



The official
college savings plan
for California families.

ScholarShare529SM
The California way to save for college



High hopes and low fees. Made in California.

Maybe it's the sun. Maybe it's the soil. Maybe it's something in the air. But things just seem to grow bigger in California. Saving with ScholarShare 529, California's official college savings plan, can help your college savings grow too. You'll receive tax-free growth which can mean more money for college.

There are many benefits to opening a ScholarShare 529 account—here are just a few.

1. 100% tax-free growth¹
2. Low fees and expenses²
3. Financial-aid-friendly³
4. Many investment options
5. Gold rating from Morningstar⁴



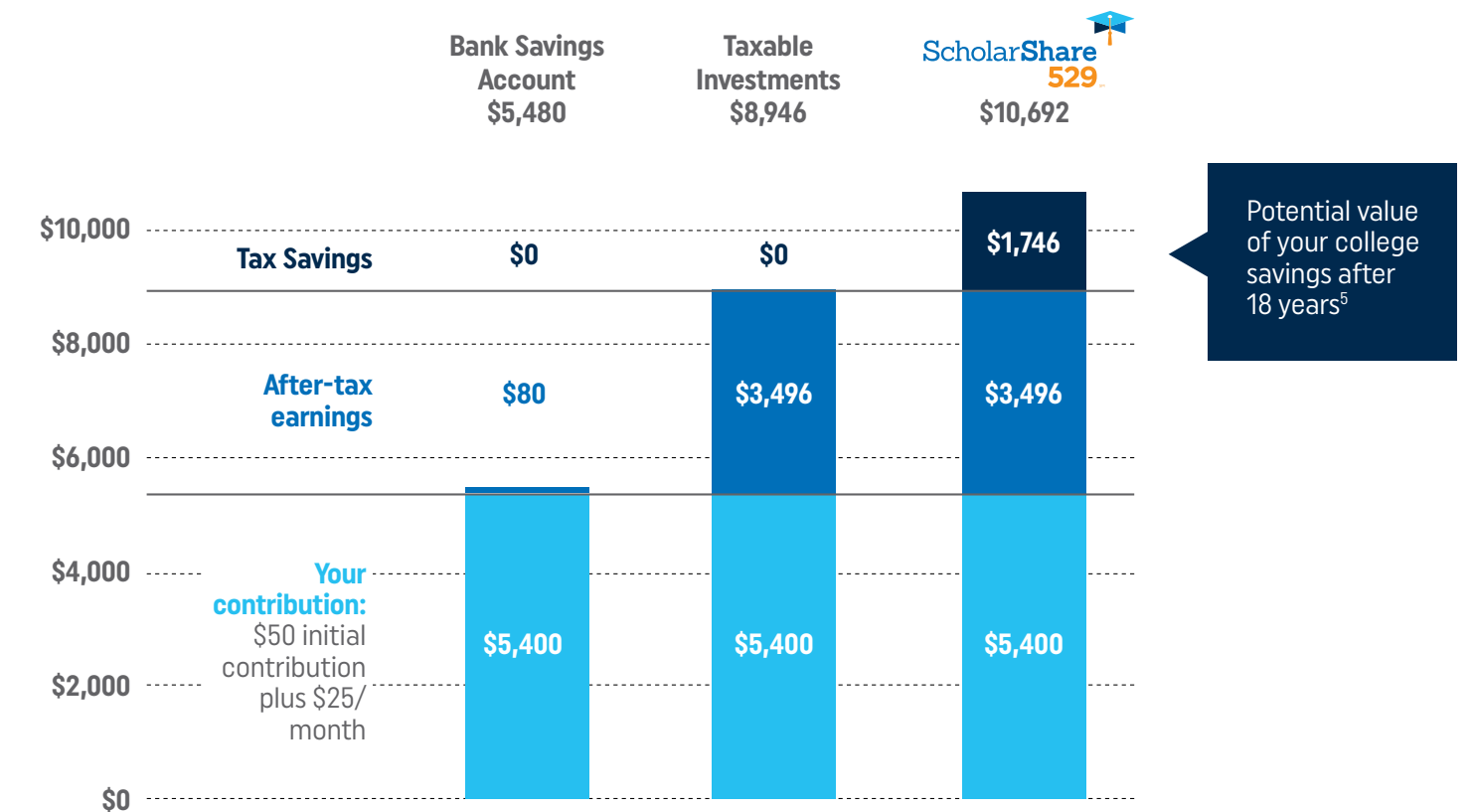
¹When used for approved higher education expenses at qualified institutions. ²Source: ISS Market Intelligence 529 College Savings Quarterly Fee Analysis First Quarter 2020. ScholarShare 529's average annual asset-based fees are 0.28% for all portfolios compared to 0.59% for all 529 plans. ³Assumes parents are the account holders. Money set aside in a 529 plan has less of an impact on financial aid than some other savings methods. Every school has a formula for how they calculate the "Expected Family Contribution" (EFC). Any investments, including those in 529 accounts, may affect the student's eligibility to get financial aid based on need. You should check with the schools you are considering regarding the issue. ⁴In an annual review (6/30/20) of the largest 529 college savings plans (62 total), Morningstar identified 30 plans that rose above their typical peers, awarding those plans Gold, Silver and Bronze Morningstar Analyst Ratings for 2019. These forward-looking, qualitative ratings signal Morningstar's conviction in the plans' abilities to outperform their relevant benchmark and peer groups on a risk-adjusted basis over the long term. Morningstar evaluates college savings plans based on five key pillars—Process, Performance, People, Parent and Price. For more information about Morningstar's overview of ScholarShare 529, go to Morningstar.com. Past performance does not predict future results. Source: Morningstar.com. A Morningstar Analyst Rating for a 529 college savings plan is not a credit or risk rating. Analyst ratings are subjective in nature and should not be used as the sole basis for investment decisions.

