FIELD REPORT

AUGUST 2024 – JULY 2025

Collective Action for Statewide Impact

Michigan Children's Savings Account Network

Contents

A Message from CEDAM 2

Program Snapshots 3

New Program: Storrs Family
Harbor Beach Children's Savings Account 13

Grants 15

Innovation & Sustainability Grants 18

New Program Development
& Administration Grants 24

Progress Report 28

Advancing Collaboration that Drives Change

A MESSAGE FROM CEDAM

Each year, we have the privilege of sharing the impact and collective momentum of Michigan's Children's Savings Account (CSA) programs. This report brings together the stories and data that illustrate how Michigan communities not only help students and their families save, but also empower them to imagine what's possible.

Children's Savings Accounts are community-led initiatives that nurture hope and build community-wide support systems that encourage students, their families, and entire communities to pursue and achieve postsecondary education and career training goals. When students see their community investing in them, they can picture themselves thriving in professional spaces far beyond the classroom.

The 2024–25 academic year saw notable growth for the Michigan CSA Network. The state's CSA field continued to expand its reach, with more than 66,000 students now enrolled statewide across Network programs, and more than 12,000 new accounts opened last year alone. Students and their families contributed nearly $700,000 in private savings, and programs reached $4.3 million in public savings across the board. Collectively, programs grew their endowments, strengthened participation, and broadened their engagement with schools, families, and community organizations. These milestones tell a larger story: these programs are a powerful, stable component of Michigan's long-term strategy, expanding opportunity and establishing strong local economies.

A key driver of this progress has been continued investment in programs' innovation and program development. The Michigan Department of Labor and Economic Opportunity (LEO) and CEDAM awarded $1 million to 13 grant recipients to expand economic opportunities for children across the state through Children's Savings Account programs. These funds helped programs launch new initiatives and strengthen existing models. Equally important, each grantee is contributing to statewide learning through shared metrics and collaborative problem-solving.

At CEDAM, we extend our gratitude to every partner who makes this work possible: the State of Michigan, funders, community foundations, school districts, financial institutions, nonprofits, and program leaders who show up every day for Michigan's students. Together, your commitment strengthens the entire statewide network.

As we look forward, our focus remains clear: We will continue advancing economic opportunity statewide through community-led savings programs that empower students and their families to save, learn, and plan for the future. The accomplishments in this report reflect not just the past academic year, but eight years of collective effort. We are eager to continue this work together in the years to come, inspiring our students to dream big and situating local economies to thrive.

CEDAM
COMMUNITY ECONOMIC DEVELOPMENT ASSOCIATION OF MICHIGAN

Program Snapshots

Program Snapshots

1st to Finish

Marquette

Accounts opened during the 2024-25 academic year: 242

Total students enrolled: 1,365

Average student account balance: $63.45

Total value of initial "seed" deposits: $80,300

In the 2024-25 academic year, the 1st to Finish program in Marquette implemented several key engagement strategies. To connect with families, the program set up displays at local elementary school open houses, effectively introducing parents to the program's benefits and incentives. A notable activity for middle schoolers was a ceremony held in April 2025 that recognized all local sixth graders, and commemorated their halfway point to 12th-grade graduation by awarding each student $6.

KickStart to Career Barry County

Barry County

Accounts opened during the 2024-25 academic year: 540

Total students enrolled: 5,688

Average student account balance: $93.95

Total value of initial "seed" deposits: $284,400

KickStart to Career Barry County engaged the families of kindergartners in Barry County this program year by offering savings accounts with a $50 initial deposit. The program continued its successful community engagement strategy by hosting Deposit Days that saw high participation across all grade levels. Looking ahead, the program is excited to develop new programming for high school students that will help them see the connection between academic preparedness and goal setting with the importance of saving for postsecondary education and career training.

Program Snapshots

Battle Creek Community Foundation Children's Savings Account

Battle Creek

Accounts opened during the 2024-25 academic year: 321

Total students enrolled: 1,351

Average student account balance: $33

Total value of initial "seed" deposits: $67,550

In the 2024-25 program year, the Battle Creek Community Foundation Children's Savings Account doubled the total number of students enrolled. Classroom visits were a key factor; students used specially designed activity sheets to envision their future and build excitement for saving. The impact of these visits was clear, as many enthusiastic students arrived on Deposit Day eager to share their completed activity sheets.

Buchanan Promise Kickstart to Career

Buchanan

Accounts opened during the 2024-25 academic year: 114

Total students enrolled: 838

Average student account balance: $70

Total value of initial "seed" deposits: $39,138

Over the 2024-25 academic year, Buchanan Promise Kickstart to Career saw an increase in individual family and student contributions. The total value of private savings deposited across their program totaled more than $43,000, and program leaders credit their monthly in-school Deposit Days as being key to helping students see saving as a long-term habit.

