
JULY 9, 2024

**AGENDA ITEM 2
INFORMATION ITEM**

CALIFORNIA ABLE ACT BOARD

Executive Director's Report

Background

The Executive Director's Report included an overview on the following items:

- Program Update
 - Enrollment Data
 - Legislative Update
 - NAST Update
- Operations Update
 - Contracts
 - Budget
 - Staffing
 - Customer Service
- Outreach Update
 - Presentations and Events
 - Social Media
 - Monthly Newsletter
 - Website Traffic
 - Ambassador Program

Presenter

Thomas Martin, Executive Director, California ABLE Act Board

Attachments

- Attachment #1 – Outreach Report
- Attachment #2 – June Newsletter

This page is intentionally left blank.

CALIFORNIA ACHIEVING A BETTER LIFE EXPERIENCE ACT BOARD
EXECUTIVE DIRECTOR'S REPORT

July 9, 2024

Program Update

Enrollment Data

CalABLE gained 639 accounts during the first quarter of 2024, up from the previous quarter by 12%. In Q1, CalABLE crossed 11,000 accounts, an increase of more than 5%. The total assets under management also reached a milestone, increasing by more than 10% to surpass \$140 million.

Accounts also saw a significant increase in activity. Contributions increased by 23%, and the average account balance increased by 5%. Meanwhile, distributions increased by 28% and debit card use increased by a third. Combined, these figures reflect both greater savings and greater day-to-day account use – both critical metrics of program growth and success.

Legislative Update

SB 1362 (CalABLE Seed Funding): SB 1362 did not advance past the Senate Appropriations Committee. The bill would have provided \$250 in seed funding for a person to open a CalABLE account after July 1, 2025, subject to an appropriation by the Legislature. In the coming months, CalABLE will consider other options for seed funding, particularly through philanthropy. This will include reviewing CalABLE's structure and authority, as well as exploring other opportunities.

US Senate Bill 4539 (ENABLE Act): Federal legislation has recently been introduced to eliminate the sunset dates for the following key components of the ABLE program:

- ABLE to Work higher contribution cap
- The 529-to-ABLE rollover
- ABLE's inclusion in the Saver's Credit

If signed, the ENABLE Act would be critical for maintaining flexibility for many CalABLE account holders, encouraging saving and supporting workers with disabilities. CalABLE is connecting with other states and with its ABLE partner network to develop a campaign in support of the bill.

National Association of State Treasurers (NAST) Update

CalABLE participated in NAST's 2024 Treasury Management Training Symposium last month. This was an excellent opportunity for CalABLE to collaborate with other states on shared opportunities. Executive Director Martin discussed veteran outreach while moderating a panel on the 2026 increase in eligibility age. Deputy Executive Director Osborne joined a panel on creative outreach opportunities. Many other topics were included in the curriculum, including federal legislation, organizational enrollment, and best practices across the country.

Operations Update

Contracts

CalABLE's marketing services contract for \$906,800 with Program 11 was signed. The Term of the Agreement will be for a three year period beginning July 1, 2024, through June 30, 2027, with the option to extend to up two one-year periods.

CalABLE signed the annual interagency agreement with STO for Building Rent totaling \$35,609.

CalABLE acted on the Spanish translating and interpreting contract option with Lazar Translating and Interpreting for \$21,000, with the contract expiring June 30, 2025. The American Sign Language (ASL) interpreting contract with Eaton Interpreting Services Inc was not extended by the firm. CalABLE will be issuing a Request for Quotes for an ASL interpreting contract.

Budget

CalABLE receives a general fund appropriation of \$1.4 M. As of May 31, 2024, the program has spent \$1,020,783 (71%) in fiscal year 2023-24.

CalABLE's Budget Change Proposal to restructure General Fund loan repayment of \$4.82 M was approved and is now in effect. New budget language will extend the loan repayment until June 30, 2032, with annual payments to the extent there is sufficient revenue. The first payment will be \$1.2 M, to be issued in 2025. Interest will be waived for the entirety of the loan. CalABLE appreciates the support of the Legislature and the Governor for this proposal.

Staffing

CalABLE is excited to have Neil Chandran as our summer intern!

Customer Service

CalABLE is working closely with Vestwell on enhancing the customer service experience, including website updates and account enrollment improvements. This is an ongoing collaboration and will be a key focus for CalABLE.

