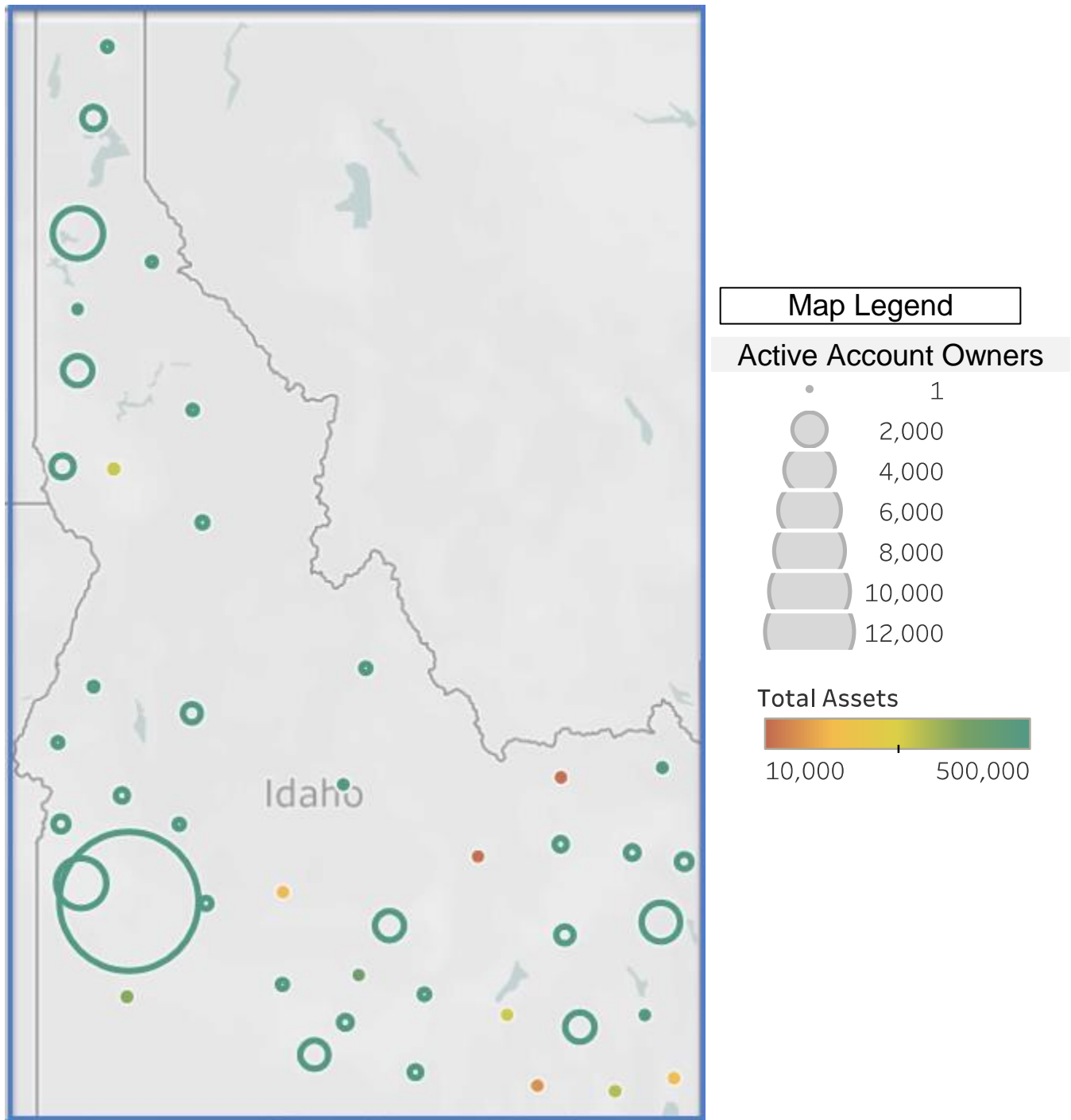
**Every region in Idaho experienced year-over-year growth in new IDEal 529 accounts. Eastern Idaho had the highest growth in Beneficiary Accounts and Account Owners<sup>viii</sup> last year, but every region showed positive growth in IDEal college savings accounts.** Year-over-year growth is unusually high in a handful of counties due to lower assets or accounts in 2019 compared to other Idaho counties.

