



MinneKIDS Act

Career and College Bound Hennepin: MinneKIDS Local Affiliate Blueprint

Our Why?

When a child is born, every parent has incredible hope for their future. They believe that their child will have opportunities that they did not have. They hope that their child will have a future that is safe, happy, healthy, and prosperous. Unfortunately, many parents realize all too quickly that their children face many barriers including entrenched racism, wealth inequality, and educational opportunity gaps.

In Hennepin County, we want all parents' early hope in their children to be sustained and nurtured. We want our families to believe in their child's future and know that the people of Hennepin County are invested in their child from birth to career. A Children's Savings Account (CSA) program is a tool for creating the tangible hope families need to build a brighter future for their children and a more equitable future for Hennepin County.

Hennepin County is the most populous county in Minnesota, with over 1.2 million residents. 22% of Hennepin County residents are under the age of 17 and 17% of families live in poverty. Hennepin County ranks 86th in high school graduation in the state, with declining post-secondary enrollment.

We believe that families in Hennepin County deserve better. Research shows that students with as little as \$500 saved in a Children's Savings Account are three times more likely to enroll in college and four times more likely to graduate from college than their peers without a Children's Savings Account. **Students with a savings account are up to seven times more likely to attend college** than those without.

Also, families who own assets are more likely to be more future-oriented and have higher expectations for their futures (Lombe, Nebbitt, & Buerlein, 2007) as well as the futures of their children (Zhan & Sherraden, 2003). Recent research from San Francisco's Kindergarten to College program shows a 12% increase in college attendance among underrepresented students with a CSA, compared with students without a CSA.

Providing kids, youth, and families in Hennepin County with the skills and tools for career pathways and financial stability is no small feat. We must do everything possible to expand access to post-secondary education and career training in Hennepin County, starting with creating a CSA for every baby born in our county, and building systems and programs to engage families in planning for their child's future.

Community Goals

Vision: All kids, youth, and families, regardless of race, culture, immigration status, income, religious identity, gender identity, sexual orientation, or disability, will have increased aspirations for their future and gain greater access to postsecondary education and career training due to our community's investment in their future.

Values: Equity, Social Justice, Equal opportunity, Community, Leadership

Goals:

1. **Transform families' financial capability to prepare their kids for careers or college by building savings.** Empower youth and families to achieve their future goals through college access programming, future planning, and financial education.
2. **Promote financial freedom for all Minnesotans regardless of income level or identity.** Address barriers that marginalized students face in career and college pathways.
3. **Empower all Minnesotans with financial education and access to savings and assets from birth.** Leverage children's savings accounts to cultivate career- or college-bound identity in youth and families to increase educational achievement.
4. **Foster community among families throughout the CSA lifecycle for increased synergy, learning, and engagement.**

Letter from Thaddeus Lesiak, Co-Chair

Career & College Bound Hennepin & Coordinator, Family Resource Center Minneapolis Public Schools

I remember those Saturday mornings sipping my coffee and reading the paper. I'd watch my kid kneeling, elbows deep in the bin of Legos and searching for something. It's a particular noise that hundreds of Lego pieces make rustling together. After tossing back a few wrong ones, they finally find the piece they're looking for - a medium red base plate - and turn their attention back to building.

Sometimes I think about the resource guides that we flip through when working with families like that bin of Legos. Each resource is a brick trying to help a family and kid build a structure to support their success and reach their dreams. Some programs/bricks are the long 2x10 pieces, which are critical to a strong supportive wall - like health coverage; while others like the after school cardboard class are the small trees that bring beauty and definition to life's construction project. Many families that come to us have a bag of resources (Legos), big or small. Sometimes a jumbled mess, with pieces that don't fit together, others more stacked and organized. A Children's Savings Account can be like the baseplate that kids and families can build upon for their future.