Outreach Update

Presentations and Events (See Attachment #1)

CalABLE engaged extensively during the second quarter of 2024, delivering 40 presentations, participating in 9 in-person events, and hosting 3 webinars. These efforts allowed CalABLE to connect with more than 6,000 individuals. Throughout April, May, and June, CalABLE conducted a wide range of outreach activities, including in-person events, resource fairs, sponsored events, virtual and in-person presentations, and webinars. The webinars were especially successful, drawing 1,124 attendees.

Social Media

CalABLE's YouTube channel has 1,101 subscribers with CalABLE gaining 70 new subscribers in Q2. The Ambassador videos are doing very well, Miguel, Otto and Tianni have received the most views.

CalABLE staff have been making organic social media posts on Facebook, Instagram, Twitter, and LinkedIn daily. CalABLE currently has 3,267 Facebook followers, 521 Instagram followers, 947 Twitter followers, and 85 LinkedIn followers.

Monthly Newsletter (See Attachment #2)

CalABLE's sends out a monthly newsletter to our Listserv of approximately 20,000 people. The list comprises people who attend a webinar, sign up for information and CalABLE account holders. April, May, and June had over 10,000 opens with a 46.1% open rate.

Website Traffic

The CalABLE website's total visits were 67,252, representing a 25% increase compared to the last quarter.

Ambassador Program

The CalABLE Ambassadors are current account holders and authorized legal representatives who share their stories and help CalABLE promote the program. The Ambassador compilation video was released in May and has been added to the presentation template. The video is available on the CalABLE YouTube channel: [CalABLE 2024 Ambassadors Compilation](#). The Ambassadors have been active attending events, speaking at groups, and promoting CalABLE to their networks and social media platforms.

Attachment 1
Outreach Report

This page is intentionally left blank.

CalABLE Outreach Report

CalABLE engaged extensively during the second quarter of 2024, delivering 40 presentations, participating in 9 in-person events, and hosting 3 webinars. These efforts allowed CalABLE to connect with over 6,000 individuals. Throughout April, May, and June, CalABLE conducted a wide range of outreach activities, including in-person events, resource fairs, sponsored events, virtual and in-person presentations, and webinars.

- Throughout the month of April, CalABLE provided 11 presentations with a total attendance of 325 participants, attended 4 in-person disability-related events including resource fairs with an attendance of roughly 620 attendees, and hosted 1 webinar on CalABLE and Medi-Cal, which had 1,102 registrations and attracted 460 viewers. In addition, CalABLE participated as a sponsor at the Best Buddies Friendship Walk: Sacramento, which had an overall attendance of 754 people.
- In May, CalABLE provided 18 presentations with a total attendance of 514 participants. Additionally, CalABLE participated as a guest in the DOR Spotlight on Social Security monthly webinar, which had 262 attendees. CalABLE staff attended 2 in-person events, one of which allowed for a presentation, with a combined attendance of 480 participants. The webinar hosted by CalABLE in May focused on Account Fraud Prevention, attracting 552 registrants and 189 attendees.
- For the month of June, CalABLE provided a total of 10 presentations with an overall attendance of 475 participants and attended 3 in-person events with an attendance of roughly 1730 attendees. CalABLE hosted 1 webinar on CalABLE and Social Security which had 1,104 registrations and attracted 475 attendees.

In conclusion, CalABLE staff remains dedicated to enhancing outreach efforts to further promote the program.

This page is intentionally left blank.

Attachment 2
June Newsletter

This page is intentionally left blank.



CalABLE June Newsletter

Hello Summer!

Summer is here, and with the heat comes additional seasonal expenses. Maybe you're planning a vacation, maybe you're starting a new hobby, or maybe you're staying in and keeping cool! Whatever your summer plans are, CalABLE is here to help.

With your CalABLE account you can save without risking your benefits. You can also invest and potentially grow your money tax-free. Make your money work for you to meet your savings goals!

Best of all, you can spend your money at any time on qualified disability expenses (QDE). If an expense can improve or maintain your health, independence, or quality of life, it is a QDE! Here are some examples to inspire you this summer:

- Travel and accommodations
- Camp programs
- Summer classes and workshops
- Swim gear and clothing
- Adaptive sports equipment
- Food and summer treats
- Sun protection
- And more!

Keep cool, stay hydrated, and have fun this summer by making the most of your CalABLE account!





CalABLE Tagline Survey

Reminder to Account Holders:

CalABLE is developing a tagline to describe how our program benefits children and adults with disabilities. As part of the CalABLE community, your opinion is essential to ensure the tagline reflects the heart of CalABLE.

