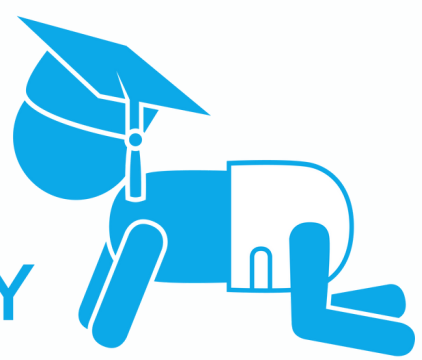




OAKLAND PROMISE BRILLIANT BABY



OPPORTUNITY CHANGES EVERYTHING



CITY OF OAKLAND

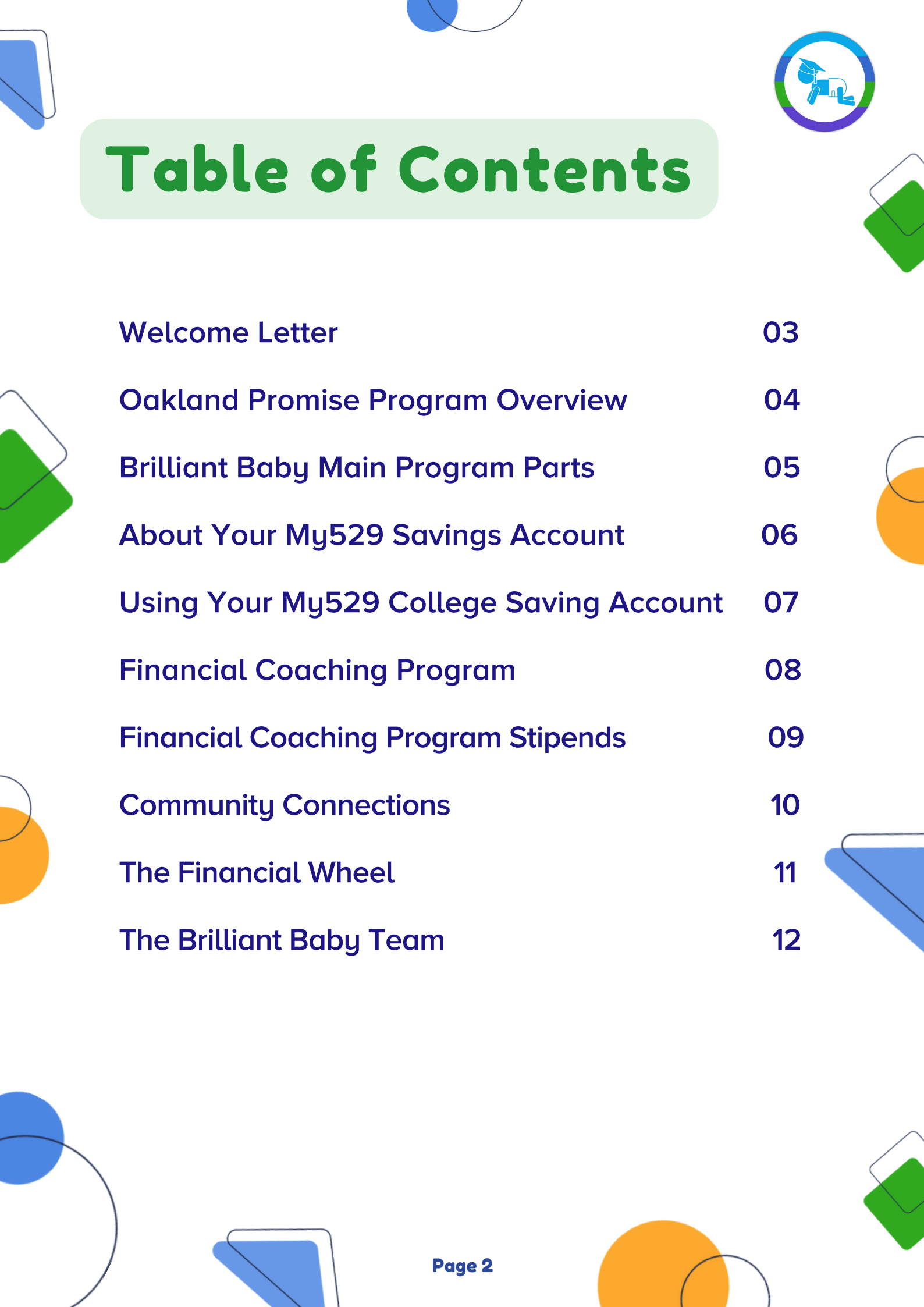


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Brilliant Baby

OPPORTUNITY CHANGES EVERYTHING

Dear New Brilliant Baby Caregivers,

I am so happy to welcome you into the Brilliant Baby family! The Brilliant Baby Program is part of a large organization called Oakland Promise. We hope all of our Brilliant Babies will have what they need to continue their education after high school.

