

Building Futures Through CalKIDS

FIRM

PROJECT OUTCOMES & IMPACT REPORT

Fresno Immigrant and Refugee Ministries (FIRM) partnered with the Governor's Office of Community Partnership and Strategic Communications (OCPSC) to implement the California Kids Investment and Development Savings Program (CalKIDS), helping eligible California students access scholarship accounts to help pay for future qualified higher education expenses. FIRM conducted targeted outreach, education, and direct 1-on-1 support in multiple languages to increase awareness and claims of CalKIDS scholarship accounts among eligible students and families in the Central Valley.



Linda Vang (FIRM Project Coordinator) and Dao Yang (FIRM Parent Educator) presenting to a Hmong high school class.

FIRM ASSISTED IN
\$1.35 Million
SCHOLARSHIP FUNDS CLAIMED

Students Reached : 2,167 Applicants

Newborns Reached : 64 Applicants

Total : 2,231 Applicants

Multilingual Education & Support

FIRM staff participated in community and school events across **Fresno, Madera, and Kings County** to connect educators, parents, and students with educational resources and assist with direct support with families. Educational materials and outreach were provided in **English, Dari, Hmong, Khmer, Lao, Mixteco, and Spanish**.

Partnering For Success

FIRM partnered with **educators in Fresno, Clovis, Sanger, and Tranquility schools** to share resources, help create accounts, and assist with enrollment. **FIRM interns** and partner organizations, such as **Jakara Movement** and the **Migrant Education Program (MEP), Region IV**, worked alongside FIRM at schools to support student enrollments.

Social & Ethnic Media

Through social and ethnic media efforts, FIRM reached a total of **60,000 views**. Educational content were shared via FIRM's Facebook and Instagram page. FIRM staff attended local radio shows to share resources in **Hmong, Khmer, Lao, and Spanish** through KBIF 900AM, La Explosiva 107.5 FM, 92.1 Enamorada, and La Picoso 107.9.

Increasing Awareness in Our Classrooms

FIRM continues to build trusting relationships within the community, collaborating with counselors and teachers to attend their Hmong, Spanish, Art, Photography, History, and ESL classes to share resources, check for eligibility, and conduct enrollments on site.

Teachers were able to share the information with other fellow colleagues, students, and graduating seniors who could benefit from financial relief for college in the upcoming school year. Students expressed interest in pursuing higher education but were worried about the financial costs. Knowing that CalKIDS program exist and having access to their scholarship claim eases that stress.

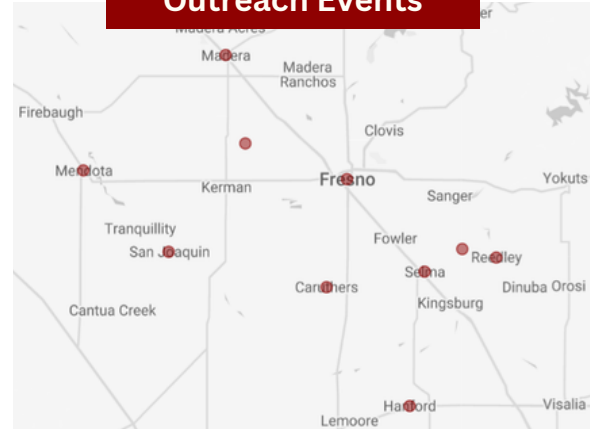
Promoting Financial Empowerment

Many families were not aware of the CalKIDS program. Parents with limited English proficiency often did not know where to start, how to check eligibility, or where to find the required information to determine if their child(ren) qualified to open an account. To address these barriers, FIRM staff conducted outreach in languages families could understand, meeting them where they were:

- Schools
- Parent coffee hours
- Career and resource fairs
- Advisory council meetings
- Special events held on school campuses

Working 1-on-1 with families ensured that parents had their questions answered and received the support they need to navigate barriers that may prevent them from accessing existing resources for their children. This allowed parents to feel empowered in understanding the financial resources for their children to seek higher education in the future.

Outreach Events



Cynthia Velazquez (FIRM Intern) presenting to high school students in Spanish.

Opportunities For Continued Family Support

Now that families have their CalKIDS accounts, many expressed concerns about remembering their login information or even that the account exists years later when students are ready to use the funds.

Families also shared confusion when some children in a household qualified for a CalKIDS account while others did not. Providing clear explanations of eligibility would help families understand the program so they can create financial plans with their children for the future.

This presents an opportunity for schools, educators, and partners to support ongoing account engagement. Without continued outreach and engagement, families may lose awareness of these educational savings opportunities and benefits available to their children.

The CalKIDS program remains available to eligible students and families throughout California to apply.

ACKNOWLEDGEMENTS

FIRM extends its heartfelt thanks to our partners, schools, and educators for helping make a difference in our community.

Partnerships

ELEMENTARY SCHOOLS

Addams Elementary School
Balderas Elementary
Birney Elementary School
Calwa Elementary School
Caruthers High School
Columbia Elementary School
Heaton Elementary School
Jaswant Singh Khaira Elementary
Kings Elementary School
Kirk Elementary School
Lane Elementary School
Lincoln Elementary
Roosevelt Elementary School
Sunset Elementary School
Viking Elementary School

MIDDLE SCHOOLS

Computech Middle School
Grant Middle School
Kings Canyon Middle School
Tehipite Middle School
Terronez Middle School
Yosemite Middle School

HIGH SCHOOLS

Clovis East High School
Design Science High School
Edison High School
McLane High School
Hoover High School
Parlier High School
Roosevelt High School
Sanger West High School
Selma High School
Sunnyside High School
Tranquility High School

COLLEGES/CONTINUING EDUCATION

California State University, Fresno
Fresno Adult School
Fresno City College

ORGANIZATIONS

Migrant Education Program, Region IV
Jakara Movement

WE THANK YOU
FOR YOUR CONTINUED
PARTNERSHIP

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the Governor's Office of Community Partnership and
Strategic Communications (OCPSC)*