For many kids and youth, their parents, family, or friends provide examples to follow as they build toward their future. Some have generations of college graduates, or perhaps they can hire coaches to help build their structure for college. But for many of our children, they don't have those models around them. Some of their structures are incomplete, some structures weren't sturdy enough to make it to graduation, others were crushed under student loans before reaching their dream. Some children aren't getting much support or encouragement to build towards their dreams; hearing they aren't the right fit, aren't smart enough, don't have enough money...

Giving a 529 account to every child may seem trivial or even redundant for many. What difference could \$50 or \$100 dollars make for a kid? College is incredibly expensive, and not every kid needs or wants to attend college...Both of these things are true.

But that 529 account is so much more than \$50. It's that child's Lego baseplate to build towards their dreams. A place where people in the community can add on a Lego on and say 'I believe in you.' A place where the kid knows their Legos are safe and won't disappear when someone else needs that yellow 4x4 block. It's a small gift that our community can give to parents and caregivers to say, "We are in this together, and we believe in your kid."

That is why I believe it is imperative that the State of Minnesota provide a 529 for every child; a large Lego base to build upon toward their future and dreams.

MinneKIDS Program Design

> PROGRAM ELIGIBILITY

- All children born on or after program start date: July 1, 2026
- Resident of Minnesota

> ENROLLMENT

- Automatic enrollment, with opt out option
- At-birth enrollment, within 60-90 days after birth using birth records

> INITIAL SEED DEPOSIT

- \$50 for all children
- \$100 for all children from low-income backgrounds

> INCENTIVE DEPOSITS

State-funded, key cradle-to-graduation milestones and for engagement with CSA

> COMMUNICATIONS & MARKETING

Centralized statewide
MinneKIDS brand

> MINNEKIDS LOCAL COMMUNITY GRANTS

- MinneKIDS Start Up Grants
- MinneKIDS Expansion Grants

> ACCOUNT VEHICLE

MN SAVES - 529 Account

> PROGRAM ADMINISTRATOR

Minnesota Office of
Higher Education

> ALLOWABLE USES OF SAVINGS

- MN SAVES Qualifying Expenses:
- Tuition at accredited colleges, universities, community colleges, and technical schools
 - Fees, books, supplies, and equipment
 - Room and board
 - School technology
 - Special needs services

> TOTAL APPROPRIATION / FUNDING

TBD, ~\$16-18 million state legislative appropriation per biennium

Local Incentive Deposit Structures

As our team conducted 12 focus groups in different languages with people from middle school to retirement. We spoke with groups of youth, caregivers, professionals in schools and daycares, youth-serving organizations, community resource agencies, and community members.

We heard from over 600 people in person and more than 1400 people through surveys.

The question we asked in every group was: ‘If you had \$250 to attach to incentives, what would you choose to incentivize?’ Participants’ answers were wide-ranging and extremely creative: From kindergarten reading incentives to employers matching teens’ earnings to each classroom/grade level in a single school being funded by a Parent Teacher Organization.

Creativity and money may not be the only limiting factors in designing these incentives; implementing them efficiently and cost-effectively will be our real challenge. Below are some of the incentives we heard most often in focus groups that would have a broader impact and be easier to implement in communities in Hennepin County.