Brilliant Baby is a resource for parents and caregivers during the first five years of your baby's life. We are here to support you as you set your child on their path to success in school and life. You completed the first step; you enrolled with us and opened a college savings account for your child with my529! As a Brilliant Baby family, you can meet six times with a coach who will help you work towards your financial goals. We also hope you will attend workshops to learn and meet other parents. Finally, we can connect you with our many community partners who can help you and your family.

I have more great news for you. As your child grows up in Oakland, they will benefit from Oakland Promise scholarships and programs operating in Oakland public elementary, middle, and high schools. But our help continues. When your child gets to college, they can continue getting support from Oakland Promise. We hope that every Oakland Promise student will graduate!

Preparing our children for academic and life success begins at birth. It is a joyful journey of learning and development. Thank you for letting us be a part of your journey. We are honored to support your family as you raise your Brilliant Baby!

Sincerely,

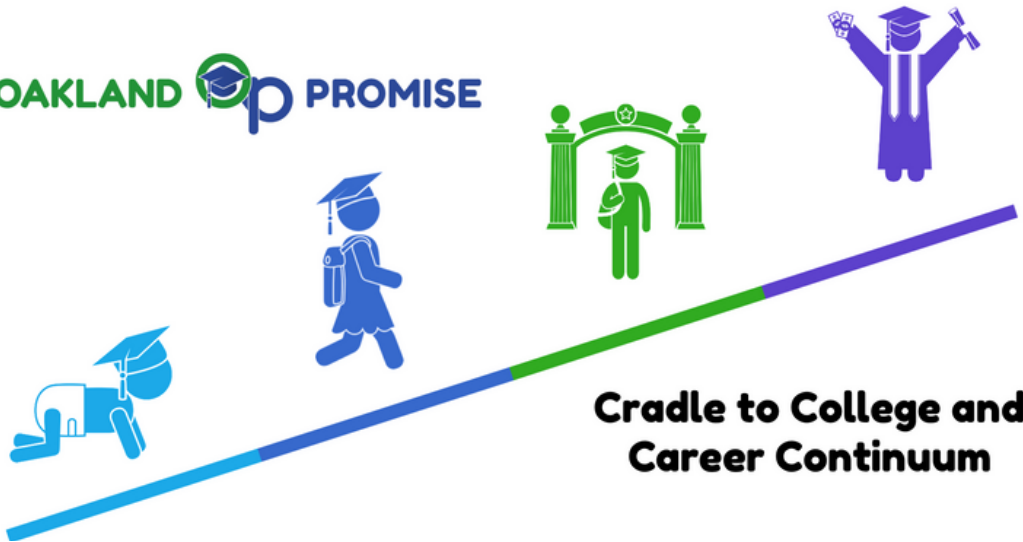
Joci Kelleher, Director of the Brilliant Baby Program
Oakland Promise

Oakland Promise



Our Commitment from Cradle to College and Career

OAKLAND  PROMISE



Welcome to Oakland Promise! We are here to support you and your child! Our programs support families through every major life and educational transition - from birth through elementary, middle school, high school, college or career technical school (CTE) and beyond.

Brilliant Baby

The Brilliant Baby program supports children's early school-readiness by setting up college savings accounts for babies and offering their caregivers financial coaching, learning opportunities, and access to community resources.

Kindergarten to College

The K2C program helps elementary students in Oakland public schools to think of themselves as college and career-bound individuals by providing College Saving Accounts.

College Access

The College Access program provides resources to middle and high school students at Oakland public schools and offers scholarships to seniors interested in 2 and 4-year colleges or CTE programs.

College Completion

The College Completion program provides mentorship and leadership opportunities to recipients of our College Access scholarships and opportunities to connect as alumni after college.

The Oakland Promise Brilliant Baby Program



The Brilliant Baby team supports your hopes and dreams for your child's bright future. We are here to help you as you set your child on their path to success in school and life.

College Savings Accounts

my529[®]

Each baby receives a my529 College Savings Account seeded with \$500!

Community Connections



At least twice a month, we meet to tap into parents' potential. Our goal is to empower parents and build our community.

Financial Coaching



Parents have the opportunity to receive six financial coaching sessions free of charge!