Program Snapshots

Cass City Promise

Cass City

Accounts opened during the 2024-25 academic year: 117

Total students enrolled: 979

Average student account balance: $130

Total value of initial “seed” deposits: $48,950

During the past academic year, the Cass City Promise Children’s Savings Account program undertook three new initiatives: expanding community service opportunities for students in grades 7–12, implementing the FDIC Money Smart curriculum about smart saving habits in K–3 classrooms, and offering workshops for parents and community members to strengthen financial knowledge across generations. A highlight from the year included the creation of a new donor recognition wall to be installed at the Cass City Jr./Sr. High School, which will honor local supporters and help raise visibility for the program.

Cass Kickstart to Careers

Cassopolis

Accounts opened during the 2024-25 academic year: 102

Total students enrolled: 374

Average student account balance: $133.19

Total value of initial “seed” deposits: $9,225

Cass Kickstart to Careers continued to host monthly Deposit Days at Cassopolis Public Schools during the 2024-25 program year. This ongoing strategy, held on the first Thursday of each month, modeled healthy saving habits and effectively engaged students by reaching them in their familiar school environment.

Program Snapshots

Flourishing for the Future

Detroit

Accounts opened during the 2024-25 academic year: 59

Total students enrolled: 230

Average student account balance: $75

Total value of initial "seed" deposits: $12,150

When it was announced that the SEEDing for College Children's Savings Account pilot program would be sunsetting operations, community partner Urban Neighborhood Initiatives stepped up to continue serving its students through their program, Flourishing for the Future. As one of the 2025 recipients of CEDAM's Innovation & Sustainability Grant, Flourishing for the Future has established a program structure that enables families in Detroit's Springwells community to open and manage savings accounts for their students, often for the first time.

HERizons Children's Savings Account

Southwest Detroit

Launching program year 2026

Total students enrolled: 61

Average student account balance: $500

Total value of private savings deposited: $1,500

Total value of initial "seed" deposits: $8,000

Though HERizons Children's Savings Account program has been operating since 2017, we were excited for them to join the Michigan Children's Savings Account Network in 2025. Initiated by Detroit-based nonprofit Alternatives For Girls, HERizons fills a critical gap in academic and postsecondary support for low-income girls and young women in Southwest Detroit. After receiving an Innovation & Sustainability Grant from CEDAM in the summer of 2025, HERizons is poised for expansion with new activities and events to further engage students and their families.

Program Snapshots

Jackson Saves

Jackson County

Accounts opened during the 2024-25 academic year: 375

Total students enrolled: 2,659

Average student account balance: $25

Total value of initial “seed” deposits: $132,976

Jackson Saves grew by several hundred students during the 2024-25 academic year, opening 375 new accounts and reaching a total enrollment of 2,659 students. The program’s presence at kindergarten open houses and various school-wide events was key to building momentum and helping families understand the role a Children’s Savings Account can play in helping them imagine their future goals.

KickStart to Career Les Cheneaux

Cedarville and Hessel, Eastern Upper Peninsula

Accounts opened during the 2024-25 academic year: 28

Total students enrolled: 114

Average student account balance: $345

Total value of initial “seed” deposits: $5,400

Kickstart to Career Les Cheneaux expanded its reach during the 2024-25 program year by connecting with families through Kindergarten Round Up events and a targeted mailing campaign to reach those who had not yet signed up. Additionally, the program used a new marketing brochure designed for both family enrollment and public donations to build growing awareness and support for the program throughout the community.

Program Snapshots

KickStart to Career Mason County

Mason County

Accounts opened during the 2024-25 academic year: 275

Total students enrolled: 1,896

Total value of private savings deposited: $130.48

Total value of initial "seed" deposits: $94,800

KickStart to Career Mason County achieved impressive growth during the 2024-25 program year, opening 275 new accounts and reaching a total enrollment of 1,896 students. A standout success has been the program's March is Reading Month Incentive for K-5 students, which has achieved near-universal participation rates. Teachers have been instrumental in encouraging students to take action and earn the incentive, helping to build both literacy skills and savings habits across the community.

KickStart to Career Muskegon County

Muskegon County

Accounts opened during the 2024-25 academic year: 1,896

Total students enrolled: 15,272

Average student account balance: $56.07

Total value of initial "seed" deposits: $667,580

KickStart to Career Muskegon County continued building momentum during the 2024-25 program year, opening 1,896 new accounts and serving a total of 15,272 students across Muskegon County. A major highlight of the year was the partnership with two district Education Foundations, which offered incentives to support KickStart deposits and bank field trips using their Education Foundation Endowment Funds. This hyper-local, district-level approach has sparked increased engagement from parents and staff, strengthening the program's community roots and impact.