Where you save can make a big difference.

When you save with ScholarShare 529, you benefit from true growth potential that is 100% tax-free.¹ That can mean a lot more money to help pay for college—especially compared to bank savings accounts or taxable investment accounts, including stocks, bonds or mutual funds.

And when you start saving early, you'll see even more growth.

For example, if you start saving when your child is born, you will have contributed \$5,400 with a traditional savings account. But when you invest the same amount with ScholarShare 529, your original investment can yield \$10,692—that's nearly *twice* as much.⁵



⁵Hypothetical example only. Assumptions: Investment account/ScholarShare 529 ROI of 7% before taxes. Savings account ROI of 0.09% (average rate for week of 11/18/19 per FDIC: [fdic.gov/regulations/resources/rates/](https://www.fdic.gov/regulations/resources/rates/)). Taxes calculated based on maximum federal capital gains tax of 20% and the maximum state marginal tax rate of 13.3%. Assumes no federal deduction for state taxes. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss.



What families like yours want to know.

What is ScholarShare 529?

It is California's Official College Savings Plan.

Offering 100% tax-free growth and some of the lowest fees in the industry, ScholarShare 529 is trusted by thousands of California families. It also received the coveted Morningstar Gold rating. All of which means that saving for college with a ScholarShare 529 plan is one of the smartest choices you can make when deciding how to handle the costs of college.

What does it mean to receive a Morningstar Gold rating?

ScholarShare 529 earns the highest honors.

ScholarShare 529 is one of only four college savings plans nationally to earn Morningstar's coveted Gold rating.¹ The selection is based on a combination of factors including process, performance, people, parent and price.



¹In an annual review (6/30/20) of the largest 529 college savings plans (62 total), Morningstar identified 30 plans that rose above their typical peers, awarding those plans Gold, Silver and Bronze Morningstar Analyst Ratings for 2019. These forward-looking, qualitative ratings signal Morningstar's conviction in the plans' abilities to outperform their relevant benchmark and peer groups on a risk-adjusted basis over the long term. Morningstar evaluates college savings plans based on five key pillars—Process, Performance, People, Parent and Price. For more information about Morningstar's overview of ScholarShare 529, go to Morningstar.com. Past performance does not predict future results. Source: Morningstar.com. A Morningstar Analyst Rating for a 529 college savings plan is not a credit or risk rating. Analyst ratings are subjective in nature and should not be used as the sole basis for investment decisions.

How much should I save?

It depends. Everyone's situation is different.

The average California family saves \$250 a month but our savings style is as diverse as our people. Do what you can when you can. It all adds up.²

How do I enroll?

It's easy.

Most families enroll online at [ScholarShare529.com](https://www.scholarshare529.com). Prefer a paper application? We can help you with that too.

What you will need:

- The date of birth and Social Security or federal taxpayer identification number for the beneficiary and account owner.
- The date of birth for the successor account owner, should you choose to designate one.
- Select an investment portfolio that matches your investment saving objectives.
- If you are enrolling in our recurring contribution program, you will need the account and bank routing number from your checking account.