Email: brilliantbaby@oaklandpromise.org

Text "BBHelp" to 510-726-7809



Follow us: @BrilliantBabyOP

Your my529 College Savings Account



Your baby's \$500 college savings account (called a CSA) is held at one of the top college savings programs in the country, called my529.

Oakland Promise is the Account Owner, the child is the Sole Beneficiary, and you are the Interested Party on the account.



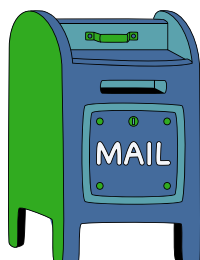
Your baby will be able to withdraw this money to pay for their college or career technical education expenses after high school and before they turn 25.



You can see how your baby's college savings account (CSA) grows at my529.org! Please contact the Brilliant Baby Team any time you change your email or phone number.



If you would like to save for your child's college education we are happy to help you set up a separate account. Text "BB Help" to our Customer Service Team at: 510-726-7809 or email us at brilliantbaby@oaklandpromise.org.



Your financial statement will arrive in the mail 4 times a year. If you move remember to reach out to the Brilliant Baby Team.

Email: brilliantbaby@oaklandpromise.org

Text "BBHelp" to 510-726-7809

Your My529 College Saving Account



my529[®]

Go to my529.org/login

1. Enter your Username and Password
2. View Account online anytime

Forgot your log- in?

1. Go to my529.org/login
2. Click “ I forgot my username or password.”
3. Follow the instructions in the email my529 sends to you.

**HAVE MORE QUESTIONS OR HAVING TROUBLE
LOGGING IN? SET UP AN APPOINTMENT WITH US!**

Contact Brilliant Baby:

Email: brilliantbaby@oaklandpromise.org

Text "BBHelp" to: 510-726-7809

Brilliant Baby Financial Coaching Program

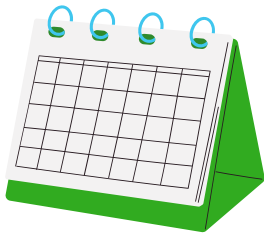


The Brilliant Baby Financial Coaching Program hopes to support you and help reduce financial stress on your family. After signing up for the Brilliant Baby Program, you will be assigned a financial coach!



During your first session, you will discuss your financial and life goals.

Your coach will help you create a simple plan that **WORKS** for you.



You can meet with your coach for up to 6 sessions.

Attend our Community Connection workshops to continue learning about financial topics as well as community resources available to your family.

Because of limited space, financial coaching will be available to you for 9 months. If you don't use that spot, we'll have to close your case.



You can earn up to \$300 in stipends for attending financial coaching sessions.

Financial Coaching Program Stipends

Parents with a baby enrolled in the Brilliant Baby program are eligible to receive up to \$300 in Brilliant Baby Stipends. You can choose how you spend the stipend. Many families put the money towards one of their financial goals.



You can earn a \$300 stipend for attending the first three coaching sessions. Attend up to 6 hours of coaching. Additional coaching sessions are unpaid.

We use Zelle to pay stipends and automatically deposit money into your bank account. If you don't have Zelle, we can help you open an account or mail you a check.

Date of Financial Coaching Session	Date When You Should Receive Payment by Zelle or PayPal	Date When You Should Receive Payment by Check
BETWEEN THE 1ST AND 25TH OF THE MONTH Example: Financial Coaching on April 3rd	THE 10TH DAY OF THE NEXT MONTH Receive Zelle or PayPal by May 10th	THE 15TH DAY OF THE NEXT MONTH Receive check by May 15th
BETWEEN THE 26TH AND 31ST OF THE MONTH Example: Financial Coaching on April 27th	THE 10TH DAY OF THE MONTH AFTER THAT Receive Zelle or Paypal by June 10th	THE 15TH DAY OF THE MONTH AFTER THAT Receive check by June 15th

NEED HELP SETTING UPA ZELLE ACCOUNT ? HAVE QUESTIONS ABOUT STIPENDS?

Please feel free to contact us!

Email: brilliantbaby@oaklandpromise.org Text "BBHelp" to (510)726-7809



Brilliant Baby Community Connections

Join our Community Connections workshops to learn about early childhood development, financial tips, childcare and school options, and community resources. Attending Community Connections is also an opportunity to meet other caregivers within the Brilliant Baby community.



We offer events at least twice each month in English, Spanish and Cantonese. Community partners, our coaches and BB staff lead these Community Connections for families. You will receive a monthly calendar as well as reminders about our events by text and email.

Please check your email for our newsletter sent every other month. It is filled with valuable resources! Also, follow us on Facebook and Instagram at @brilliantbabyop to stay connected with us!