INCENTIVE NAME	INCENTIVE DESCRIPTION	AMOUNT	HOW OFTEN?	ALIGNMENT WITH COMMUNITY GOAL
Well Child Checkups	When families bring their child to their one-year check-up, they receive a one-time \$50 deposit in their child’s account.	\$50	Once	Empower all Minnesotans with financial education and access to savings and assets from birth.
Early Childhood Screening Completion	Families receive an additional bonus deposited into their child’s savings account upon completion of their Early Childhood Screening between ages 3-5.	\$50	Once	Address barriers that marginalized students face in career and college pathways.
Equity Incentive	Families who are enrolled in WIC or MA will receive an additional \$100 bonus in their child’s account	\$100	Once	Address barriers that marginalized students face in career and college pathways.
Family Literacy Education	Families would receive \$100 bonus deposit in their child’s savings account upon completion of a financial literacy course in the community.	\$100	Once	Empower all Minnesotans with financial education and access to savings and assets from birth.
8th Grade “Future-Focus” Milestone	Eighth-grade students receive a \$50 deposit when they complete their financial literacy curriculum requirement and another \$50 deposit when they complete a practice college admissions essay.	\$100	Once	Empower youth and families to achieve their future goals through college access programming, future planning, and financial education.
Teen Parent Incentive	Teen parents who are enrolled full-time or part-time in a program to complete their high school diploma would earn \$50 into their child’s savings account for every credit they earn toward graduation.	\$50-\$500	Varied	Empower all Minnesotans with financial education and access to savings and assets from birth.

Local Programming

In conversations with community we heard clearly the desire to make sure the majority of resources are flowing to families and kids rather than administrative positions. Requiring a small team who can provide school, municipal, and partner staff tools to implement local programming efficiently. And manage partnerships with community organizations, funders, and others doing multi-jurisdictional programming.

With 45 cities and 22 independent school districts in Hennepin County managing the level of varied and customized engagement and customization will be difficult. But knowing the impact of CSAs is greater with more engagement and ways to grow the accounts; working with communities within Hennepin County to tailor meaningful activities, curriculum, classroom experiences, after school activities, and parent/ family engagement will be critical. Each local government’s desire to engage with the programming and develop incentives for their community will vary. But that’s made easier by an efficient county level set of marketing tools, incentives, procedures, data, reporting, and agreements, that can be easily adapted to the creativity and needs at the more local level.

We also heard clearly from the community that equity is a primary concern, and not just in the common themes of race and income. When we talk about supporting families to realize their dreams for their children and drive change to academic and economic outcomes, what does this work look like? How is it meaningful to children and families experiencing medical, developmental, mental health, or other conditions? The programming and incentives available to schools and families need to be adaptable to be meaningful for all families.

LOCAL PROGRAMMING STRATEGY	DESCRIPTION	ALIGNMENT WITH COMMUNITY GOAL(S)
<p>Central CSA organization hosting Career & College Bound Hennepin program</p>	<p>Our CSA program in Hennepin County will either be hosted at a central community organization (such as Youthprise or GTCUW), at Hennepin County headquarters, or will become its own organization to facilitate programming, tracking, outreach, engagement, and reporting.</p>	<p>Empower all Minnesotans with financial education and access to savings and assets from birth.</p> <p>Promote financial freedom for all Minnesotans regardless of income level or identity.</p>
<p>Collaborate with local financial education partners to provide financial literacy to kids, youth, parents, and families (in school, in the community, and online).</p>	<p>Partners such as Prepare & Prosper, LSS, Junior Achievement, and MN Credit Union Network can partner with CCB Hennepin to provide financial education to youth, parents, and families in Hennepin County.</p>	<p>Empower all Minnesotans with financial education and access to savings and assets from birth.</p>
<p>Work with Family Service Collaboratives throughout Hennepin County to monitor enrollment rates, engagement, etc.</p>	<p>FSCs are located throughout wet Hennepin County, connected to school districts, and responsible for ensuring that families’ basic needs are met. Their scope is a natural fit for a partnership to expand engagement, enrollment, and family savings.</p>	<p>Empower all Minnesotans with financial education and access to savings and assets from birth.</p> <p>Promote financial freedom for all Minnesotans regardless of income level or identity.</p>
<p>Create a diverse team of locally and culturally-specific outreach partners to help engage and educate families about their child(ren)’s 529 accounts.</p>	<p>The CCBH engagement staff would be responsible for forming a network of diverse and culturally and linguistically-specific community partners to help engage families.</p>	<p>Promote financial freedom for all Minnesotans regardless of income level or identity.</p>

Local Communication & Marketing

Career & College Bound Hennepin will leverage existing networks of community organizations and trusted partners to build awareness about children's savings accounts for every baby born in Hennepin County. At the county level, we will provide centralized support and resources for communications and marketing, and each local community will be able to tailor their efforts to fit their area (whether school district, municipality, etc.).

