

UNITED WAY OF METROPOLITAN DALLAS

DOLLARS FOR COLLEGE

Greg Mangum
Vice President, Economic Mobility

January 2025



Aspire United 2030 Goals

United Way has collaborated with a broad spectrum of community partners to develop a set of 10-year goals to drive transformative change and advance racial equity in the areas of education, income and health. To achieve this aspiration, we will focus on three key levers to drive progress in North Texas.

EDUCATION

50%

Increase by 50% the number of North Texas students reading on grade level by third grade



INCOME

20%

Increase by 20% the number of North Texas young adults who earn a living wage, adding nearly \$800M in wages per year to the economy



HEALTH

96%

Increase to 96% the number of North Texans with access to affordable health care insurance.





DOLLARS FOR COLLEGE

- Today's K-12 students need a post-secondary credential or degree to qualify for good-paying jobs with career advancement.
- Dollars for College is a children's savings account program that provides low- and moderate-income families access to a trusted and low-cost way to build savings for their child's college education.
- The program provides an initial deposit of \$50 plus incentives to encourage family deposits.
- Savings can be used to help pay for educational expenses for community college, vocational training, or a four-year university.



DOLLARS FOR COLLEGE

- Partnerships with schools and community organizations help parents understand the value of postsecondary education for their child
- Currently, there are 1,044 Dollars for College accounts, with total deposits of \$403,000.
- “I truly believe that the gift of a college education is an investment that will last a lifetime and can open the door to a world of opportunities for my child. That’s why my family and I chose to take full advantage of the Dollars for College program while my daughter was in Pre-K, so that we can get a head start in preparing for her future.” - Monique Kimbrough, parent of student at Belt Line Elementary (Lancaster ISD)

THANK YOU!