

# READY TO START SAVING FOR HIGHER EDUCATION? You've come to an IDeal place



## IDeal is a Powerful Tool for Idaho Families

IDeal is Idaho's state-sponsored 529 college savings program, administered by the Idaho College Savings Board, which is made up of the constitutional officers of the state.

IDeal was launched in 2001 and is enabled under Title 33, Chapter 54 of Idaho Code. IDeal is a self-supported program that receives no direct funding from the General Fund.

Anyone can open and contribute to an IDeal account for any loved one — a child, grandchild, niece, friend, or even yourself.

IDeal offers families certain financial and tax benefits<sup>1</sup> but equally important, it helps set a college-going culture in the home.

It's no secret that Idaho's college-going rate is one of our state's most critical challenges.

A 2010 study found that students with college savings accounts—regardless of the account balance—are seven times more likely to attend college.<sup>2</sup>

The IDeal program can not only help increase our college-going rates, but benefit the state of Idaho as a whole.

### IDeal at a Glance

**Total Assets**  
\$322,782,201.58

**Change in asset amount  
since 2007**  
147.44%

**Funded Accounts**  
25,781

**Change in # of accounts  
since 2007**  
76.10%

**Accounts opened in 2014**  
3,139



<sup>1</sup>Earnings on non-qualified withdrawals are subject to federal income tax and may be subject to a 10% federal penalty tax, as well as state and local income taxes. The availability of tax or other benefits may be contingent on meeting other requirements.

<sup>2</sup> 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.

**Idaho College Savings Board**

Tim Hill	Deputy Superintendent, Finance	Department of Education	1996-Present
Brian Kane	Assistant Chief Deputy Attorney General	Attorney General Office	2008-Present
Tim Hurst	Chief Deputy Secretary of State	Secretary of State	2010-Present
Meredith Hackney	Administrator, Statewide Accounting	State Controller Office	2011-Present
Jace Perry	Investment Accountant	Treasury Office- Board Chair	2010-Present
David Hahn	Financial Management Analyst Sr.	Governor Appointee - Department of Financial Management	2014-Present

**Staff/ Counsel**

Julie Weaver	Deputy Attorney General	Attorney General Office- Legal Counsel to Board	2006-Present
Travis Schaat	Program Administrator	Secretary to the Board	2013-Present
Christine Stoll	IDeal Executive Director	Executive Director	2013-Present

*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. Ascensus Broker Dealer Services, Inc. (ABD) is Distributor of IDeal.*

*If you are not an Idaho taxpayer, consider before investing whether your or the beneficiary's home state offers any state tax or other benefits that are only available for investments in such state's qualified tuition program.*

IDeal is administered by the Idaho College Savings Program Board (Board). ABD, the program manager, and its affiliates, have overall responsibility for the day-to-day operations, including investment advisory and recordkeeping and administrative services. 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 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.

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.

**Not FDIC-Insured (except for the Savings Portfolio). No Bank, State or Federal Guarantee. May Lose Value.**

**For more information, contact  
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