Our core marketing activities to build awareness of the program will include:

- Targeted social media ad campaigns on Facebook, Instagram, and Tiktok.
- Ad spots in culturally and language-specific media:
 - Radio (KMOJ, Hmong Radio, La Raza, KALY-FM Somali American Radio, etc.)
 - Newspapers (MN Spokesman-Recorder, MN Hmong Times, etc.)
 - Local access television
 - Ads on public buses
- Fliers and training for Early Childhood Screening staff throughout Hennepin County to help with “catch-up” enrollment
- Event marketing: Using trusted cultural partners to set up information tables and reach communities where they are (schools, libraries, community festivals, cultural events, etc.)

Our core communications activities to keep families informed will include:

- Mailers sent to new families after the arrival of a new baby
- Website for the program, similar to College Bound St. Paul
- Regular update/reminder emails to parents and families who opt in to email marketing
- Mailers sent six months before key milestones/incentives (child turns one; child is due for early childhood screening, etc.)

See Summary: Outreach Strategies at the end of this document for specific details.

Local Capacity and Funding

Local capacities

The State creating and maintaining the CSA accounts at birth will allow the Hennepin local program to structurally ‘scale up’ over a few years. Hennepin County has over 19,000 births per year, so the program will have to scale up quickly accounting for both the number of children with accounts and developing the meaningful programming and partnerships through children's development.

For this projection we are using ‘Year 5’ as the point of full staffing and a reflection of the ongoing commitment required. This proposed structure assumes being embedded into a larger aligned host organization utilizing their finance, payroll, and other admin support structures.

This recommendation also requires engaging and leveraging the ‘in-kind’ support of community partners, school districts, and others in this work. To accomplish this, for the first couple years the specialists would work to develop local partnerships focusing on outreach, early childhood, and building the internal and external structures to support the growth of the program.

As Hennepin County is such a large and diverse county of 45 cities and 22 school districts, CCBH would carry the state brand and school districts or municipalities to customize the outreach, partnerships, program integration and hyper-local incentives to meet their goals where possible. In the years after we recommend accessing the need for additional exercise in areas such as K-12 curriculum, teen and employer engagement, data management, and incentive tracking may be required.

Incentives will always be the largest portion of the budget as the impact of the accounts is intensified by engagement and growth. In conversations, the community was very creative and suggested many exciting incentives. We also saw a lot of desire in local groups wanting to execute and fund them. Because of this budget for incentives is difficult and does not capture the full scope of incentives we believe would be implemented. This budget lists the four most commonly mentioned incentives that impact the countywide population with a projected annual utilization of each determining costs. Depending on implementation some of these may not have to be 'on budget'; such as the 'Well Child Check' incentive could be handled by Child and Teen Check-up and/or Health Plans directly. The community conversations were also very clear on the importance of every child having an account for the K-12 programming. This will require some mechanism to offer an 'opt-in' catch up account creation with Early Childhood Screening or enrollment into school for those not born in Minnesota.

Local and private funding

CCBH will always require a blended funding model from a variety of sources including government, foundation, business, individuals, leveraged and collaborative partnerships, and volunteers. Long-term sustainability would come through a combination of more long-term legislative and municipal funding commitments and possible local endowment of individual incentive.

About our community

- Hennepin County is the most populous county in the state, with 1,260,360 residents as of 2024 (1).
- Hennepin County has urban, suburban, and rural areas. It is comprised of the city of Minneapolis, many suburbs, such as Bloomington and Brooklyn Park, and many small rural towns, such as Excelsior and Rogers.
- There are 22 independent school districts and 45 cities throughout the county (2)
- In 2023, the residents of Hennepin County were 67% White, 8% Hispanic/Latino, 15% Black, 1.2% American Indian, 8% Asian, and 4% Multiracial/Biracial, and the median household income was \$92,595 (3).