IDEal, its partner organizations, and community leaders were instrumental in sharing the value of saving for education across the state. Idahoans are increasingly conscious of the growing costs of post-secondary education and the Program is seeing continued annual growth of families turning to IDEal to help them start saving for those expenses.

Regions	Total Accounts Per Capita	Beneficiary Accounts: Year Over Year Growth	Account Owners: Year-Over-Year Growth	Account Withdrawal: Paying for Education
North	2.9%	+8.4% (+451)	+6.9% (+188)	\$6 million
East	2.3%	+8.5% (+364)	+8.1% (+159)	\$4.1 million
Southwest	3.4%	+8.1% (+2001)	+7.5% (+971)	\$34.7 million
Central	1.4%	+7.4% (+188)	+7.99% (+97)	\$3.1 million

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<sup>viii</sup> An Account Owner may save for more than one Beneficiary, and a Beneficiary may have multiple accounts.



*The map above marks each county in Idaho with a circle. The size of the circle indicates the number of account owners in the county. The color of the circle shows the number of total assets in the county.*



## North Idaho Findings

- Account owners in North Idaho have \$10.8 million more in their IDeal college savings accounts than they did in 2019—a year-over-year increase of 17 percent.
- Boundary County reported the highest percentage growth in account ownership, 23.5 percent in North Idaho.
- Kootenai County led North Idaho with 99 additional account owners.
- Boundary County also had the highest percentage growth in total assets with a 33.7-percent increase.
- Kootenai County leads the region with the most assets.
- Latah County contributed \$234,955 using IDeal 529's Ugift®<sup>ix</sup> to gift funds for education. Latah County was the largest contributor using Ugift® in the region.

County	Account Owner % Change	Growth of Total Assets	Account Withdrawals to Pay for Higher Education
Idaho	-3.2% (-2)	\$279 thousand	\$101 thousand
Bonner	7.7% (+22)	\$741 thousand	\$797 thousand
Nez Perce	5.6% (+16)	\$968 thousand	\$537 thousand
Kootenai	6.8% (+99)	\$6.3 million	\$3.2 million
Latah	8.5% (+41)	\$1.8 million	\$1.1 million
Shoshone	2.6% (+1)	\$39 thousand	\$17 thousand
Benewah	3.8% (+1)	\$29 thousand	\$55 thousand
Lewis	20% (+5)	\$65 thousand	\$21 thousand
Clearwater	-6.7% (-3)	\$121 thousand	\$88 thousand
Boundary	23.5% (+8)	\$351 thousand	\$101 thousand
<b>North Idaho Region Totals</b>	<b>+6.9% (+188)</b>	<b>\$10.8 million</b>	<b>\$6 million</b>

*Note: Reduction in account ownership or savings may be a result of account owners using funds for qualified higher education expenses or closing accounts. Numbers reported here are rounded. This report compares data from Dec. 31, 2019 to Dec. 31, 2020.*

<sup>ix</sup> Ugift® is an easy, free-to-use service that lets 529 account owners encourage family and friends to gift college savings in lieu of traditional gifts. <https://www.idsave.org/home/features-and-benefits/ugift.html>

## North Idaho Case Study

### For Idaho Farm Family, the Roots in the Land and Education Run Deep

(Genesee) – For Tom and Marie Linehan, the roots in Idaho agriculture run deep. Each are fifth-generation farmers who grew up working the wheat and grain fields that dominate the Palouse landscape in northern Idaho.

The couple also shares another rich Idaho tradition: a strong belief in the power and opportunity of pursuing higher education. Marie, encouraged by her parents to pursue postsecondary studies, earned a degree in business marketing from the University of Idaho. Her interests and desire to learn didn't stop at the Moscow campus, as she spent time studying abroad and taking night classes to broaden her horizons and learn skills that has proven critical to everyday life on their farm north of Genesee.



“Education is important to both of us,” she said. “It’s especially true when you look at agriculture. People might think it’s just about driving around big machinery in the summer, and then taking the winter off.

“But it’s also very much about understanding the world economy, how markets are performing, and understanding chemicals and soil science. Agriculture is

about continuing to learn because it’s all changing so quickly. And education provides a solid foundation for that.”