Program Snapshots

Lansing SAVE

Lansing

Accounts opened during the 2024-25 academic year: 1,391

Total students enrolled: 7,982

Average student account balance: $46.16

Total value of initial “seed” deposits: $39,920

Lansing SAVE strengthened its community connections this past program year through innovative fundraising and outreach efforts. The inaugural Mayor’s Lansing SAVE Fall Golf Classic in September 2024 raised more than $20,000 to support student savings accounts. The program also launched a groundbreaking tax refund donation initiative, allowing Lansing residents completing city income tax returns to contribute directly to Lansing SAVE for the first time. Combined with ongoing Lansing SAVE nights and in-school programming, these efforts have expanded the program’s reach and impact throughout the community.

Lapeer County Education Attainment Fund (LEAF)

Lapeer County

Accounts opened during the 2024-25 academic year: 988

Total students enrolled: 5,750

Average student account balance: $49.44

Total value of initial “seed” deposits: $143,750

Lapeer County Education Attainment Fund (LEAF) built deeper community connections during the 2024-25 program year, opening 988 new accounts. LEAF’s year included signature events like LEAF Live!, a free August community fair connecting families with resources, and Bank Bound, which brought all fourth graders to local financial institutions in October. The program also held Education Days at all 14 district schools with local press coverage and expanded outreach through a Chamber of Commerce event that reached grandparents and community members, while strengthening partnerships with district leaders through well-attended Steering Committee meetings.

Program Snapshots

My Future Fund

Washtenaw County

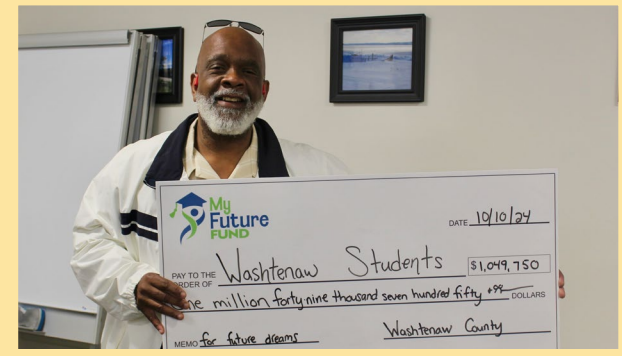
Accounts opened during the 2024-25 academic year: 5,225

Total students enrolled: 21,274

Average student account balance: $96.63

Total value of initial "seed" deposits: $527,750

My Future Fund experienced exciting growth during the 2024-25 program year, expanding from 16,054 to 21,274 enrolled students and increasing the total value of initial seed deposits by over $200,000 — largely driven by welcoming nine new charter schools to the program. The program celebrated this momentum through a Rise & Shine Breakfast honoring school champions and maintained visibility at nearly 100 school and community events. Highlights included a Career Carnival at Holmes Elementary in Ypsilanti, a new family newsletter launch, and a partnership with AFC Ann Arbor, the local semi-professional soccer club.



Storrs Family Harbor Beach Children's Savings Account

New Program

Harbor Beach

Program launched January 2025

Accounts opened during the 2024-25 academic year: 530

Average student account balance: $100

Total value of initial "seed" deposits: $53,000

As one of the Network's newest programs, the Storrs Family Harbor Beach Children's Savings Account had an exciting start to 2025. Upon launch, the program onboarded the entire Harbor Beach Community Schools district, with school-wide kickoff programs followed by the district's first-ever Deposit Day. More than 550 K-12 students were onboarded to start the program, each receiving an initial deposit of $100 from the Storrs Family Fund.

New Program:
Storrs Family Harbor Beach Children's Savings Account

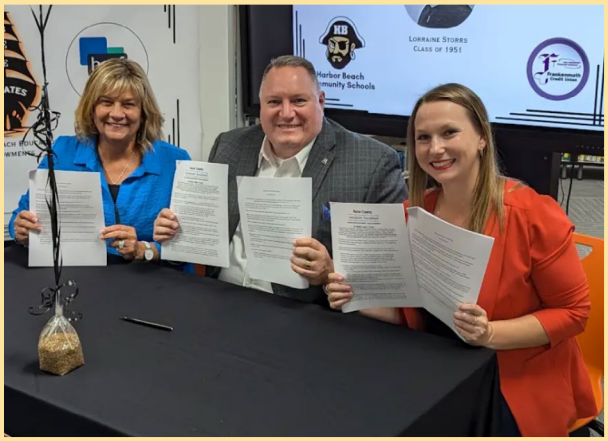
An Estate Gift to Spark Lifelong Opportunity

STORRS FAMILY HARBOR BEACH CHILDREN'S SAVINGS ACCOUNT

In January 2025, Harbor Beach Community Schools launched the Storrs Family Harbor Beach Children's Savings Account, an initiative that was made possible through the generosity of the Storrs Family Fund at the Huron County Community Foundation (HCCF).