Budget Needs by Year 5

WHAT NEEDS TO BE FUNDED?	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	WHO MAY BE ABLE TO FUND?	NOTES
STAFFING (3-7)							
Program Director	\$135,000	\$135,000	\$145,000	\$145,000	\$155,000	State, local governments and funders	These positions would cover the vast majority of program work from leadership to local data management to outreach. Utilizing the host agency for other organizational support and contracting out for other needs such as grant writing, etc.
<i>Specialists:</i> Early Childhood Outreach K12 Integration	\$90,000	\$90,000 \$90,000	\$95,000 \$95,000	\$95,000 \$100,000	\$100,000 \$100,000		
Partnerships & Data Manager	\$100,000	\$100,000	\$105,000	\$105,000	\$110,000		
Administrative Support			\$70,000	\$70,000	\$75,000		
Staffing Subtotal:	\$325,000	\$415,000	\$510,000	\$610,000	\$640,000		
NON-STAFF							
Communications & Marketing	\$50,000	\$100,000	\$150,000	\$200,000	\$250,000	State or local sources	Swag, advertising, outreach materials. @\$2.50/child
Data Systems, Reporting, Evaluation	\$25,000	\$25,000	\$40,000	\$40,000	\$40,000	State or local sources	Local data & incentive management & joint research costs with other programs in the state.
Supplies	\$20,000	\$25,000	\$40,000	\$40,000	\$40,000	State or local sources	Office supplies, food, etc.
Non-Staff Subtotal:	\$95,000	\$150,000	\$230,000	\$290,000	\$350,000		
INCENTIVES							
Equity (\$100@35% uptake)	\$682,500	\$682,500	\$682,500	\$682,500	\$682,500	State, local governments, foundations, PTO, businesses, faith organizations, individuals, and more	Percentages are the projected utilization rates based on approximately 19,000 annual births.
1yr Wellchild (\$50@80% uptake)	\$0	\$780,000	\$780,000	\$780,000	\$780,000		
EC Screening (\$50@70% uptake)	\$0	\$0	\$0	\$450,000	\$682,500		
Financial Literacy (\$100@44% uptake)	\$400,000	\$760,000	\$760,000	\$760,000	\$760,000		
Catch up Seed Deposits (ECS & K12 Enrollments -18%)			\$410,000	\$410,000	\$410,000		
Incentives Subtotal:	\$1,082,500	\$2,222,500	\$2,632,500	\$3,082,500	\$3,315,000		
TOTAL LOCAL PROGRAM BUDGET	\$1,502,500	\$2,787,500	\$3,372,500	\$3,982,500	\$4,305,000		

MinneKIDS Local Design Table

NAME	ORGANIZATION	ROLE
Thaddeus Lesiak	Minneapolis Public Schools	Family Resource Center
Rachel Harris	Northwest Family Resource Collaborative	Executive Director
Melody Johnson	Career & College Bound Hennepin	Project Manager
Vicki Erickson	TopLine Credit Union	Chief Strategy Officer
Aimee Muhuire	Cornerstone	Community & Economic Empowerment Services Program Supervisor
Michele S	Cornerstone	Supportive Housing Specialist
Ely Zeimet	Cornerstone	Childcare and Educational Advocate
Kendra Krolik	Community Action Partnership Hennepin	Chief Strategy Officer
Krista Phillips	Edina FSC	Director
Deby Ziesmer	Minneapolis Youth Coordinating Board	Early Childhood Director
Kyrra Rankine	Graves Foundation	Executive Director, Graves Residency
Deby Ziesmer	Minneapolis Youth Coordinating Board	Early Childhood Director
Erin Sikkink	City of Minneapolis	Sr. Public Health Specialist
Christa Mims	Hennepin County	Director- Education Support Svcs
Renee Williams	Equitable Access Consulting	Founder and CEO
Steve Walvig	Greater Twin Cities United Way	Program Officer

