

	FY19-20	FY20-21	TOTAL
Personnel	\$69,690	\$62,202	\$131,892
<i>Evaluation</i>	\$69,690	\$62,202	\$131,892
Incentives for Students	\$225,000	\$225,000	\$450,000
<i>Existing Incentives</i>	\$75,000	\$75,000	\$150,000
<i>Equity incentives: 2-year pilot</i>	\$150,000	\$150,000	\$300,000
Outreach	\$172,500	\$172,500	\$345,000
Promotion			
<i>Social media</i>	\$5,000	\$5,000	\$10,000
<i>Text campaigns</i>	\$7,000	\$7,000	\$14,000
School & Family Engagement			
<i>AmeriCorps/VISTA</i>	\$ 16,000.00	\$ 16,000.00	\$32,000
<i>School ambassadors</i>	\$ 9,500.00	\$ 9,000.00	\$18,500
<i>Software licensing fees</i>	\$ 9,000.00	\$ 1,500.00	\$10,500
<i>School kits/curriculum</i>	\$ 25,000.00	\$ 25,000.00	\$50,000
<i>College savings workshops</i>	\$ 15,000.00	\$ 15,000.00	\$30,000
<i>Promotional Giveaways: savings banks, coloring books</i>		\$ 8,000.00	\$8,000
Community Engagement			
<i>Partner Grants</i>	\$ 84,000.00	\$ 84,000.00	\$168,000
<i>Volunteers</i>	\$ 2,000.00	\$ 2,000.00	\$4,000
	\$467,190	\$459,702	\$926,892