The Linehans are also taking steps to ensure their two children, an infant and a three-year-old, will be financially prepared when the time arrives to pursue their own higher education dreams.

Working with IDeal – Idaho’s 529 College Savings Program, Tom and Marie have set up savings accounts for each child, are contributing monthly, and taking full advantage of the tax benefits associated with 529 accounts.

They are also enlisting the support of family members in helping grow the accounts.

“It’s really a great program in that grandparents and others can help contribute,” Marie said. “For birthdays and Christmas, we encourage them to contribute. We ask ourselves, ‘How many toys do the kids need, really?’”

The college savings program in Idaho, like many other states with similar programs, remains one of the best tools for helping make higher education more affordable. Savings can grow tax-deferred, and when withdrawn for qualified education expenses, the funds are free from federal and state taxes. In addition, Idaho law provides a tax deduction of up to \$12,000 on annual contributions if you’re married, meaning families can potentially have more money to put toward important education goals.

Linehan says the ability to save even a little bit each month now, to prepare for costs down the road, provides her family a measure of stability and certainty about the future. “Especially as young farm families, sometimes it feels like we’re drinking from a firehose,” said Linehan, who along with her husband primarily grows wheat, but also cycle in malt barley, food-grade barley, and legumes.

“For us, saving this way offers a sense of security. It’s a little peace of mind that we’re doing things on the right level. As farmers, we’re being good stewards of the land, and at the same time we’re trying to do the same thing for the future of our children.”<sup>x</sup>

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<sup>x</sup> *Individuals have not received compensation for their testimonial. The views and opinions expressed are those of the individuals and do not reflect the experience of other IDeal customers or guarantee future performance or success.*

## Southwest Idaho Findings

- Idahoans in the Southwest region now have \$64 million more in their IDeal college savings accounts than they did in 2019, a year-over-year increase of 17.5 percent.
- Owyhee County had the highest percentage growth in account ownership at 16 percent.
- Ada County led the region in total account growth with 770 additional account owners.
- Owyhee County also had the highest percentage growth in total assets with a 40.5 percent increase.
- Ada County contributed more than \$1.4 million using IDeal 529's Ugift® to gift funds for education. Ada County was the largest contributor using Ugift® in the region and statewide.

County	Account Owner % Change	Growth of Total Assets	Account Withdrawals to Pay for Higher Education
Boise	4.3% (+2)	\$111 thousand	\$89 thousand
Canyon	10.5% (+146)	\$3.7 million	\$2.9 million
Adams	5.6% (+2)	\$54 thousand	\$94 thousand
Payette	14.2% (+17)	\$685 thousand	\$183 thousand
Ada	7% (+770)	\$57.5 million	\$30.6 million
Owyhee	16% (+4)	\$102 thousand	\$28 thousand
Valley	8.6% (+16)	\$1.5 million	\$449 thousand
Gem	4.6% (+4)	\$282 thousand	\$114 thousand
Washington	6.8% (+3)	\$8 million	\$55 thousand
Elmore	10.4% (+7)	\$119 thousand	\$77 thousand
<b>Southwest Idaho Region Totals</b>	<b>+7.5% (+971)</b>	<b>\$72.2 million</b>	<b>\$34.7 million</b>

*Note: Reduction in account ownership or savings may be a result of account owners using funds for qualified higher education expenses or closing accounts. Numbers reported here are rounded. This report compares data from Dec. 31, 2019 to Dec. 31, 2020.*

## Southwest Idaho Case Study

### Idaho Parents Give Daughter the Gift of Financial Security

(Boise) - From time to time, Misty Swanson is reminded about the power and sense of security that comes from saving for higher education.

Sometimes, these thoughts emerge when she recalls the financial challenges of returning to college years ago to finish her undergraduate degree. At the time, Swanson took out loans and went into debt to pay for tuition, books, and other expenses to complete her degree at Northwest Nazarene University.

These days, however, Swanson sees the power of saving through the eyes of her 19-year-old stepdaughter, Ashley, who is pursuing her undergraduate degree at the University of Idaho. Periodically, in long-distance conversations, Ashley remarks about the challenges facing some of her classmates who are juggling academics with the need to work part-time jobs to help pay for school.



