



Administered by the State of Wisconsin Department of Financial Institutions, the Wisconsin 529 College Savings Program works to increase awareness of Wisconsin's 529 College Savings Plans — Edvest & Tomorrow's Scholar — by engaging with residents, service providers, employers, and municipalities to help them understand how saving even a small amount with a 529 plan can positively impact a child's higher-education aspirations and reduce their debt burden.

## PARTNER WITH THE WISCONSIN COLLEGE SAVINGS PROGRAM

### 529 PLAN FAST FACTS



Funds saved in a Wisconsin 529 plan can be used at any accredited college, university, technical school, or apprenticeship programs.



Qualified education expenses include tuition, room and board, books, fees, supplies, computers, and more.



Money is contributed post-tax, but earnings grow tax-free and withdrawals are free from state and federal taxes when used for qualified expenses.



Wisconsin residents can claim a tax deduction of up to \$3,860 per beneficiary on contributions made to a WI 529 plan (2023 tax year).



Students with even \$500 set aside for higher education are 3x times more likely to attend college and 4x more likely to graduate than those without.

### WAYS TO PARTNER



Talk about **saving for higher education** with the clients, residents, patients, partners, and families you interact with.



**Distribute Edvest literature** in resource areas or packets at schools, libraries, churches, hospitals, events, etc - we provide the materials!



**Invite us to your events** - in person or virtual - where we can talk with families about developing a higher education savings strategy.



Find out if employers in your area offer **Edvest at Work** as a free financial wellness benefit.



**Connect us to your community partners** - hospitals, schools, service providers, funders, churches - who want to see local youth achieve higher education.



Consider **funding accounts** for families you serve - \$25 is all it takes to open an Edvest 529 account.

### LEARN MORE & CONTACT US

[www.dfi.wi.gov](http://www.dfi.wi.gov) (Educational Services)  
[CollegeSavingsProgram@dfi.wisconsin.gov](mailto:CollegeSavingsProgram@dfi.wisconsin.gov)

529  
**EDVEST**

TOMORROW'S SCHOLAR®  
529 Plan

*"Higher education is an investment in my children, not only in terms of monetary returns, but it will make my children better citizens, and enrich their personal lives. Edvest will make their college lives more affordable, and academically successful."* - Yuhan, Edvest Account Owner