Upon launching, all of the district's 530 students were enrolled in the program. On the program's first Deposit Day, every student in the district received an initial $100 deposit and a Frankenmuth Credit Union piggy bank to begin saving for future Deposit Days.

The story behind the program's founding and funding is an interesting one: An alumna of Harbor Beach Community Schools' Class of 1951, Lorraine Pranke Storrs, left a generous estate gift of $553,000 to the school district. When deciding how to use the funds, the district brought in HCCF as a partner. Together, the district and HCCF decided to use this gift to create the Storrs Family Fund, a permanent endowment that will fund the Storrs Family CSA program in perpetuity. As a result of a strong collaboration among HCCF, Harbor Beach Community Schools, and Frankenmuth Credit Union, this program



will honor Lorraine's vision by helping to instill postsecondary aspirations in the youngest members of the Huron County community.

Congratulations to the Storrs Family Harbor Beach Children's Savings Account program and the Harbor Beach community on this major accomplishment — we're proud to welcome you to the Network and can't wait to see what your future has in store.

"The partnership between the school, HCCF, and Frankenmuth Credit Union will provide every student 13 years of financial literacy education, a jumpstart on thinking about their future, and dollars set aside to support their next endeavor."

Mackenzie Price
Executive Director
The Huron County Community Foundation

Filling a Vital Need for Students

FLOURISHING FOR THE FUTURE

After Wayne Metro Community Action Agency sunsetted its SEEDing for College pilot program in June 2025, Urban Neighborhood Initiatives (UNI) stepped up to continue serving students in Springwells, Southwest Detroit through its own Children's Savings Account program, Flourishing for the Future. UNI is a youth workforce development organization that serves young people ages 5-24 through programs focused on career pathways, tutoring, and college support. Their Children's Savings Account program is open to children ages 0-10, with an expanded focus on community engagement, postsecondary access, and career readiness.

Grants

Celebrating $1 million+ in Direct Grant Support

The Michigan Department of Labor and Economic Opportunity (LEO) and CEDAM awarded $1 million to 13 grant recipients to expand economic opportunities for children across the state through Children's Savings Account programs during the 2024-25 academic year. This funding — in the form of Innovation & Sustainability Grants and New Program Development & Administration Grants — has empowered 13 programs to enhance the reach and impact of existing programs, or launch brand-new Children's Savings Account initiatives.

In addition to carrying out their projects, all grantees are expected to collaborate with CEDAM and the Michigan Children's Savings Account Network to support collective learning and the growth of programs statewide. Grantees will gather comprehensive data throughout the execution of their projects, identifying areas for improvement and potential for scalability to other programs. In this way, grantees serve as collaborators and innovators for future statewide improvement by contributing insights, tools, and lessons learned to strengthen the broader field.

Both grants are made possible by funding from the Michigan Department of Labor & Economic Opportunity. The grant program is a result of the policy recommendations made by the Michigan Poverty Task Force, whose goal is to remove barriers to economic mobility and lower costs for struggling Michiganders. To learn more about their work, visit **michigan.gov/PovertyTaskForce.**

This investment reinforces a shared belief between CEDAM and the State that every student in Michigan deserves a clear path toward postsecondary education and career training. Through these grants, programs across Michigan will go on to uplift students, engage families, streamline processes, and build stronger local economies for years to come.

INNOVATION & SUSTAINABILITY GRANTS

During the 2024-25 academic year, CEDAM awarded a total of $466,353 to Network programs via Innovation & Sustainability Grants. These grants support projects that both enhance local program impact and advance the state's Children's Savings Account field on a broader scale. All projects are required to align with at least one of the following core priority areas: promoting sustainable fundraising strategies; increasing student and family participation; expanding program accessibility and impact; integrating wraparound services; and reducing administrative burden.

NEW PROGRAM DEVELOPMENT & ADMINISTRATION GRANTS

CEDAM also awarded $650,475 to support launching new programs to fill gaps across the state via New Program Development & Administration Grants. Along with technical assistance from CEDAM, this funding empowers community organizations to design, launch, and strengthen new Children's Savings Account programs by implementing projects aligned with specific priority areas: building sustainable program infrastructure; engaging students and families; expanding program accessibility and community reach; establishing secure account structures and partnerships; and planning for long-term sustainability and impact.

