

It's been 20 years since Edvest first started helping families save for higher education costs. While a lot has changed over the years, one thing that hasn't is Edvest's commitment to making saving for college easier and more affordable for Wisconsin families.

**BANG!**

**BOOK COSTS TAKE OFF**

The cost of textbooks has grown at nearly 3 times the rate of inflation.<sup>1</sup>

**DOLLARS FOR DORMS**

National averages presented

Tuition isn't the only thing families need to save for. Room and board costs are part of the equation too.<sup>2,3</sup>

## TUITION IS UP

The average cost of tuition and fees have risen dramatically in Wisconsin over the last 20 years.<sup>4,5</sup>

-1997-

Public School \$1,943

Private School \$11,868

-2017-

Public School \$6,494

Private School \$30,822

-2007-

Public School \$4,476

Private School \$20,313

**PIZZA, PHONES, CARS, (AND MORE PIZZA)**

Students do more than go to class, study, and sleep. Transportation costs can add up to \$1,287.50 per year by some estimates. Add in incidental costs like phone bills, a movie out with friends, or ordering dinner in occasionally, and that's another estimated \$2,035 per year to account for.<sup>6</sup>

**SAVINGS CELEBRATION**

## THESE STATS TAKE THE CAKE ...



**\$29,460**

Average Wisconsin student loan debt for class of 2015<sup>7</sup>



**\$1.44 TRILLION**

Total U.S. student loan debt<sup>8</sup>



**\$351**

Average monthly loan payment for 20-30 year olds<sup>8</sup>

## ... BUT THESE ADD A LITTLE ICING



Teens who have a savings account in their name are **6 times more likely to attend college** than those without savings.<sup>9</sup>



Low and moderate income kids that have a college savings plan are **3 times more likely to attend college and 4 times more likely to graduate.**<sup>10</sup>



**153,062**

Future students saving with Edvest.<sup>11</sup>



**\$2.8 BILLION**

Saved for higher education with Edvest.

## GIVE SMART

Saving early means less borrowing later.<sup>12</sup>

**\$225**

Average monthly contribution to an Edvest account.

**\$17,365**

Average Edvest account.

**66%**

Percentage of Edvest account owners who make automatic contributions to their accounts

Edvest accounts offer tax-free growth on any earnings, which could mean saving more over time.

Wisconsin residents who contribute to Edvest may be eligible for tax benefits. Limitations apply.\*

Family and friends can celebrate a child's birthday (and any occasion) by giving to their Edvest account!

Edvest is thrilled to celebrate 20 years of helping families save for college. We look forward to continuing to be here for more Wisconsin families for years to come. **Open an account today at Edvest.com.**

\*To learn more about the Wisconsin College Savings Plan, its investment objectives, tax benefits, risks, and costs please see the Disclosure Booklet at Edvest.com. Read it carefully. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss. Check with your home state to learn if it offers tax or other benefits for investing in its own 529 plan. Taxpayers should seek advice from an independent tax advisor based on their own particular circumstances.

TIAA-CREF Individual & Institutional Services, LLC, member FINRA, distributor and underwriter for the Wisconsin College Savings Plan.

Neither TIAA-CREF Tuition Financing, Inc., nor its affiliates, are responsible for the content found on any external website links contained herein. C257913

Private school statistics do not include for-profit college data.

### SOURCES

1. <http://www.nbcnews.com>
2. <https://nces.ed.gov>
3. <http://mycollegeguide.org>
4. <https://docs.legis.wisconsin.gov>
5. <http://www.ohe.state.mn.us>
6. <http://trends.collegeboard.org>

7. Project on Student Debt. The Institute for College Access & Success
8. <https://studentloanhero.com>
9. <https://www.nerdwallet.com>
10. <http://cfed.org>
11. Statistic based on active Edvest accounts as of 12/31/16
12. Statistics based on active accounts as of 6/30/17