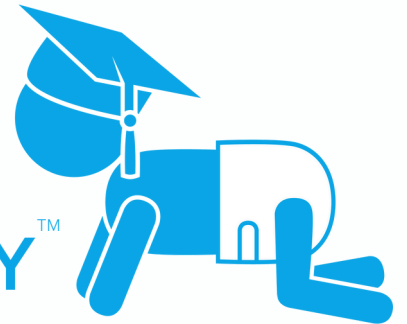




OAKLAND PROMISE BRILLIANT BABY™



OPPORTUNITY CHANGES EVERYTHING



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OAKLAND PROMISE

Brilliant Baby

OPPORTUNITY CHANGES EVERYTHING

Dear New Brilliant Baby Caregivers,

Congratulations! By joining Oakland Promise's Brilliant Baby program, you are starting your child on a path towards a future that could include college. Research shows that kids who grow up knowing that there is a fund set up for them are three times more likely to actually attend and graduate from college than their peers. This step you took in becoming an Oakland Promise family will help your child imagine a future that includes college. It will also give them a financial boost to support their efforts to make it happen.

Brilliant Baby has much to offer you during the first five years of your baby's life. You completed the first step; you enrolled with us and opened a college savings account (CSA) for your child with my529! In addition, after attending one of our orientation sessions, you will be invited to attend free financial literacy classes and meet individually with a certified financial coach who will help you work towards your financial goals. We also hope you will participate in our monthly Community Connection workshops and other events to learn how you can help set your child up for success in school one day. Finally, we can connect you with our many community partners who provide valuable services and information to Oakland families.

I have more great news for you. As your child grows up in Oakland, they can benefit from Oakland Promise scholarships and programs operating in Oakland public elementary, middle, and high schools. Maybe your child will be like like this year's 1,100 high school seniors who received scholarships worth between \$2,000 - \$16,000 dollars and will receive assistance from Oakland Promise to help them complete college!

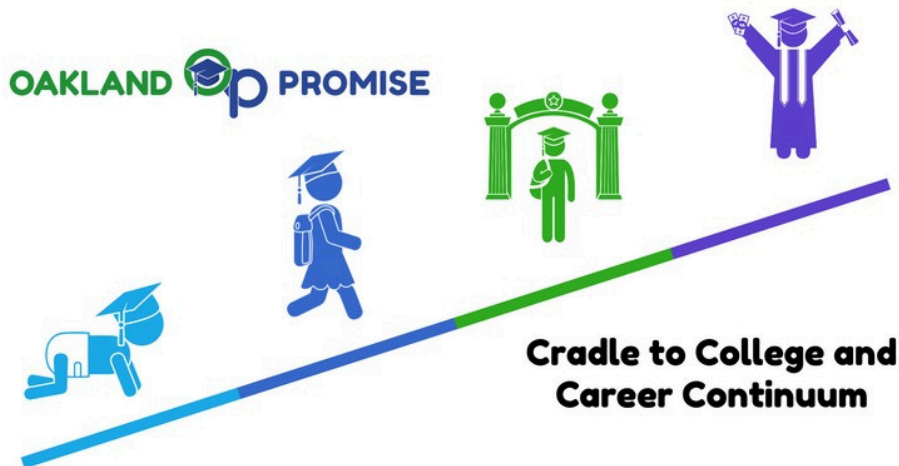
Preparing our children for academic and life success begins at birth. It is a joyful journey of learning and development. Thank you for letting us be a part of your journey. We are honored to support your family as you raise your Brilliant Baby!

Sincerely,

Joci Kelleher, Director of the Brilliant Baby Program
Oakland Promise

Oakland Promise

Our Commitment from Cradle to College and Career



Welcome to Oakland Promise! Our programs are here to inspire families to dream big about their children's future in college and beyond. We're also excited to offer financial support to help turn those dreams into reality.

Brilliant Baby

The Brilliant Baby Program offers eligible newborns under 4 years old a head start with \$500 college savings accounts. We're here to support parents and caregivers with plenty of learning opportunities and resources.

Kindergarten to College

The K2C program inspires Oakland's elementary students to dream big about college and their future careers. Every child in Oakland's public schools gets an early scholarship fund through K2C. We're also here to help parents and caregivers get family-owned college savings accounts.

College Access

The College Access program is here to help middle and high school students in Oakland's public schools. Whether they dream of attending community college, a university, or a Career and Technical Education (CTE) program, we've got scholarships to support their journeys.

College Completion

Our College Completion program offers a supportive community for our Oakland Promise scholarship recipients. It's a space where scholars can receive mentorship, explore leadership opportunities, and stay connected with fellow alumni long after graduation.

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



Once each month, we host workshops on a range of topics in multiple languages.