$1 million
in total grant funding to support Children's Savings Account initiatives

13
total grant recipients across the state

$466,353
in Innovation & Sustainability Grants, across 10 recipients

$650,475
in total public savings in New Program Development & Administration Grants, across 3 recipients

Innovation & Sustainability Grants

Buchanan Kickstart to Career

Michigan Gateway Community Foundation

Geographic area: Buchanan

Total students enrolled: 838

Objective: Improve technological infrastructure

SUSTAINABLE TECHNOLOGY

Since 2018, the program Buchanan Kickstart to Career has supported every Buchanan kindergarten student with a $50 seed deposit and provided ongoing incentives and opportunities for families to contribute. However, managing seven years of growing student account data within a single Excel spreadsheet created significant administrative strain and limited the program's ability to deliver key services. With grant funds, the program will transition to Foundant's CSuite software, which will consolidate all student account data, generate accurate reports and statements, and provide families with secure online access to balances and deposit history. This will also open the door to one-time and recurring electronic deposits, making participation more accessible.

STAFF CAPACITY

A portion of the grant will also support the hiring of a part-time staff member dedicated to the Kickstart program. With staff capacity previously limited to one person juggling multiple responsibilities, this added support will enhance school and family engagement and expand community partnerships.

Cass City Promise

Cass City Promise

Geographic area: Cass City and thumb of Michigan

Total students enrolled: 979

Objectives: Expand donor base; link stewardship and saving; offer new financial education opportunities

DONOR WALL

A portion of Cass City Promise's grant supported a permanent donor recognition wall, "Friends of the Cass City Promise," at the high school. The wall was also displayed on a float at the Cass City Freedom Festival.

PLANTING DAY AND COMMUNITY SERVICE

Cass City Promise will also use funds to launch a Tree Planting Day in spring 2026, bringing together students and volunteers to plant groves of trees throughout the community and apply the important concept of nurturing to their savings accounts. This process will involve recruiting volunteers, ordering tools, and tying to student curriculum. Beyond this event, funds will also help extend the variety of community service opportunities for students in grades 7–12 by purchasing equipment and supplies for service projects beyond current fall cleanup activities.

MONEY SMART CURRICULUM

The program will also implement the FDIC Money Smart curriculum for a variety of age ranges to increase student, family, and entire community participation. Beyond students, Cass City Promise will offer FDIC Adult Money Smart workshops for parents and other community members to support intergenerational financial empowerment.

Cass Kickstart to Careers

Cass Kickstart to Careers

Geographic area: Cassopolis

Total students enrolled: 374

Objective: Improve software and data management

SCALING-UP SOFTWARE

After seven years of student participation from transitional kindergarten through grade 5, Cass Kickstart to Careers had amassed more than 54,000 cells of student deposit data in Excel. Grant funding will enable the program to transition this data to VistaShare's Outcome Tracker Software, laying the foundation for stronger security and efficiency. This platform will also allow the program to introduce portal access, giving parents and guardians real-time visibility into account activity and educational resources. It is estimated that this investment will directly replace 40-60 hours per year of manual bank transfers performed by volunteers, ensuring all student accounts can be accurately imported and managed within a single, reliable platform.

Flourishing for the Future

Urban Neighborhood Initiatives

Geographic area: Southwest Detroit

Total students enrolled: 230

Objectives: Expand community outreach; build staff capacity

THE NEED FOR OUTREACH

Flourishing for the Future was established to help families in Springwells, Southwest Detroit, build long-term financial, educational, and career readiness pathways for their students. After assuming full responsibility for the program in 2024, Urban Neighborhood Initiatives (UNI) recognized the need for deeper, more intentional outreach to families. The program identified that many families in its area face mistrust of banking systems, language barriers, and uncertainty about how Children's Savings Accounts work; however, limited staff capacity constrained the ability to address these. Grant funds will support hiring a part-time outreach and engagement coordinator dedicated exclusively to engagement, enrollment, and relationship-building. This new position will aim to provide bilingual communication, direct family support, and on-the-ground trust-building, particularly for families unfamiliar with financial systems.

The Coordinator will also expand workshops focused on financial literacy, career exploration, and postsecondary readiness, co-facilitating sessions with UNI's postsecondary education director. These hands-on sessions will be designed to make long-term planning approachable and culturally relevant — creating a more equitable future for Southwest Detroit families.

HERizons

Alternatives For Girls

Geographic area: Detroit

Total students enrolled: 61

Objective: Establish an opt-out model; engage families; streamline internal operations

EXPANDING ACCESS

With grant support, HERizons will successfully transition its Children's Savings Account structure from a limited opt-in model to a more equitable, opt-out approach, automatically enrolling 529 eligible scholarship accounts. The program will also utilize funds to re-engage alumni who left the program with active accounts but may not have used their funds through structured check-ins, college persistence coaching, and a new digital withdrawal process.

