

The  
**ABC's**  
of **529s**



Sponsored By:

**EDVEST**<sup>SM</sup> 529

Your Partner in Saving for Higher Education

Dear Parents & Caregivers,

This book is brought to you by Edvest 529, Wisconsin's direct-sold college savings plan. Administered by the State of Wisconsin's Department of Financial Institutions, Edvest 529 has been **helping families save for higher education for more than 25 years.**

By coloring these pages, kids can imagine themselves in exciting career opportunities from A to Z.

You can help them achieve their dreams by:

## **1 Saving money for their future education expenses in the Edvest 529 College Savings Plan.**

Research suggests that students with even a small amount of money saved for their future education (\$1 to \$499) are more likely to attend post-secondary education, more likely to graduate from their programs, plus they do better in high school!\*

*Say: "As a family, we are committed to helping you pursue education after high school. To have the most opportunities, it is important for you to work hard in your studies and extracurriculars. We are saving money now, so that when you graduate high school, you'll have funds to help with the cost of post-secondary education."*

## **2 Encouraging their exploration of college and career options through school, extracurriculars, and family activities.**

Everyday interactions can help your child learn about education and careers. While walking around town, point out the jobs people are doing and the education they needed to become experts in their fields.

*Say: "See that woman working on the powerlines? She went to college or an apprenticeship to learn to be a line worker. Skilled jobs require education beyond high school to learn the trade. There are also people in jobs we don't see, like engineers, who help get the power from one place to another."*

## **3 Talking to your children about their interests and plans for the future.**

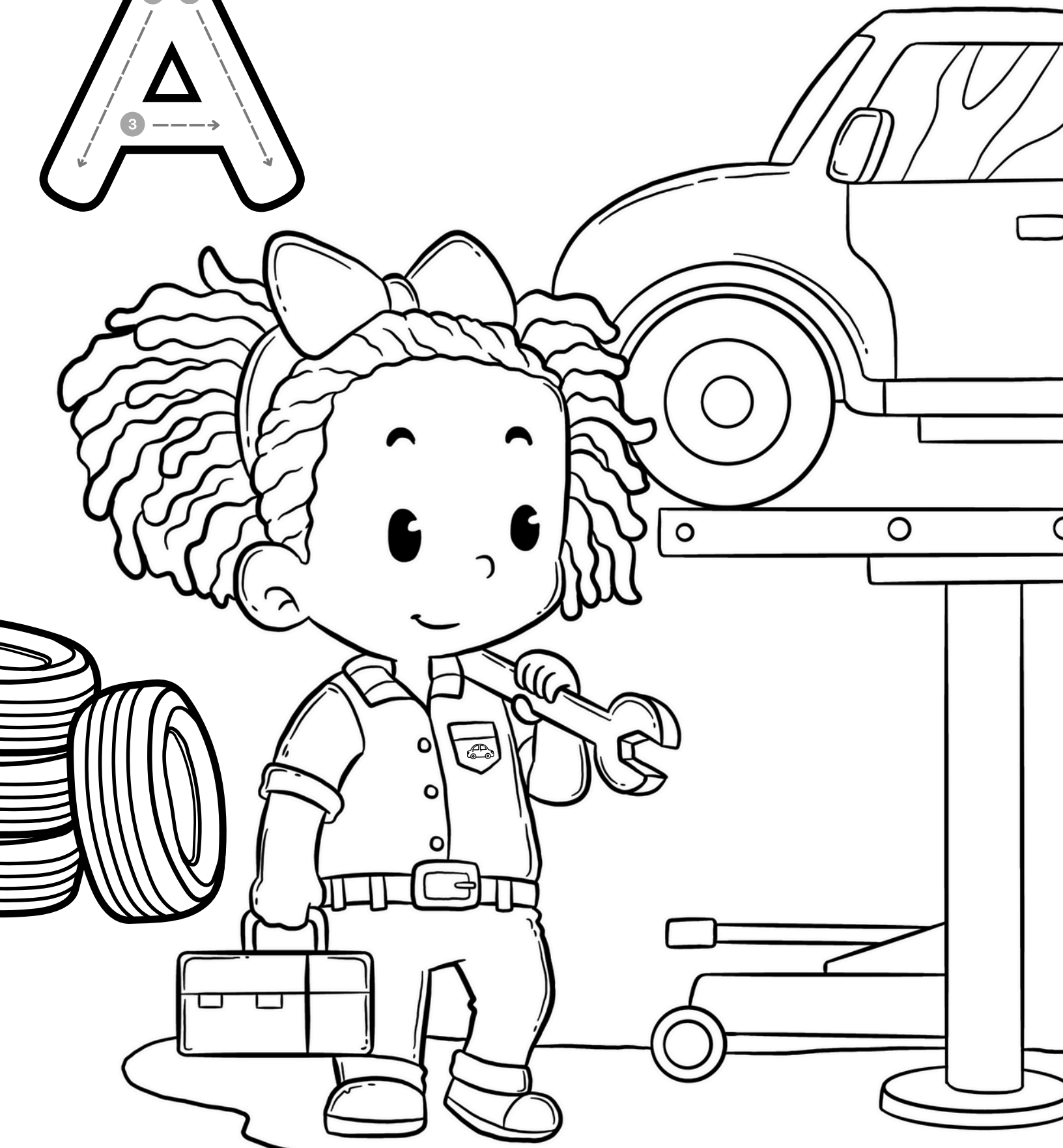
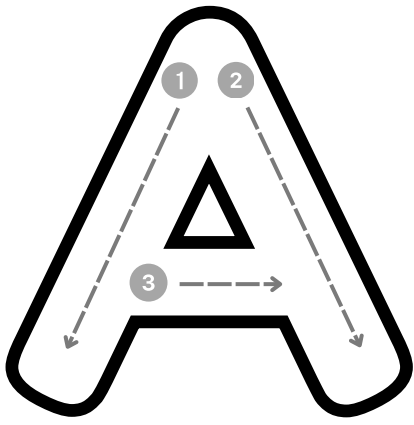
What does your child love to learn and do? Many children dream of becoming professional sports or entertainment stars. One way to reframe that conversation is to foster an understanding of the many skills and careers in these industries that support the superstars.