Summary: Outreach Strategies

DEMOGRAPHIC GROUP	STRATEGIES	LEAD(S) AND/OR PARTNERS	CAPACITY CONSIDERATIONS
<p>All Communities: <i>It is important to have a consistent experience for all who engage with the program.</i></p>	<ul style="list-style-type: none"> Literature will be available to expecting parents in local hospitals to communicate what to expect. Pre-natal classes, ob-gyn staff, and home visiting nurses will provide families with information about the program. Families will receive CCBH materials at their check-ups between birth and one year to remind them to engage with their new account. Literature in ECFE class and training for staff/teachers, and available at Early Childhood Screenings Tabling at local and regional events: art fairs, farmer's markets, back-to-school nights, community health fairs, school choice fairs, etc. 	<p>Hospitals & clinics in Hennepin County Early Childhood Screening and ECFE staff</p>	
<p>Low-income families: <i>CSAs are an important vehicle for families to build wealth; we must be intentional in our efforts to reach families experiencing poverty.</i></p>	<ul style="list-style-type: none"> WIC staff and MNSure Navigators will attend webinars yearly about Career & College Bound Hennepin, and they will have information on their paperwork asking parents if they are aware of their child's CSA. Food shelves and clinics will have brochures to send with families or to display in their waiting areas. Energy Assistance Program enrollment staff will be briefed annually on Career & College Bound Hennepin and how they can help families get more information about the program. 	<p>MNSure Navigators Food shelves Clinic staff EAP Staff Children's Defense Fund (Bridge to Benefits)</p>	
<p>Black families: <i>White families in Hennepin County have 3x the median income of Black families. Minnesota has some of the largest racial disparities between White and Black communities, and CSAs can be a way to empower Black families to build wealth and address historical inequities.</i></p>	<ul style="list-style-type: none"> Build trust through local community organizations, such as NAZ, NEON, BuildWealthMN, black churches, etc. Conduct an outreach campaign in partnership with Minnesota Council of Churches to connect with families through local Black churches in the area and disseminate information on CSAs. 	<p>NAZ, NEON, BuildWealthMN, KMOJ, Equitable Access College Consulting</p>	<p>Grant funding to reimburse cultural partners for their outreach work</p>

DEMOGRAPHIC GROUP	STRATEGIES	LEAD(S) AND/OR PARTNERS	CAPACITY CONSIDERATIONS
<p>Latino families: <i>Many kids and youth from Latino families become the first generation in their family to attend college. We heard in focus groups with the Latino community that many of their children drop out of the college due to the burden of high tuition and financial stress on their families. CCBH will work to build access to college savings for Latino families through CSAs.</i></p>	<ul style="list-style-type: none"> • CCBH will work with trusted community partners such as CLUES, COPAL, Centro, Raices Latinas, and Latino Economic Development Center to conduct outreach to Latino families in Hennepin County. • CCBH will offer Spanish-language materials in schools, clinics, libraries, and WIC offices for families. 	<p>CLUES, COPAL, Raices Latinas, Centro, & LEDC</p> <p>Hennepin County Libraries Hennepin Health Children’s WIC</p>	<p>Grant funding to reimburse cultural partners and orgs for their outreach work.</p>
<p>Somali families: <i>As many Somali families have resettled in Minnesota as refugees over the past 30-40 years, this has become a place for their children to pursue opportunity and gain stability. We heard from many Somali youth in focus groups that attending college was “an absolute expectation” in their families, and CSAs could help to defray the cost of attending college for Somali families.</i></p>	<ul style="list-style-type: none"> • CCBH will partner with trusted Somali organizations such as Isuroon, Brian Coyle Center, Somali American Center, and local mosques/imams to reach Somali families in their communities. • CCBH will offer Somali-language materials in schools, clinics, libraries, and WIC offices for families. 	<p>Isuroon, Brian Coyle Center, Somali American Center, local mosques in Mpls and suburbs</p> <p>Hennepin County Libraries Hennepin Health Children’s WIC</p>	<p>Grant funding to reimburse cultural partners and orgs for their outreach work.</p>
<p>Hmong families: <i>The Hmong community in Hennepin County often lacks access to key resources and information when planning for their children’s education and future career. In focus groups with the Hmong community, we heard the importance of offering culturally and linguistically-specific resources and education for families.</i></p>	<ul style="list-style-type: none"> • CCBH will partner with organizations such as MN Zej Zog and Hmong Cultural Center to connect with Hmong families in Hennepin County. • CCBH will offer Hmong-language materials in schools, clinics, libraries, and WIC offices for families. 	<p>MN Zej Zog, Hmong Cultural Center, Hmong Int’l Academy, etc.</p> <p>Hennepin County Libraries Hennepin Health Children’s WIC</p>	<p>Grant funding to reimburse cultural partners and orgs for their outreach work.</p>