FAMILY ENGAGEMENT

Grant resources will also support a milestone-based incentive model tied to student and family participation benchmarks. The program will implement activities such as Monthly Deposit Days, bi-monthly Parent Learning Circles, and Family Fun Nights to engage both students and their parents.

SUSTAINABLE OPERATIONS

Beyond external engagement, grant funds will help the program digitize enrollment and withdrawal forms, strengthen internal tracking methods, and create an internal Children's Savings Account Operations Toolkit to document processes and ensure program continuity.

KickStart to Career Barry County

Barry Community Foundation

Geographic area: Barry County

Total students enrolled: 5,688

Objectives: Incentive deposits to re-engage older students

ENGAGING HIGH SCHOOLERS

As its earliest cohorts reach high school, KickStart to Career Barry County is using grant funds to deepen engagement with older students by introducing the KickStart to Career Early Scholarship: a two-part incentive designed to help students reflect on their future goals and plan for education after high school. In September 2025, high schoolers completed a beginning-of-year application focused on individualized goal-setting. In spring 2026, they will submit a year-end reflection evaluating their progress. Students who complete both steps will receive a $25 deposit directly into their KickStart accounts. In addition to the deposits, grant funds will go toward administrative needs for launching and piloting the program at scale, including coordination with school counseling teams, application management through the website and social platforms, and accurate participation tracking.

MEASURED OUTCOMES

This inaugural cohort of scholarship participants will serve as a long-term control group for future analysis, providing a baseline for measuring engagement. Ideally, the incentive will be repeated annually to help older students re-engage with their accounts as they prepare for graduation.

KickStart to Career Muskegon County

Community Foundation for Muskegon County

Geographic area: Muskegon County

Total students enrolled: 15,272

Objective: Improve database and technological infrastructure

DATABASE UPGRADES

KickStart to Career Muskegon County will utilize grant funds to address the limitations of their digital database. Previously, staff struggled with their system's difficult navigation, reporting issues, and inconsistent data outputs. Funding will help the program pilot, adapt, and implement the Foundant CSuite database for both KickStart to Career Muskegon County and its affiliate, KickStart to Career Mason County. This includes staff training, finalizing a new functionality plan, mapping and migrating all account data from Outcome Tracker, and ensuring compatibility with systems like PowerSchool.

After transferring all existing data and onboarding staff to the new platform, KickStart to Career Muskegon County will begin using the new system in real time, monitoring improvements in workflow, reporting, and data accuracy. Throughout implementation, staff will log successes, challenges, and recommendations to share with other Children's Savings Account programs.

Lansing SAVE

City of Lansing Office of Financial Empowerment

Geographic area: Lansing

Total students enrolled: 7,982

Objectives: Engage students via interns; expand access to IEP students

STUDENT INTERNS

Lansing SAVE will utilize grant funds to expand its current youth intern model across all three district high schools. Originally piloted with one high school student intern last year, this peer-led approach dramatically increased student engagement, collecting 65 surveys in just three months through presentations and lunch-hour outreach. With grant support, Lansing SAVE will expand this program to hire and train two additional high school student interns at other schools across the district.

ENGAGING STUDENTS WITH IEPS

Lansing SAVE's grant funds will also help expand the responsibilities of their existing community navigator to address accessibility gaps for students with Individualized Education Plans (IEPs). The navigator's hours will increase from 10 to 30 per week, enabling dedicated coordination with IEP case managers, special education teachers, and community disability-support organizations, as well as students and their families. The program will develop accessible materials that outline the benefits of Children's Savings Accounts specifically for IEP students, along with resource mapping tools and an annual accessibility-focused event for students with disabilities and their families.

Lapeer Education Attainment Fund (LEAF)

Lapeer County Community Foundation

Geographic area: Lapeer County

Total students enrolled: 5,750

Objective: Inspire saving via health incentives

INCENTIVES FOR HEALTH MILESTONES

LEAF's grant funds will help build and facilitate a cross-sector working group committed to bridging health and financial opportunity by offering savings incentives for reaching health and wellness milestones. To execute this, LEAF will convene public health agencies, healthcare providers, and school district leaders to co-design an integrated model that addresses the county's health disparities and encourages families to engage with health providers while building up their Children's Savings Accounts.

Working alongside health partners, LEAF will codify specific wellness indicators that could be eligible for deposits — such as well-child visits, dental checkups, mental health screenings, and participation in nutrition education programs — and create a structure for rewarding students and families when milestones are met. Grant dollars will enable LEAF to test pilot early incentive concepts with a sample group of students and families, ensuring strategies are feasible and culturally responsive. By the conclusion of this pilot period, LEAF aims to produce a formal program design and incentive model, advancing a scalable, health-integrated Children's Savings Account approach across the region.