“She has told us many times about the struggles of some of her friends who are paying their way through school,” said Misty Swanson. “Or the burden of taking out student loans. She knows she doesn’t have to do that. She was fortunate to earn scholarships as well, so along with the 529 savings, we are relieved that she is able to avoid some of the stress and pressures that some of her peers are trying to manage.”

Like tens of thousands of Idaho parents, Misty Swanson and her husband, Alan, have socked money away monthly into accounts managed by IDeal – Idaho’s 529 College Savings Program. Alan opened a 529 account before Ashley learned to walk, and ever since has used the payroll deduction option through his employer, PacificSource Health Plans, to contribute to the account.

The couple is also actively saving for the higher education dreams of their youngest daughter, five-year-old Danica.

“She definitely understands what we’re doing for her and why,” Misty said of her youngest daughter. “She sees her older sister off at college, and she knows what is expected for her and that we’re saving now for her future.”

“For my husband and me, we look at this as one of the most important gifts we can give to our kids. Our goal for both children is to take away any worry they may have about having to pay for college. This way, there will not be a financial obstacle for them to go on and get a higher education somewhere,” she said.

Swanson, who works for the Idaho School Boards Association, said she and her husband also appreciate the investment flexibility built into the 529 program. Like other investment vehicles, account holders can manage the level and risk of their account assets that are invested in the marketplace.

For example, as Ashley neared completion of high school, the couple opted for an investment strategy with low risk. But they’ve taken a different tack with the account for Danica, opting for a more aggressive investment strategy.

“The biggest thing for us is having the confidence in knowing that the investment managers truly have the best fiduciary interests of the account holders in mind,” she said.<sup>xi</sup>

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<sup>xi</sup> *Individuals have not received compensation for their testimonial. The views and opinions expressed are those of the individuals and do not reflect the experience of other IDeal customers or guarantee future performance or success.*

## Central Idaho Findings

- Idahoans in this region now have \$7.6 million more in IDeal college savings accounts than 2019, a year-over-year increase of 18 percent.
- Camas County reported the highest percentage growth in account ownership at 50 percent.
- Blaine County led Central Idaho with 47 additional account owners.
- Camas County also had the highest percentage growth in total assets with a 33.9 percent increase.
- Blaine County contributed more than \$143,000 through IDeal 529's Ugift® to gift funds for education. Blaine County was the largest contributor using Ugift® in Central Idaho.

County	Account Owner % Change	Growth of Total Assets	Account Withdrawals to Pay for Higher Education
Lincoln	-5.3% (-1)	\$34 thousand	\$28 thousand
Jerome	20.3% (+16)	\$333 thousand	\$173 thousand
Minidoka	3.8% (+2)	\$199 thousand	\$57 thousand
Twin Falls	5.6% (+26)	\$1.6 million	\$1.1 million
Blaine	10% (+47)	\$4.6 million	\$1.6 million
Cassia	7.5% (+6)	\$458 thousand	\$98 thousand
Gooding	0% (+0)	\$196 thousand	\$53 thousand
Camas	50% (+1)	\$32 thousand	\$0
<b>Central Idaho Region Totals</b>	<b>+7.99% (+97)</b>	<b>\$7.6 million</b>	<b>\$3.1 million</b>

*Note: Reduction in account ownership or savings may be a result of account owners using funds for qualified higher education expenses or closing accounts. Numbers reported here are rounded. This report compares data from Dec. 31, 2019 through Dec. 31, 2020.*

## Eastern Idaho Findings

- Idahoans in the region now have \$6.3 million more in their IDeal college savings accounts than 2019, a year-over-year increase of 14.8 percent.
- Oneida County had the highest percentage growth in account ownership at 33.3 percent.
- Bonneville County led the region with 69 additional account owners.
- Butte County had the highest percentage growth in total assets with a 95 percent increase due to lower total assets in 2019 compared to other counties
- Bonneville brought in the highest number of assets at 3.1 million.
- Teton County contributed more than \$103,000 using IDeal 529's Ugift® to gift funds for education. Teton County was the largest contributor using Ugift® in Eastern Idaho.

