

FAST FACTS

Families & Students

- Tuition Rewards® is the nation's 1st and largest college savings program devoted exclusively to private colleges & universities*. Neither colleges nor families pay a fee to join.
* as measured by student participants, eligible assets and number of member colleges
- The SAGE Tuition Rewards participants include:
 - 600,000+ students in all 50 states currently earning (or have earned) rewards points.
 - 76,000+ new students enrolled in the past 12 months.
- Tuition Rewards Points valued at **\$85.7 million** were submitted in 2018 by SAGE HS seniors with nearly 6,200 applications to 379 member colleges. The average: 13,902 Tuition Rewards Points, representing \$3,475/year in guaranteed minimum discounts off the 'list price' of tuition for four years of undergraduate study, beginning with the freshman year.
- The **most popular colleges** include Arcadia (PA), Carthage (WI), Creighton (NE), DePaul (IL), Duquesne (PA), La Salle (PA), Messiah (PA), Rensselaer Polytechnic Institute (NY), Rochester Institute of Technology (NY), Savannah College of Art & Design (GA), U. of Dayton (OH), U. of San Diego (CA), U. of Rochester (NY), U. of Tampa (FL), Ursinus (PA), Valparaiso (IN), Worcester Polytechnic Institute (MA).
- In the past 14 calendar years (1/1/06 thru 12/31/18), 20,493 students submitted Tuition Rewards Points valued at **\$466.0 million** with 37,363 applications to member colleges.
- College funding assets identified by our participating families: approximately \$12+ billion
 - Approximate average assets (per "account-holder") earning Tuitions Rewards: \$51,000
 - Many assets are intergenerational (grandparent).

Colleges

- 400+ private colleges & universities in 46 states participate in our fast-growing enrollment marketing consortium. 200+ have joined since March 2008. 25 new member colleges joined in 2016, 21 in 2017 and 17 in 2018. 23 states feature five or more colleges. 80% of SAGE colleges are cited in *U.S News and World Report's* "Best of" Listings.

Financial Partners

- Pennsylvania's 529 college savings plans – both the Vanguard-managed & the pre-paid tuition options.
- An ever-expanding network of banks, college funding specialists, credit unions, employers, financial planners, investment managers, membership organizations, a mutual fund & other partners -- carefully screened to assure colleges that participating families have some assets.
- National financial marketing organizations & affiliated insurance carriers, including healthcare insurers. Significant sources of students include Guardian Insurance & Great American Opportunities*.
**Largest U.S. youth fundraising organization with a presence in 25,000 schools*
- Thousands of companies use Tuition Rewards as an employee benefit, encouraging families to save for college & attend participating colleges.

Website Traffic

- An independent survey has shown www.TuitionRewards.com to be in the upper 2½% of websites for unique visitors. Compared to a profile of U.S. Internet users, our visitors are 75% more likely to have attended graduate school; 23% have incomes above \$100,000.

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