Financial Literacy and Coaching Program



Parents have the opportunity to attend 3 financial literacy classes plus individual time with a coach, 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. As the interested party you are able to view the account value.



Your baby will be able to withdraw this money to pay for their college or career technical education expenses after they graduate from high school. They have until their 25th birthday to use the money saved in the CSA.



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.



Your financial statement will arrive in the mail once a year. If you move, remember to reach out with your new address to the Brilliant Baby team by texting our helpline number.

Email: brilliantbaby@oaklandpromise.org

Text "BBHelp" to 510-726-7809

Brilliant Baby Orientation Meetings

Our wonderful Brilliant Baby staff and trained parent leaders will host these meetings through Zoom to welcome recently enrolled families and explain how our program works. We will also answer your questions.



Orientation meetings will be held every month on Tuesday or Thursday.

They will be hosted in English, Spanish, Cantonese, and Mam.

Depending on the month, we will meet at either 12:00 p.m. or 6:00 p.m.

IMPORTANT

To participate in our financial literacy classes, you must attend an orientation meeting. You will receive a text inviting you to upcoming meetings. Pick the one that works best for you.

Email: brilliantbaby@oaklandpromise.org

Text "BBHelp" to 510-726-7809



Follow us: @BrilliantBabyOP

The Brilliant Baby Financial Literacy and Coaching Program

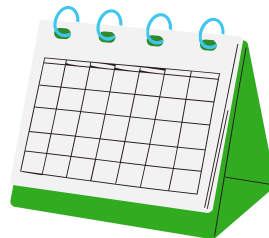
The Brilliant Baby Financial Literacy and Coaching Program hopes to support you and help reduce financial stress on your family. After attending the orientation, you will be invited to participate in our financial literacy classes.



The learning group will meet for one hour 3 times in 3 consecutive weeks.



You will learn about the basics of personal finances, such as planning for financial goals, money management, and savings.



After completing financial literacy classes, you can continue with additional one-on-one sessions with your coach. One-on-one coaching sessions do not have stipends.

Financial Literacy Program Stipends

Earn a \$250 stipend after completing all three classes and after filling out the end-of-last-class survey. You can choose how you spend the stipend.

Many families put the money towards one of their financial goals.



We process payments once a month. Depending on when you complete the classes and the survey, as well as your chosen payment method, you may have to wait up to a month to receive the payment.



We offer two payment methods: Zelle or check. Zelle is best because the money goes straight to your bank account. If you choose to be paid by check, you will need to come to our office to pick it up once we notify you that the check is ready.



OPPORTUNITY CHANGES EVERYTHING®

OUR OFFICE IS LOCATED AT 484 - 9TH STREET IN OAKLAND, NEAR THE 12TH STREET BART AND JUST OFF BROADWAY, WITH EASY BUS ACCESS.

NEED HELP SETTING UP A 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, childcare, school options, and community resources. Attending Community Connections is also an opportunity to meet other caregivers within the Brilliant Baby community.



We host monthly events in English, Spanish, Cantonese, and occasionally Mam. These Community Connections are led by community partners, our coaches, and BB staff for families. You will receive a monthly calendar and event reminders via text and email.

Please check your email for our bi-monthly newsletter filled with valuable resources. Also, stay connected with us by following our Facebook and Instagram accounts at @brilliantbabyop.



Once your child is old enough for kindergarten, they can participate in our K2C program. Students attending Oakland public schools from kindergarten to fifth grade are eligible for an Oakland Promise Scholarship. Enrolling in our K2C program is an additional way to save money for your child's future.