DEMOGRAPHIC GROUP	STRATEGIES	LEAD(S) AND/OR PARTNERS	CAPACITY CONSIDERATIONS
<p>Native families: <i>Following two centuries of land theft and genocide, Native families still hold a high level of distrust of public institutions. CCBH was not able to make inroads with Native families during the grant cycle, and we recognize that trust does not happen quickly. A long-term plan to partner with Native tribes, communities, and families and ensure that they design the plans for outreach and engagement.</i></p>	<ul style="list-style-type: none"> To build initial awareness of the program, CCBH would reach out to Little Earth, the Mpls American Indian Center, and Indian Ed departments in school districts throughout the county. CCBH would work with Native families to design ongoing outreach and engagement efforts. 	<p>Little Earth, Mpls American Indian Center, Indian Ed departments</p>	<p>Capacity/ willingness of Native leaders to assist with outreach and engagement.</p> <p>Grant funding to reimburse partners & orgs for their outreach work.</p>
<p>LGBTQ+ families: <i>More and more queer and trans families are moving to Minnesota as a refuge/sanctuary state in recent years, and it is important that we show them that our community is invested in them and their children's future with Children's Savings Accounts.</i></p>	<ul style="list-style-type: none"> CCBH will work with TC Pride, Quatrefoil Library, Queerspace Collective, and OutFront Minnesota to plan strategic outreach in the LGBTQ+ community. We will ensure that LGBTQ+ families are represented in our marketing materials, our website, and social media assets. 	<p>TC Pride, Quatrefoil Library, Queerspace Collective, OutFront Minnesota</p>	
<p>Disability communities: <i>All children will benefit from receiving a 529 account at birth, including children with disabilities. It is important to help them plan for their future as well, and their CSA can be the vehicle for those plans.</i></p>	<ul style="list-style-type: none"> CCBH will work with organizations such as PACER Center, Gigi's Place, ARC-Twin Cities, Autism Society of MN and more to connect with families with kids with disabilities. 	<p>PACER Center, Gigi's Place, ARC-Twin Cities, Autism Society of MN</p>	
<p>Rural communities: <i>Due to the fact that Hennepin County is such a large area, with population concentrated in the city of Mpls and the suburbs, rural towns are often overlooked for resources and engagement. It is important that we are intentional to reach families in rural areas with this program.</i></p>	<ul style="list-style-type: none"> CCBH will work with local Community Action agencies, school districts, Lions Clubs (and other civic orgs), and food shelves to engage rural families in Hennepin County. 	<p>Community Action agencies (CAP Hennepin, etc.)</p>	<p>How to design strategic areas for rural outreach (which towns to group together for outreach/ engagement)</p>