*Say: "I know you love soccer. Did you know that to support one superstar, like Lionel Messi on the field, there are probably hundreds of other people in different types of jobs? Everything from Sports Medicine to Marketing are part of making professional soccer players succeed. Let's research the different types of jobs in the sports industry to learn more about it."*

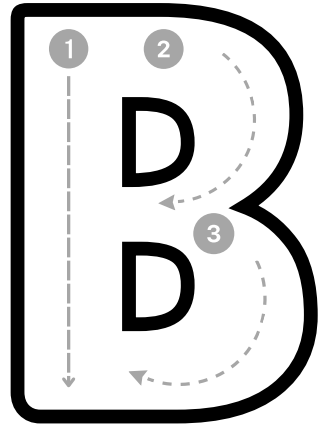
**Learn more about saving  
for college and career  
training with videos,  
webinars, and FAQs at  
[www.Edvest.com](http://www.Edvest.com).**



\*Source: Assets and Education Initiative (AEDI). (2013). *Building Expectations, Delivering Results: Asset-Based Financial Aid and the Future of Higher Education*. In W. Elliott (Ed.), *Biannual report on the assets and education field*. Lawrence, KS.

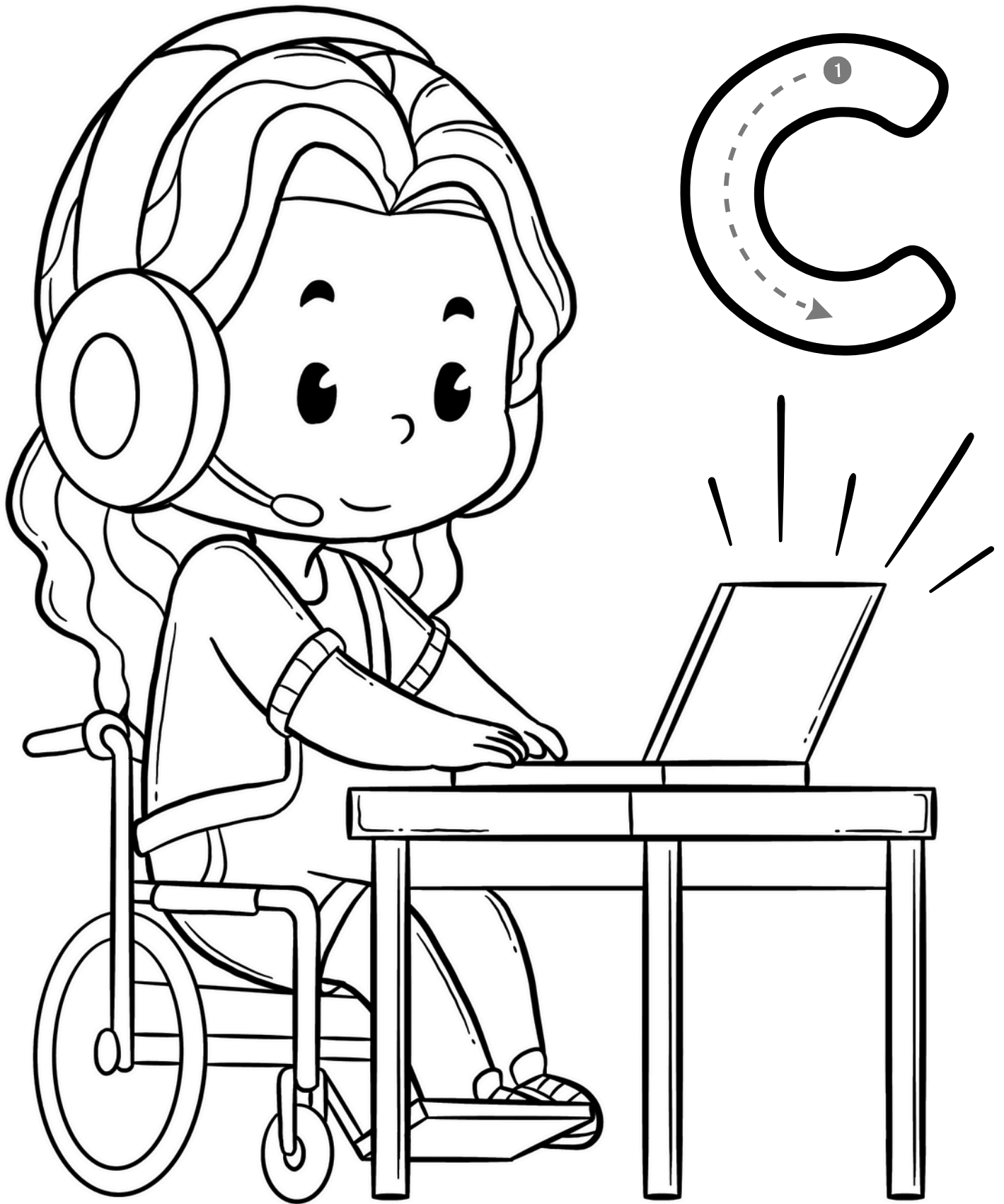


Automotive Technician

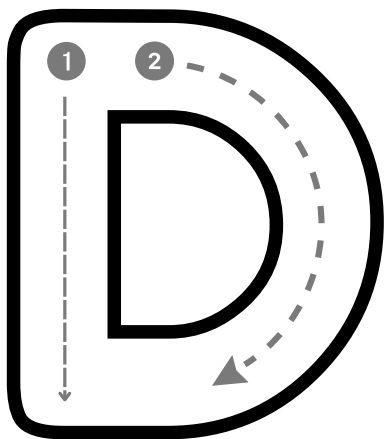


B i o l o g i s t

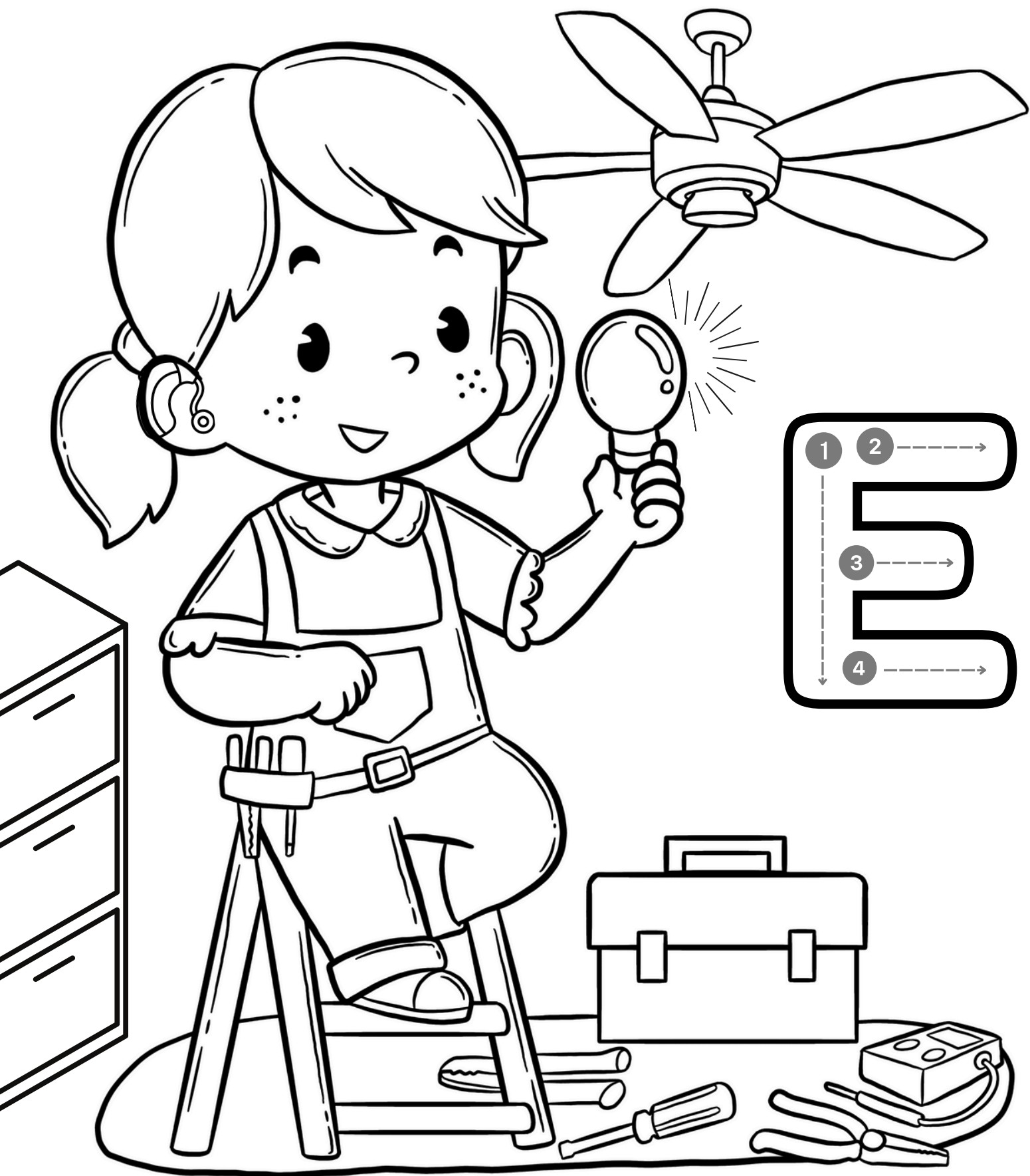




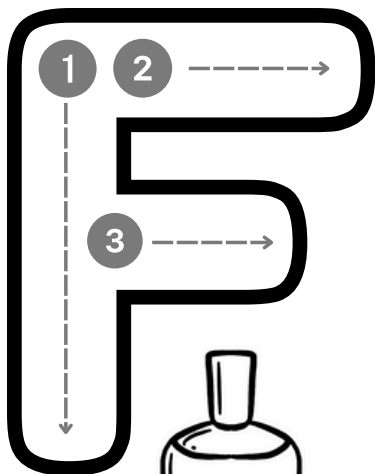
Computer Scientist



Dentist



Electrician

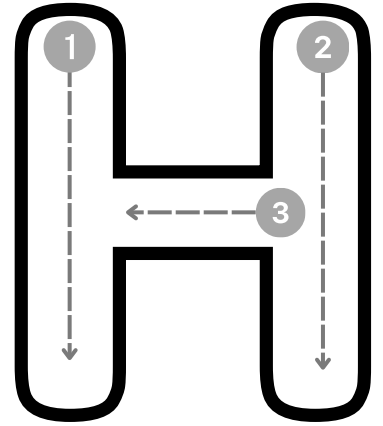


Fashion Designer





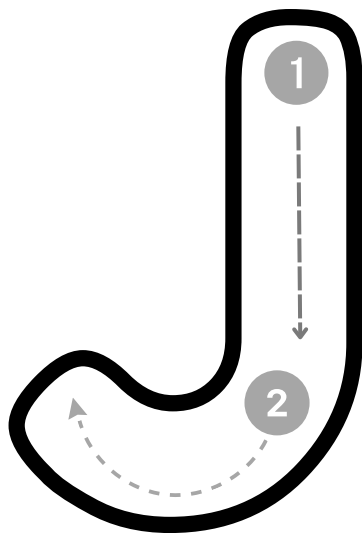