County	Account Owner % Change	Growth of Total Assets	Account Withdrawals to Pay for Higher Education
Custer	-7.4% (-2)	\$64 thousand	\$20 thousand
Fremont	12% (+3)	\$75 thousand	\$32 thousand
Teton	10.7% (+13)	\$440 thousand	\$294 thousand
Bingham	3.5% (+6)	\$418 thousand	\$244 thousand
Bannock	6.7% (+33)	\$2.1 million	\$1 million
Bonneville	8.2% (+69)	\$3.1 million	\$2 million
Madison	16.5% (+14)	\$170 thousand	\$119 thousand
Jefferson	8.3% (+7)	\$414 thousand	\$70 thousand
Franklin	26.3% (+5)	\$66 thousand	\$37 thousand
Lemhi	11.1% (+5)	(\$803 thousand)	\$140 thousand
Power	5.9% (+1)	\$2 thousand	\$31 thousand
Bear Lake	22.2% (+2)	\$27 thousand	\$19 thousand
Oneida	33.3% (+2)	\$17 thousand	\$0
Clark	-50% (-1)	\$1 thousand	\$0
Caribou	4.2% (+1)	\$126 thousand	\$96 thousand
Butte	25% (+1)	\$7 thousand	\$0
<b>Eastern Idaho Region Totals</b>	<b>+8.1% (+159)</b>	<b>\$6.3 million</b>	<b>\$4.1 million</b>

*Note: Reduction in account ownership or savings may be a result of account owners using funds for qualified higher education expenses or closing accounts. Numbers reported here are rounded. This report compares data from Dec. 31, 2029 through Dec. 31, 2020.*



## East Idaho Case Study

### Idaho Girl Draws Her Dream of Being a Veterinarian

(Firth) – To her parents, it's no surprise that 6-year-old Cora High dreams of being a veterinarian one day. After all, there are few things that bring her joy like being around and caring for her frog, two dogs and three cats (Thomas, Sophia and Frick-n-Frack).

“Cora loves animals, loves being around them and she loves taking care of them,” said Cora’s mom, Carly High. “And animals really love her, too. So, it’s cool that she chose this as her dream for her future.”



Like dozens of kids from across the state, Firth’s Cora High participated in the “Draw Your Dream” sweepstakes sponsored by IDEal, Idaho’s state-sponsored 529 College Savings Program in April of 2020.

The challenge posed to young dreamers and artists? Using crayons, watercolors, colored pencils, magic markers, students put on paper what they hope the future holds in store for their dream job or profession. Each week in April, IDEal drew one winner of a \$50 contribution toward a 529 college savings account. At the end, a Grand Prize winner received a \$100 contribution.

Cora High took up the challenge, submitting a drawing featuring a dog and two women— one the pet’s owner and the other clearly in veterinarian attire, adorned with the iconic red cross symbolizing

the field of medicine.

Even at her young age, Cora says she understands that attending college is essential to achieving her dreams of taking care of sick or injured animals. Her parents understand this as well, and in 2018 Carly and her husband Adam established 529 college savings accounts for Cora and her younger brother Trigg.

“Our hope for the kids is that they find a trade or profession that they love. Whether it’s traditional or not, we just want them to be happy,” Carly High said.

Recent federal rule changes now allow for the earnings portion of a distribution from a 529 account to be used for apprenticeship programs, without being subject to federal income tax. This includes fees, books, supplies and equipment required of a program certified by the U.S. Department of Labor.

Christine Stoll, Executive Director of IDeal, said the idea for the “Draw Your Dream” sweepstakes developed as a response to the COVID-19 pandemic. The goal, she said, was to give children and parents a meaningful activity to help keep a positive focus on the future and higher education plans.

“Encouraging students and families to dream big for their futures is a core value for our IDeal 529 program,” Stoll said. “As we thought about ways to keep Idaho parents and families engaged during the pandemic, we had several families who indicated the art project would be a welcome distraction and a mechanism for parents to continue the discussion with children about future goals, dreams and plans for achieving them.”

Stoll also said the contest was inspiring because it provided a glimpse into the imaginations and creativity of Idaho’s young people.