Storrs Family Harbor Beach Children's Savings Account

Huron County Community Foundation

Geographic area: Harbor Beach

Total students enrolled: 530

Objectives: Establish community awareness; offer additional deposits and incentives; streamline processes

INCREASING AWARENESS

As a new initiative, the Storrs Family Harbor Beach Children's Savings Account program faced a critical need for foundational community awareness. To address this, the program will apply grant funds toward customizing existing materials from CEDAM's Children's Savings Account Communications Toolkit for their own program. These materials will aim to reduce parent-led opt-outs, improve understanding of the program, and reinforce community pride and account ownership.

FAMILY EVENTS

The program will also establish family education and engagement events held alongside existing school activities, such as concerts, athletic events, and open houses. These events will allow partners to meet parents and guardians, answer questions, and build familiarity with the program.

INCENTIVES AND GRADUATION TOOLKITS

Additionally, the grant will fund several incentives designed to boost participation and savings: Donuts for Deposit Day events, a one-time $5 match for any student contribution during the 2025–2026 school year, and piggy banks for all newly enrolled students. The program will also create a graduation toolkit to help participants understand how they can access account dollars after high school.

New Program Development & Administration Grants

My Future Fund

ALLEGAN COUNTY COMMUNITY FOUNDATION

GEOGRAPHIC AREA: **Allegan County** | EXPECTED LAUNCH: **2026**

PROGRAM OVERVIEW

The Allegan County Community Foundation (ACCF) will launch My Future Fund, a Children's Savings Account program designed to strengthen long-term educational opportunity and financial stability for students across Allegan County. The initiative will begin with kindergarten students in three pilot districts: Allegan, Fennville, and Plainwell. With a formal launch on the horizon, the program has developed a logo and brand identity, aiming to establish a program persona that is recognizable and trusted within the community. The logo represents the program's spirit of possibility and future-focused support, building excitement for what's to come.

PROGRAM STRUCTURE

My Future Fund will operate as an automatic-enrollment, opt-out program with custodial basic savings accounts for each eligible student. ACCF is working with potential financial partners to ensure secure account management and countywide access. The program will also integrate age-appropriate financial education, monthly school-based engagement activities, and clear, accessible communications developed with community partners.

IMPACT

By providing families with a tangible financial resource and ongoing opportunities to learn about saving, planning, and postsecondary pathways, the program aims to build a stronger college- and career-going culture. Over time, My Future Fund's objective is to increase postsecondary enrollment and completion, reduce financial barriers that derail students, and strengthen economic mobility across Allegan County.

Promise Saves

NORTHPORT PROMISE

GEOGRAPHIC AREA: **Northport** | EXPECTED LAUNCH: **Late 2025**

PROGRAM OVERVIEW

The Northport Promise will establish Promise Saves, a new Children's Savings Account program to strengthen college and career readiness for all students in Northport Public School. As an extension of its long-standing scholarship program, the Promise will partner with TBA Credit Union and Northport Public School to introduce savings accounts beginning in kindergarten. This effort will aim to make the idea of postsecondary education more tangible for students, especially in a district where 75% of students are economically disadvantaged. By building on its nearly 20-year track record and strong community support, the Promise will create an early, visible on-ramp to future scholarships and opportunities.

PROGRAM STRUCTURE

Promise Saves will operate as an opt-out model, with each student receiving a basic savings account and an initial seed deposit. TBA Credit Union will offer student-friendly banking and financial literacy programming, while the Northport Promise and school district will shape shared policies, oversee data tracking, coordinate family engagement, and integrate financial education throughout the K–12 experience.

IMPACT

Bringing together families and stakeholders, Promise Saves aims to foster a long-term culture of financial readiness and postsecondary planning for Northport students. The program's goal is to increase college and training enrollment, improve economic mobility, and serve as a scalable model for other small, rural communities.

Foundational Planning for Southeast Michigan

ROMULUS INVESTMENT IN SAVINGS EDUCATION (RISE)

During the 2024-25 academic year, the City of Romulus worked to design a program that would serve as a city-wide Children's Savings Account initiative to expand economic opportunity and long-term stability for Romulus students. The program, Romulus Investment in Savings Education (RISE), would combine universal savings accounts with financial education, family engagement, and community collaboration. By creating a supportive savings ecosystem for both students and families, the program would aim to boost postsecondary readiness, increase long-term savings, and improve economic mobility for families throughout Romulus.