Geologist



historian

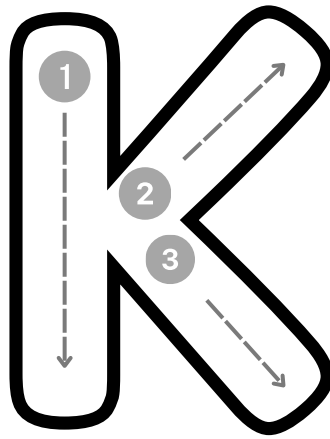


I Support Specialist

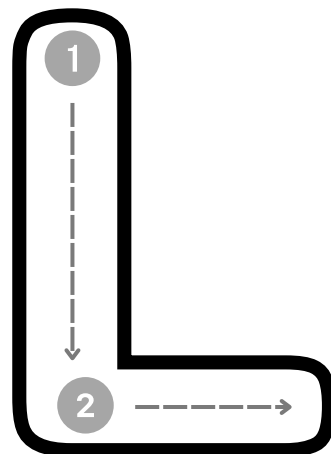


Judge

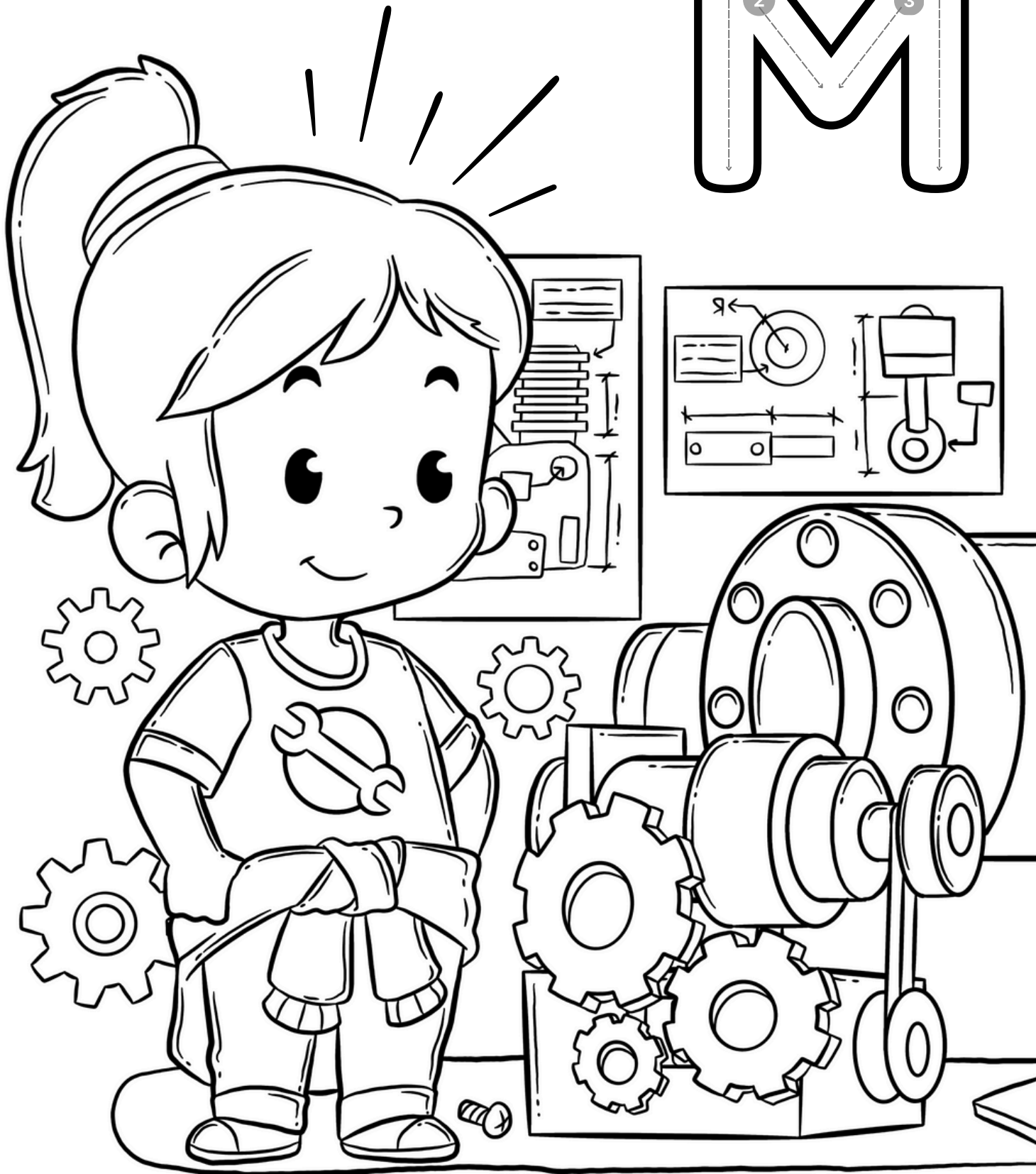




Kinesio logist

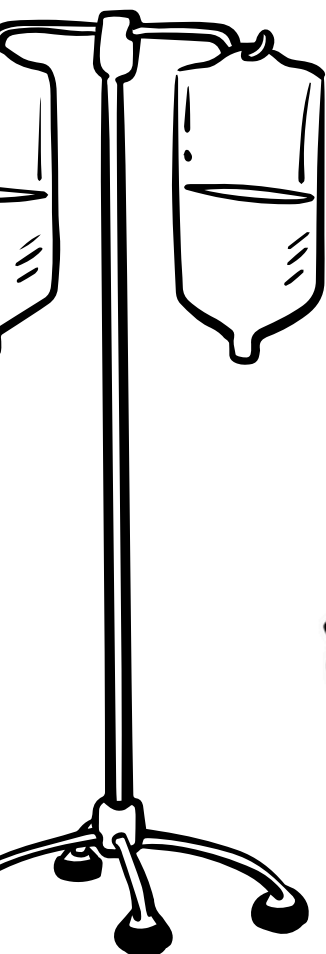


Librarian



Mechanical Engineer

N



Nurse

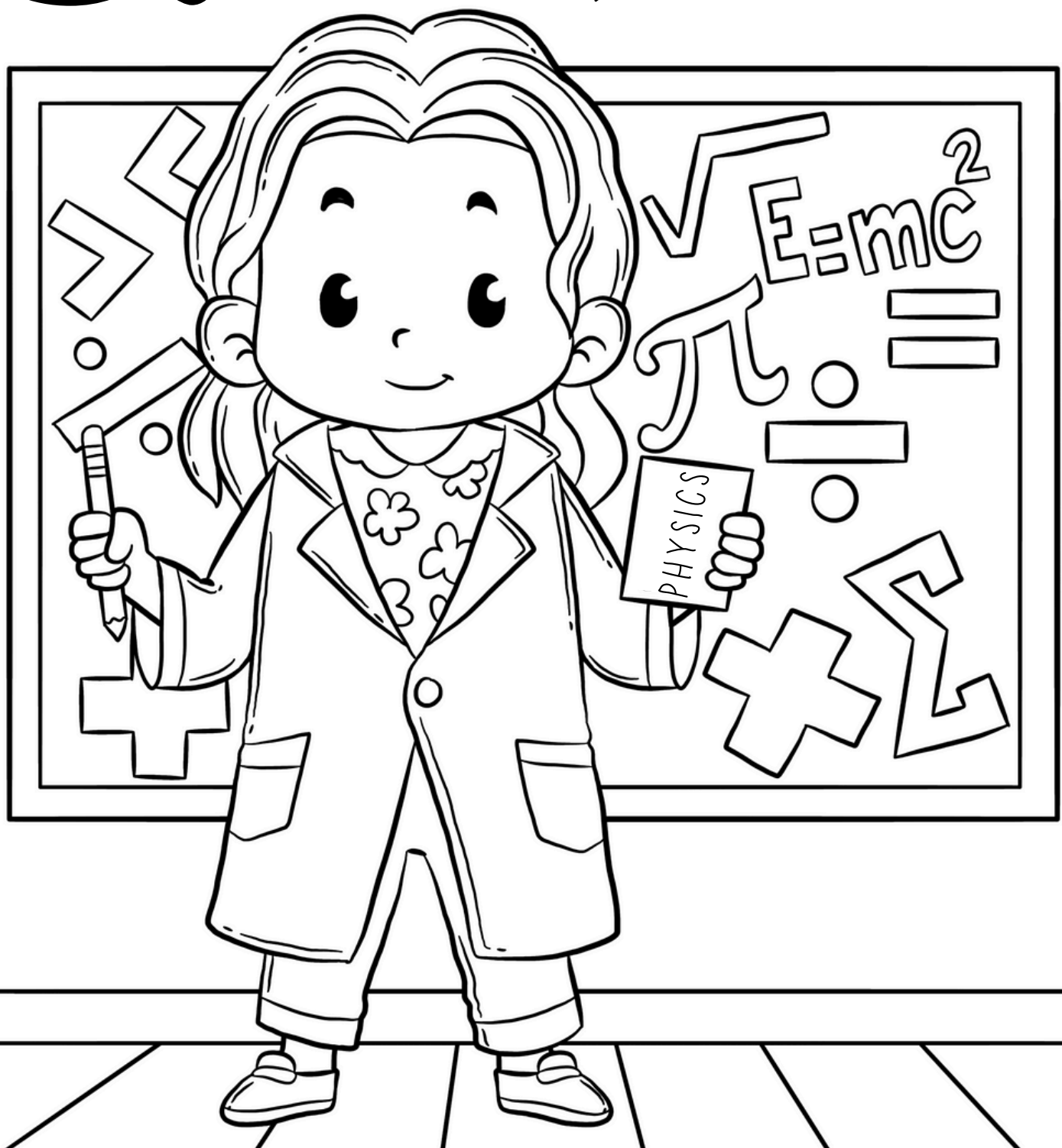
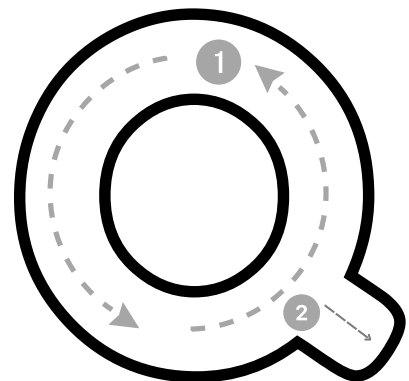