Please complete our short survey using the link below:

[CalABLE Survey Link](#)

CalABLE 2024 Ambassadors Compilation

Check out our 2024 Ambassadors Compilation Video! This year's class of Ambassadors features Miguel, Curtis, Tianni, Adrienne, Charles, Steven, Raymond, and Otto. This 7-minute Compilation Video has new quotes and parts of their stories that you won't want to miss.



And if you haven't already, be sure to visit our [2024 Ambassadors Playlist](#) to watch their individual videos. The CalABLE Ambassadors are all amazing people with their own CalABLE stories to share!

Congratulations to CalABLE Ambassador Otto!

[Subscribe](#) to our email list.

[Read Otto's Valedictorian Speech](#)



Register for our July Webinar

[Subscribe](#) to our email list.



Using Your CalABLE Account

July 10, 2024

2:00 P.M. - 3:30 P.M. PT

This program is free and open to the general public.

Dial in by calling 1-669-900-6833

Webinar ID: 890 5468 8544



CalABLE Monthly Webinar Series

Register now:



https://us06web.zoom.us/webinar/register/WN_QApPPlxYQZGyoiJn86R7KA

CalABLE is governed by the California ABLE Act Board, an instrumentality of the State of California. Vestwell State Savings, LLC ("Vestwell") is the program administrator. More information about the program can be found at calable.ca.gov.

CalABLE is a savings and investment program offered by the state of California to people with disabilities that began before reaching age 26.

In this webinar, we will explore:

- CalABLE Basics
- Contributions and Withdrawals
- CalABLE Account Features

Featuring CalABLE Ambassadors
Tianni and Curtis



Detalles en español en el post de abajo

This webinar will be recorded. Please [register](#) to be notified when the recording is available.

Detalles del Seminario Web:

Usando tu Cuenta CalABLE

[Subscribe](#) to our email list.

2:00 PM – 3:30 PM PT

En este seminario web exploraremos:

- Fundamentos básicos de CalABLE
- Contribuciones y retiros
- Funciones y características de la cuenta

Meet the CalABLE Ambassadors who will be featured at the July webinar:

Tianni



Curtis



Protecting Your CalABLE Account



National Homeownership Month

Do you dream of becoming a homeowner? CalABLE can help you make your dreams a reality. With a CalABLE account, you can save money without putting your benefits at risk. The money you save can be put towards down payments, monthly mortgage payments, and even home repairs for your new home. Watch Dominika's and Héctor's videos to see how CalABLE has helped our Ambassadors become homeowners!



Dominika and Investing

Want to get started on your homeownership journey? Here are resources that can help you get started:



Héctor and Gifting

- [Owning a Home - CalABLE's Financial Fitness Center](#)
- [Homeownership Guide - ABLE National Resource Center](#)
- [Home Inheritance Guide - ABLE National Resource Center](#)



Thank you to Mattel!

CalABLE greatly appreciates the donation of 50 Hot Wheels® Flippin Fast™ die-casts to CalABLE!

CalABLE plans to hand out these die-cast vehicles at upcoming events, and we want to thank Mattel again for their support in spreading the word about CalABLE!

You can learn more about the Flippin Fast die-cast which was created by Mattel for Autism Acceptance Month here:

[Flippin Fast Die-Cast Article](#)

Join the conversation on social media



[Subscribe](#) to our email list.



**CONGRATULATIONS TO ALL
THE 2024 GRADUATES!**

Remember to set up a Gifting page
with your CalABLE account so friends
and family can help you celebrate!

 **CalABLE**



[Subscribe](#) to our email list.

Anne Osborne had a great time in San Diego for the People First Conference. She was also joined by several of our CalABLE ambassadors including Otto and Angelina!

Did you know your CalABLE account offers easy access to funds by requesting a prepaid card?

Request your ABLÉ prepaid card and access funds for qualified disability expenses, providing convenience and flexibility in managing your finances.



Visit calable.ca.gov/prepaid to request your CalABLE prepaid card today! 



The ABLÉ Visa® Prepaid Card can be used everywhere Visa debit cards are accepted

Upcoming CalABLE Events

- [CalABLE Board Meeting](#): July 9 in Sacramento, CA
- [Youth Leadership Forum](#): July 18 in Sacramento, CA
- [Congreso Familiar](#): August 3 in Hayward, CA

[Subscribe](#) to our email list.



[Manage](#) your preferences | [Opt Out](#) using TrueRemove™
Got this as a forward? [Sign up](#) to receive our future emails.
View this email [online](#).

901 P St Suite 413 | Sacramento, CA 95814 US

This email was sent to .
To continue receiving our emails, add us to your address book.



This page is intentionally left blank.