Need more answers?

We have you covered.

Learn more about ScholarShare 529. For more information, or if you have questions, check out the options below.

GIVE US A CALL. Call us toll free at **800.544.5248**.

Our friendly, knowledgeable college savings plan consultants are always ready to answer your questions.

VISIT SCHOLARSHARE529.COM. Register for a free webinar during which you can learn more about the features and benefits of the ScholarShare 529 plan.

SCHEDULE A ONE-ON-ONE MEETING. Go to [ScholarShare529.com](https://www.scholarshare529.com) and set up an in-person info session with one of our California-based college saving consultants.

²ScholarShare 529 account records, 1Q 2020.



Find the investment option to match your style.

ScholarShare 529 offers a variety of professionally managed investment portfolios to fit your life situation, risk tolerance and college savings goals.

Everyone's end goal may be the same—to help pay for college.

But everyone's investment strategy may not be similar and can even differ greatly based on unique circumstances, financial constraints, timelines and overall savings goals.

You may change your investment choices up to twice per calendar year or upon a change in beneficiary.



**PORTFOLIO
OPTIONS**



**WHO MIGHT WANT
TO CONSIDER THESE
PORTFOLIOS**



**ABOUT THESE
PORTFOLIOS**

ENROLLMENT YEAR INVESTMENT PORTFOLIOS

Most popular

Consider if you are looking for an investment portfolio customized for your student's expected enrollment year.

These portfolio options are based upon the date your student will need access to funds. The risk level will automatically shift from aggressive to conservative as that date approaches.

GUARANTEED INVESTMENT PORTFOLIO

Consider if you've been saving awhile and your student is nearing college, or if you just want to make sure the contributions to your account are protected.

This investment portfolio seeks to preserve capital and provide a stable return. This option may be good for shorter time frames to save and for individuals who have lower risk tolerance.

Need a little more guarantee?

Choose the Guaranteed Investment Portfolio for less risk with the same tax-free benefits as other portfolios. A good choice for families who need a little more time before making their investment selection.

MULTI-FUND INVESTMENT PORTFOLIOS

Consider if you are an experienced investor who wants added control over your portfolio's diversification and investment strategy.

These investment portfolios are for participants who prefer to select a portfolio for its specific asset allocation. Each portfolio is allocated to multiple underlying funds and/or a funding agreement, and has a different investment objective and strategy. The allocations for this option do not change automatically based on the year the funds are needed.

SINGLE FUND INVESTMENT PORTFOLIOS

Consider if you are an experienced investor who wants portfolios that are highly focused, are looking to choose socially responsible investments or want more control over the underlying funds.

These investment portfolios are each invested solely in either shares of a single underlying fund or a funding agreement. For underlying fund investments, performance is entirely reliant on the performance of the underlying fund and may be more volatile than other options. Note that participants do not own shares of the underlying funds directly.

Your savings, at a glance.

Easily access your portfolios' investment objective, historical performance, daily prices, fees and expenses in your account owner portal on [ScholarShare529.com](https://www.scholarshare529.com).

Golden futures deserve Gold-rated college savings plans.

Here's why ScholarShare 529 is the smart choice
for California families:

- ScholarShare 529 has served California families for more than 20 years.
- The investment policies and activities of ScholarShare 529 are overseen by the ScholarShare Investment Board, an agency of the state of California.
- The plan is recognized by Morningstar, an independent rating agency, as one of the best 529 plans in the nation.
- ScholarShare 529 has nearly \$10 billion in plan assets across more than 340,000 accounts as of 5/31/20.


800.544.5248 | [ScholarShare529.com](https://www.ScholarShare529.com)



To learn more about the California 529 College Savings Plan, its investment objectives, tax benefits, risks and costs, please see the Plan Description at [ScholarShare529.com](https://www.ScholarShare529.com). Read it carefully. Check with your home state to learn if it offers tax or other benefits such as financial aid, scholarship funds or protection from creditors for investing in its own 529 plan. Consult your legal or tax professional for tax advice. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss. If the funds aren't used for qualified higher education expenses, a 10% penalty tax on earnings (as well as federal and state income taxes) may apply. Non-qualified withdrawals may also be subject to an additional 2.5% California tax on earnings. TIAA-CREF Individual & Institutional Services, LLC, Member FINRA, distributor and underwriter for the California 529 College Savings Plan. 1291736