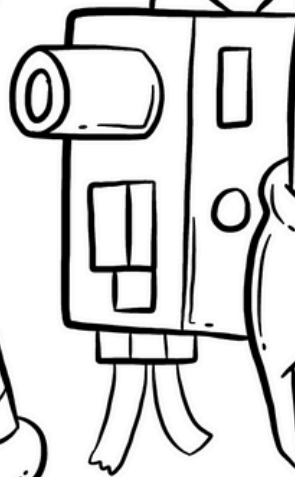
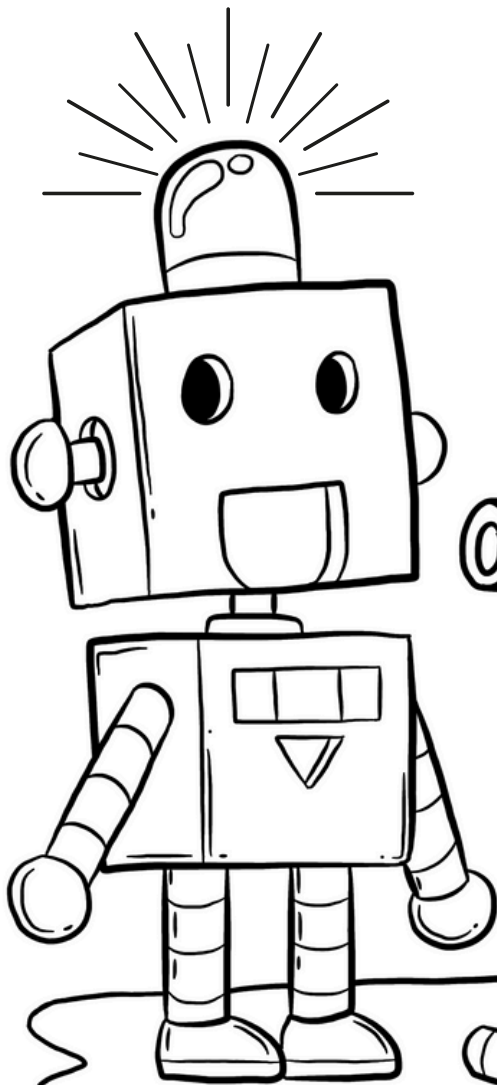
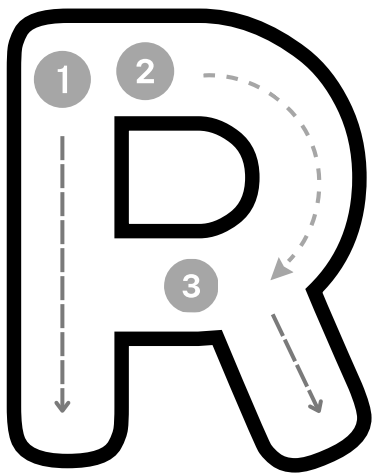
Operations Manager



