



Recruit and retain employees with the benefit they can't stop thinking about.

## Make saving (and sleeping) easier for your employees: Offer Idaho's 529 savings plan.

**75%**  
of employees say they wish their employers helped them save for college.<sup>1</sup>

What do your employees worry about most? If they're parents, it's their kids' future. Your company, on the other hand, is focused on the next quarter. Adding the IDEal 529 Plan to your voluntary benefits helps you both, and you can do it with no extra cost or administration.

### Contribute as a company and get up to a \$500 tax credit per employee.

Offering great benefits is good business. They help attract and retain key talent. And by contributing to employees' IDEal 529 accounts, business clients will earn valuable tax credits, too.

**72%**  
of employees say a college savings benefit would increase loyalty.<sup>2</sup>



Saving for education is a parent's No. 1 financial concern.<sup>3</sup>

Help them save for it and get up to a \$500 tax credit per employee.

### How 529 savings can work for your company:

1. Offer IDEal 529 as a voluntary benefit through payroll direct deposit.
2. Contribute or match as a company and earn up to a \$500 tax credit per employee.
3. Award scholarships through IDEal 529.

Attract and retain top talent by adding IDEal 529 to your benefits package.  
Visit [idsaves.org/employer](https://idsaves.org/employer) to learn more.



[idsaves.org](https://idsaves.org)

<sup>1</sup>Gift of College, 2020 "Paying for College" Survey

<sup>2</sup>Opportunity is Knocking, MetLife's 14th Annual U.S. Employee Benefit Trends Study, July 2016

<sup>3</sup>2020 College Hopes and Worries Survey, Princeton Review

*For more information about the Idaho College Savings Program ("IDeal"), call 1.866.433.2533 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.*

*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.*

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Investment returns will vary depending upon the performance of the Portfolios you choose. Except to the extent of FDIC insurance available for the Savings Portfolio, you could lose all or a portion of your money by investing in IDeal, depending on market conditions. Account Owners assume all investment risks as well as responsibility for any federal and state tax consequences.

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