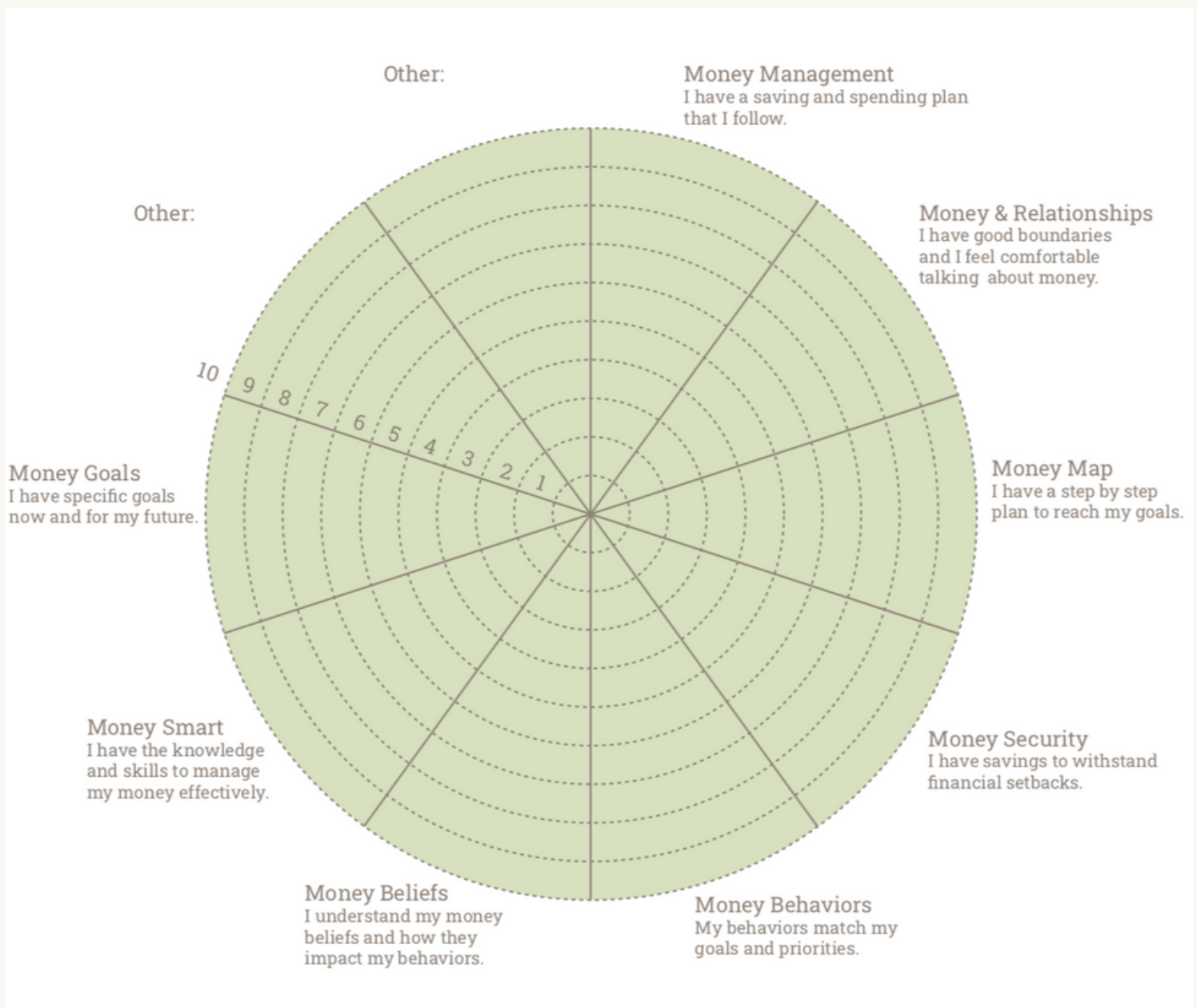
Once your baby is ready for kindergarten, they can join our K2C program! From kindergarten to fifth grade, students in Oakland public schools have an Oakland Promise Scholarship set aside for them. This is another opportunity to save money for your baby's bright future!





Financial Wheel

For each category, rate your current well-being or satisfaction on a scale from 1–10, where 10 is “high,” by drawing a line across that section of the wheel at the appropriate number.



The Brilliant Baby Team



Joci Kelleher
Brilliant Baby Director



Diego Pinto
Senior Manager



Aiyani Scott
Program Coordinator



Yabnely Lara
Program Coordinator



Nahom Beyene
Program Associate



Deprece Bonilla
Program Associate