Plumber

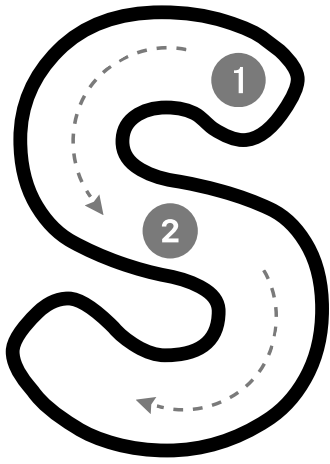


Quantum Physicist



Robotics Engineer

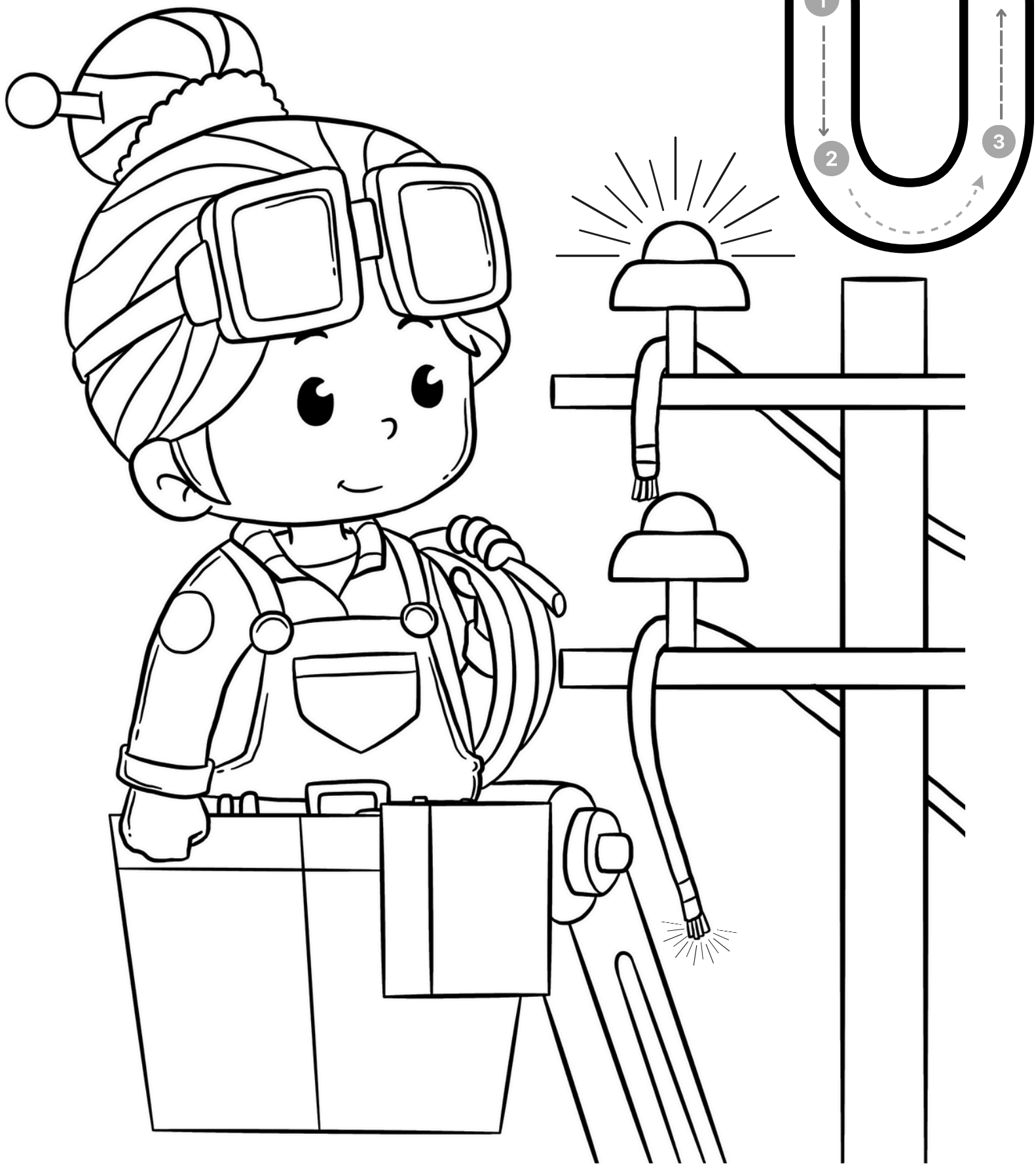




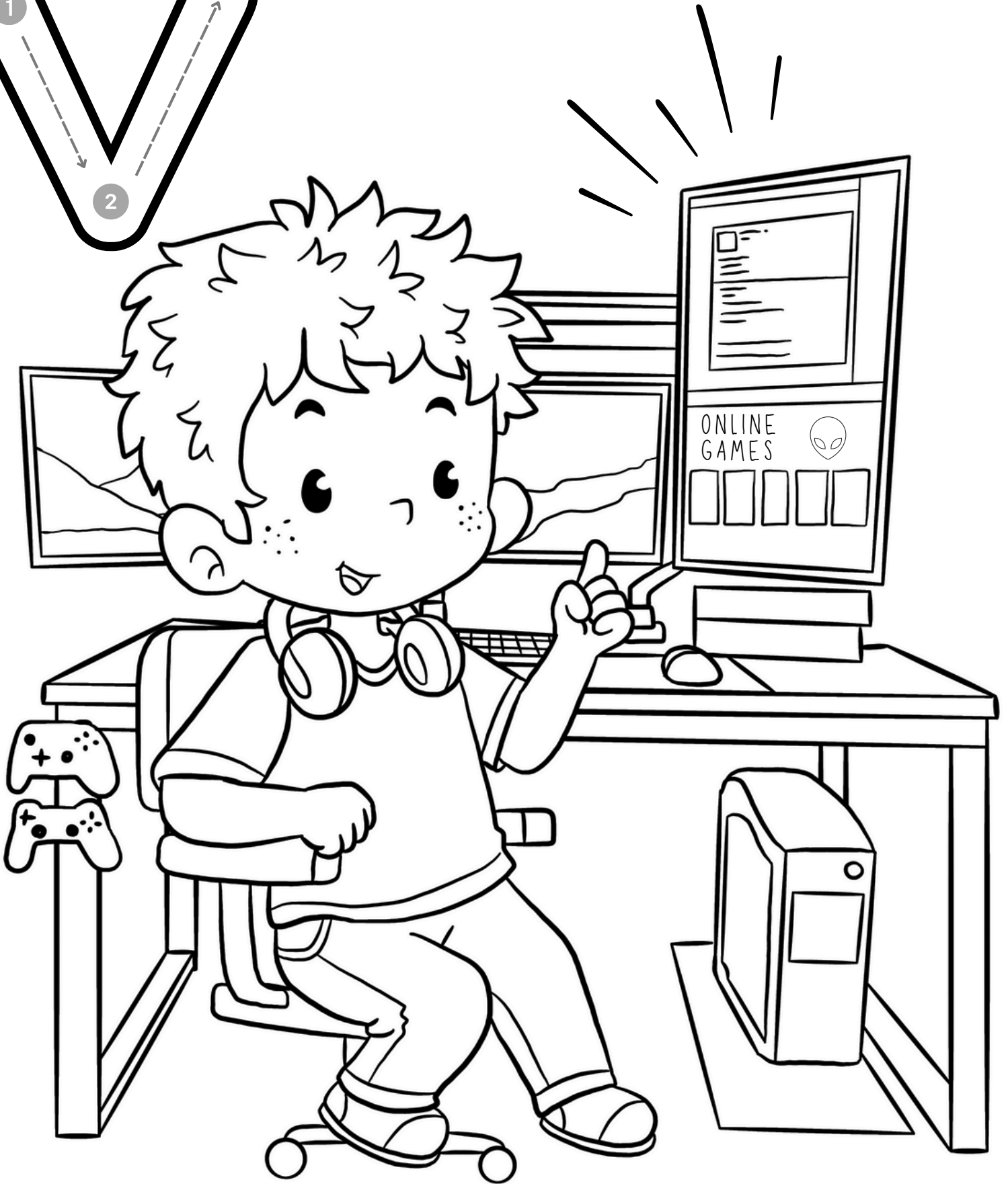
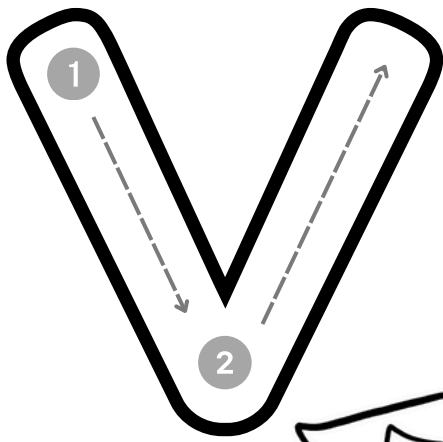
Sports Agent