For example, take 13-year-old Jackson, who imagines becoming an animator and depicts his dream with an impressive cartoon-style drawing of a young man sitting at a computer desk. For 8-year-old Penelope, a drawing of a smiling woman standing beside a blackboard with arithmetic tables speaks to her plans of becoming a teacher. Then there is the dual vision of Dylan, who, at age 11, drew a football player adjacent to a donut store to show his intentions to play in the NFL and also one day bake and sell donuts.<sup>xii</sup>

The drawings by Cora High and other contestants can be viewed online at: <https://www.idsaves.org/home/drawyourdreamsweepstakes.html>

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<sup>xii</sup> *Individuals have not received compensation for their testimonial. The views and opinions expressed are those of the individuals and do not reflect the experience of other IDeal customers or guarantee future performance or success.*

## Conclusion

The IDeal – Idaho's 529 College Savings Program, strives to help families make post-secondary education an affordable reality, regardless of their economic status or education goals. The savings information detailed in this report celebrates the victories of the past year and identifies areas where resources could be used to potentially increase account ownership.

While the Program reported many successes in 2020, there is still more to do. Just over 5.5% of students have an IDeal account. The average balance over all IDeal accounts is 15,000 and the all-in cost for a full year of in-state tuition at many Idaho institutions hovers around \$20,000. This illustrates the ongoing need to encourage more conversations and to provide continued education about the benefits and power of proactively saving for future education costs in a tax advantaged way.

Community stakeholders, educators, and organizations played a significant role in IDeal's success during 2020. Their involvement with IDeal and ongoing support in Idaho communities helped account holders adapt to challenging and uncertain conditions. We ask that leaders like you, continue to help build on this legacy by sharing how the IDeal – Idaho College Savings Program can help Idaho families, employers and community organizations save for education dreams in a tax advantaged way.

**It only takes \$25 to start saving today. Learn more at [idsaves.org](https://idsaves.org)**

## **About IDEal — Idaho College Savings Program**

IDEal's office is located within the State Treasurer's office. IDEal is administered by the Idaho College Savings Program Board. Ascensus Broker Dealer Services, LLC serves as Program Manager. The Idaho College Savings Board consists of the following members:

- State Treasurer Julie Ellsworth, Board Chair
- Governor Brad Little (Greg Wilson, designee)
- State Controller Brandon Woolf (Patrick Hodges, designee)
- Attorney General Lawrence Wasden (Brian Kane, designee)
- Superintendent of Public Instruction Sherri Ybarra (Louie Konkol, designee)
- Secretary of State Lawrence Denney (Chad Houck, designee)

For more information about IDEal, contact Christine Stoll at 208-332-2935, [cstoll@idsaves.idaho.gov](mailto:cstoll@idsaves.idaho.gov) or visit [www.idsaves.org](http://www.idsaves.org).

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*For more information about the Idaho College Savings Program ("IDEal"), call 866-433-2533 or visit [www.idsaves.org](http://www.idsaves.org) to obtain a Disclosure Statement. The Disclosure Statement discusses investment objectives, risks, charges, expenses, and other important information. Because investing in IDEal is an important decision for you and your family, you should read and consider the Disclosure Statement carefully before investing.*

*Please Note: Before you invest, consider whether your or the beneficiary's home state offers any state tax or other state benefits such as financial aid, scholarship funds, and protection from creditors that are only available for investments in that state's qualified tuition program. You should also consult your financial, tax, or other advisor to learn more about how state-based benefits (or any limitations) would apply to your specific circumstances. You also may wish to contact directly your home state's 529 college savings plan(s), or any other 529 plan, to learn more about those plans' features, benefits, and limitations. Keep in mind that state-based benefits should be one of many appropriately weighted factors to be considered when making an investment decision.*

IDEal is administered by the Idaho College Savings Program Board ("Board"). Ascensus Broker Dealer Services, LLC, the program manager, and its affiliates, have overall responsibility for the day-to-day operations, including investment advisory, recordkeeping and administrative services, and marketing. The Vanguard Group, Inc. ("Vanguard") serves as Investment Manager for IDEal. Sallie Mae Bank serves as the Savings Portfolio Manager for IDEal. IDEal's Portfolios invest in either: (i) mutual funds and a separate account offered or managed by Vanguard; or (ii) an FDIC-insured omnibus savings account held in trust by the Board at Sallie Mae Bank. Except for the Savings Portfolio, investments in IDEal are not insured by the FDIC. Units of the Portfolios are municipal securities and the value of units will vary with market conditions.