Participate in the Friends and Family Referral Program

QUESTION	ANSWER
<p>WHAT IS THE GOAL?</p>	<p>ENROLL AS MANY ELIGIBLE BABIES AS POSSIBLE</p>
<p>WHAT IS YOUR ROLE?</p>	<p>CONTACT FRIENDS AND FAMILIES WITH ELIGIBLE BABIES AND MAKE AN ENROLLMENT APPOINTMENT USING YOUR FRIENDS AND FAMILY REFERRAL LINK.</p>
<p>WHAT DO I GET IF SOMEONE I REFER TO YOU ENROLLS IN BRILLIANT BABY?</p>	<p>OAKLAND PROMISE WILL EMAIL YOU A \$20 AMAZON GIFT CARD FOR EVERY BABY WHO SUCCESSFULLY ENROLLS.</p>
<p>WHAT ARE THE REQUIREMENTS FOR PARTICIPATING IN THIS CAMPAIGN?</p>	<p>MUST BE A BB PARENT OR CAREGIVER</p>
<p>HOW WILL YOU KNOW THAT I REFERRED THEM TO BB AND NOT SOMEONE ELSE?</p>	<p>YOU WILL HAVE A LINK SENT TO YOU. YOU WILL ASK YOUR FRIEND FOR THEIR BABY'S NAME AND BIRTHDAY. ONCE YOU SUBMIT IT, OUR SYSTEM WILL KNOW YOU REFERRED THE BABY TO US.</p>
<p>HOW DOES THE FAMILY GET ENROLLED?</p>	<p>THE LAST PART OF THE REFERRING PROCESS IS SETTING UP AN OFFICIAL APPOINTMENT ON OUR WEBSITE. THE REFERRED FAMILY WILL CHOOSE A DATE AND TIME TO MEET WITH THE BB TEAM AND COMPLETE THE ENROLLMENT.</p>
<p>IS THERE A LIMIT TO THE NUMBER OF PEOPLE I CAN REFER TO BB?</p>	<p>NOPE! HOWEVER, IF YOU RECEIVE OVER \$600 FROM US IN A CALENDAR YEAR, YOU MUST COMPLETE A W-9 TAX FORM. THIS INCLUDES COACHING INCENTIVES, RAFFLE, PRIZES, AND MONEY FROM REFERRING NEW FAMILIES.</p>
<p>WHAT HAPPENS IF I HAVE QUESTIONS?</p>	<p>IF YOU HAVE ANY OTHER QUESTIONS, TEXT "BBHELP" TO 510-726-7809, AND ONE OF OUR TEAM MEMBERS WILL REACH OUT TO YOU.</p>

SIGN UP FOR YOUR OAKLAND PROMISE SCHOLARSHIP TODAY!

During the 2024-2025 school year, ALL current K-8 grade students in Oakland have up to **\$500** for FREE for college and career set aside in the Oakland Promise Scholarship. Students earn their first \$100 in Kindergarten!

SIMPLY SIGN UP ONLINE AT:

<https://bit.ly/opsactivate>

SCAN ME

See backside for more details



ngôn ngữ tiếng Việt

عربي

Español

中國人



Current students earn \$100 in the following grades

FOR COLLEGE AND CAREER

K
\$100

5th
\$100

6th
\$100

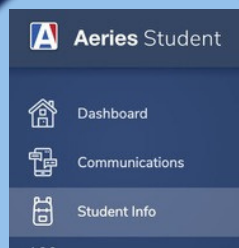
8th
\$100

9th
\$100

How to Sign Up for My Student's Oakland Promise Scholarship

STEP

1



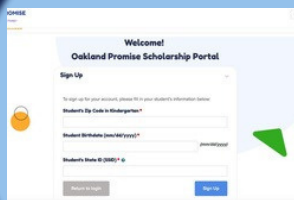
Find your State Student Identification number (SSID).

1. Log into your Aeries account.
2. Select **Student Info**.
3. Next, select **Demographics**.
4. Then, select **General** and your **10-digit** SSID will be visible.

*The SSID is a 10 digit number. It is not the same as the regular student ID number. You can also contact your student's teacher or school staff for this number.

STEP

2



Sign up for your Oakland Promise Scholarship using your SSID.

Get started by visiting the link or scanning the QR code below.

bit.ly/opsactivate



Contact k2c@oaklandpromise.org for help with signing up or for any questions



We can see their future Can you?

Claim your baby's funded college savings account today!

CalKIDS is a program from the State of California that funds up to \$175 in free money for eligible newborns to save for college and career training.



CalKIDS
The first step toward college



To claim your funds, visit CalKIDS.org today!

The California Kids Investment and Development Savings Program (CalKIDS) is a children's savings account program, administered by the ScholarShare Investment Board, an agency of the State of California. CalKIDS will provide eligible participants with college savings accounts, including seed deposits and other potential incentives, to help pay for future qualified higher education expenses. To learn more about CalKIDS or opt out of the program entirely, please see the Program Information Guide at CalKIDS.org. CalKIDS participants may also establish individual accounts with ScholarShare 529, California's 529 College Savings Plan.



The future is waiting for them ...

Claim your child's funded college savings account today!

CalKIDS is a program from the State of California that funds up to \$1,500 in free money for eligible low-income public school students to save for college and career training.*



CalKIDS
The first step toward college



To claim your funds, visit CalKIDS.org today!

*Student eligibility is defined by the Local Control Funding Formula.

The California Kids Investment and Development Savings Program (CalKIDS) is a children's savings account program, administered by the ScholarShare Investment Board, an agency of the State of California. CalKIDS will provide eligible participants with college savings accounts, including seed deposits and other potential incentives, to help pay for future qualified higher education expenses. To learn more about CalKIDS or opt out of the program entirely, please see the Program Information Guide at CalKIDS.org. CalKIDS participants may also establish individual accounts with ScholarShare 529, California's 529 College Savings Plan.

The Brilliant Baby Team



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Brilliant Baby Director



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Senior Manager



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Program Coordinator



Yabnely Lara
Program Coordinator



Deprece Bonilla
Program Associate



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