Teacher

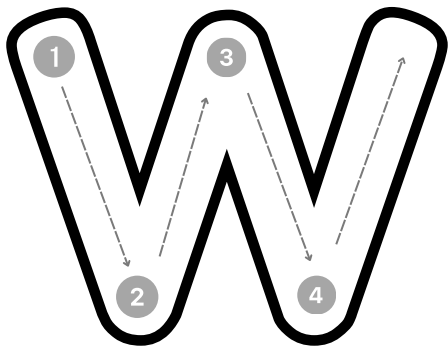


Utility Worker



Video Game Designer





Writer

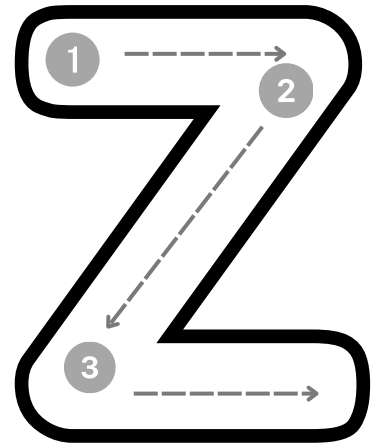


X-Ray Technician





Yacht Captain



Zoologist

We hope you enjoyed coloring The ABCs of 529s!

Learn more about how to make today's dreams become tomorrow's reality through the Edvest 529 College Savings Plan.

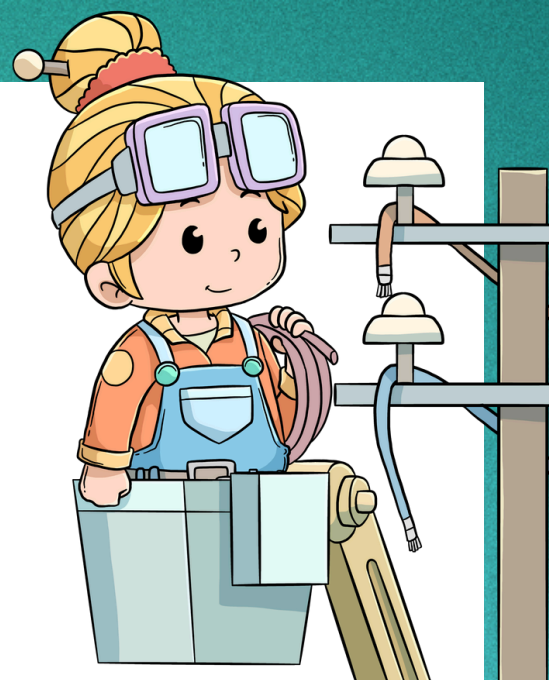
Videos, webinars, and FAQs at [www.Edvest.com](http://www.Edvest.com):



**To learn more about Wisconsin's Edvest 529 College Savings Plan, its investment objectives, risks, charges and expenses see the Plan Description at [Edvest.com](http://Edvest.com). Read it carefully. Investments in the Plan are neither insured nor guaranteed, and there is the risk of investment loss. Prior to investing, check with your home state to learn if it offers tax or other benefits such as financial aid, scholarship funds or protection from creditors for investing in its own 529 plan. If the funds aren't used for qualified higher education expenses, a federal 10% penalty tax on earnings (as well as federal and state income taxes) may apply. Consult your legal or tax professional for tax advice.**

TIAA-CREF Individual & Institutional Services, LLC, Member FINRA, distributor and underwriter for the Edvest 529 College Savings Plan. FGN-3645953PR-E0724P

# The ABC's of 529's



## Imagine yourself in exciting career opportunities from A to Z!

You can achieve your dreams by:

- Working hard in school and trying out new interests.
- Exploring college and career options through school, extracurriculars, and family activities.
- Saving money for future education, and asking your family to start a 529 College Savings Plan for you!

## What is a 529 College Savings Plan?

A 529 Plan is a tax-advantaged savings and investment account designed specifically to help individuals and families save for future education expenses. You can pay for tuition, fees, books, supplies, and more at eligible schools nationwide and many schools abroad.

## Benefits of Saving with the Edvest 529 College Savings Plan:

1. A **tax-advantaged** way to save for college and other higher education expenses.
2. **Wisconsin state income tax deduction** for Wisconsin taxpayers on contributions, subject to annual limits.
3. **Tax-deferred growth** and **tax-free withdrawals** for qualified educational expenses.
4. An account can be **opened by parents, grandparents, other family, and friends**, for any child you want to inspire to achieve their dreams through college and career training.
5. **Can be opened with only \$25 and in 15 minutes.**

Learn more about Edvest 529,  
the Wisconsin College Savings  
Plan at [www.Edvest.com](http://www.Edvest.com)



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