The City of Romulus was awarded a New Program Development & Administration Grant from the Michigan Department of Labor & Economic Opportunity and CEDAM. The City applied this grant toward the planning steps to build a base structure for the program, including prospective account structuring, processes, and partner outreach. Due to unforeseen circumstances, RISE's program launch has been put on pause. We're hopeful that they will be able to implement this program or a similar offering in the future.

Progress Report

Stronger Network, Brighter Horizons

Michigan Children's Savings Account Network Progress Report, 2024-25

2024-25 at a Glance

- 66,363 total students enrolled in Children's Savings Accounts statewide
- 16 total programs actively enrolling students during the 2024-25 academic year, up from just three programs when the Network was founded in 2017
- 12,203 total new accounts opened during the 2024–25 academic year
- $695,892 total value of private savings deposited, network-wide
- $4,312,094 total value of public savings held by programs (contributed by community organizations and partners to students' accounts), network-wide
- 34% average all-time participation rate, across all programs
- $84.48 average student account balance

Year-Over-Year Growth

- 6,649 increase in total students enrolled, up by 11% from the 2023-24 academic year
- 24% increase (+$428,175) in total initial "seed" deposits across all programs
- 11% increase (+$419,890) in public savings across all programs since the 2023-24 academic year**
- 32% increase in private savings (+$166,690) across all programs since the 2023-24 academic year
- 82% increase (+$3.5 million) in total statewide endowment across all programs since the 2023-24 academic year

Grants and Funding

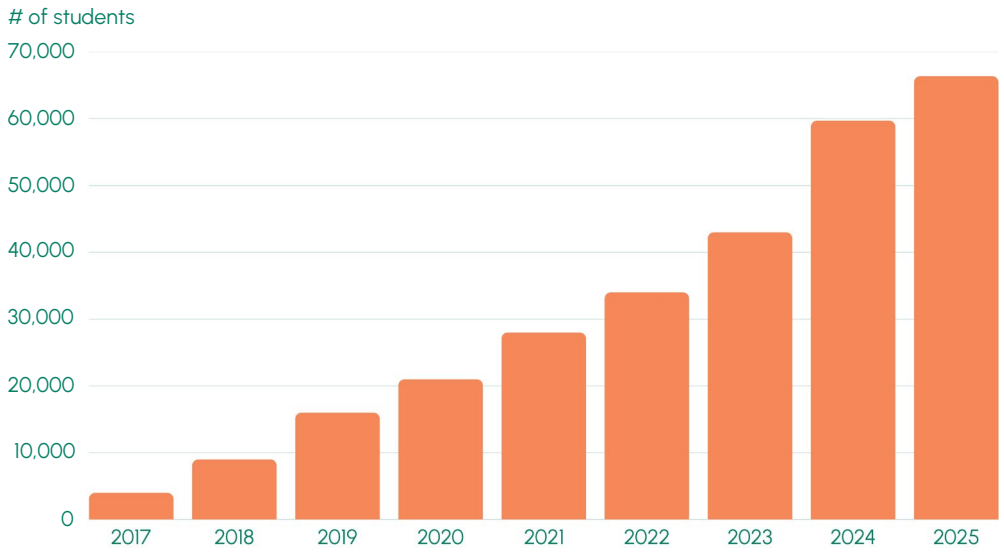
- The Michigan Department of Labor and Economic Opportunity (LEO) and CEDAM awarded $1 million to 13 grant recipients to expand economic opportunities for children across the state through Children's Savings Account programs
  - $466,353 in Innovation & Sustainability Grants awarded to 10 recipients
  - $650,475 in New Program Development & Administration Grants awarded to 3 recipients
- $400,595 total value of funding raised across all programs during the 2024-25 academic year***

**Active accounts are defined as those that received a deposit or earned an incentive during the 2024-25 school year. This definition was clarified after the 2023-24 academic year, which may present distortions in year-over-year activity.*

***Total value of public savings includes initial deposits. 2023-24 metrics were updated to include initial deposits to ensure an accurate comparison.*

****Year-over-year comparisons may reflect a distorted decrease in total fundraising dollars. This is due to one program receiving a large one-time gift in 2023–24, which was not repeated in 2024–25.*

Enrollment Growth



OUR "QUICK SIX" IMPACT METRICS:

66,363
students enrolled across all programs

$2,214,890
in total initial "seed" deposits added to students' accounts upon opening, across all programs

$695,892
in total private savings (contributed by students and their parents/guardians to their own accounts), across all programs

$4,312,094
in total public savings (contributed by community organizations and partners to students' accounts), across all programs

$7,795,251
in total statewide endowment, across all programs

$4,164,508
in total program assets beyond endowments, such as donations and/or reserve funds