APPENDIX D: RESOURCES

1. FPCB FY 26 Exec Summary Marketing Plan
2. ABLE FY 25_26 Exec Summary Marketing Plan
3. ABLE Program Update Sep 2025

FPCB FY 26 Exec Summary

Marketing Plan

FLORIDA PREPAID

September 25, 2025

CY 2026 Marketing Plan

CY 2025 Performance

Sales Results, KPIs and Customer Profile

58,907 Total 529 Plan Sales (-14.5%, YOY)*

35,364 Brand-New Students

Prepaid Tuition	Prepaid Dorm	Savings
30,415	10,209	18,283
-13%	+10%	-1%

Attract

Website Users: 2.13M (-7%)

Paid Media Enrollments: 44,100 (-1.2%)

Partnership Events: 89 (+46%)

Convert

Website Conversion Rate: 2.77% (-8.3%)

Incomplete applications: 34k (-15%)

Cost per Enrollment: $242 (+23%)

Retain

Prepaid Plan Retention: 70% (no change)

Savings Plan % Contributing: 52% (+4%)

C/S Customer Satisfaction Score: 4.4/5.00

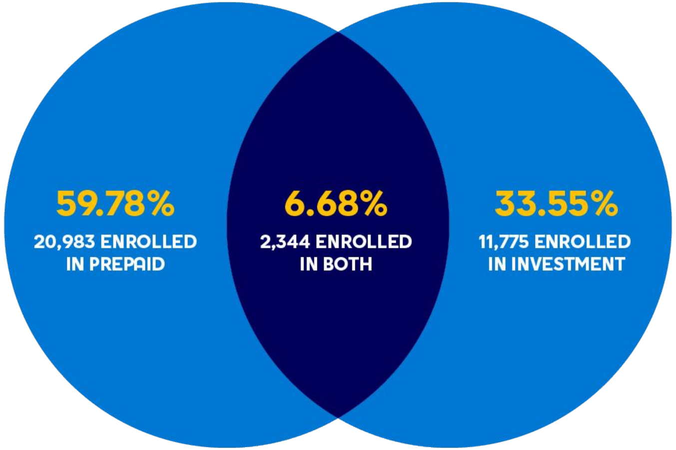
* CY24 was a price reduction “rollback” year

Families with young children and higher incomes drive most enrollments

Demographic Trends

- 77% Ages 0–9
- 81% HHI > $70k
- 84% Parent Account Owner
- 7.79% - Florida 529 Penetration Rate*

CY25 Student Participation by Plan Type



* Penetration rate for students under age of 18

CY 2026
Marketing Strategy

Fresh Thinking. Bold Moves.

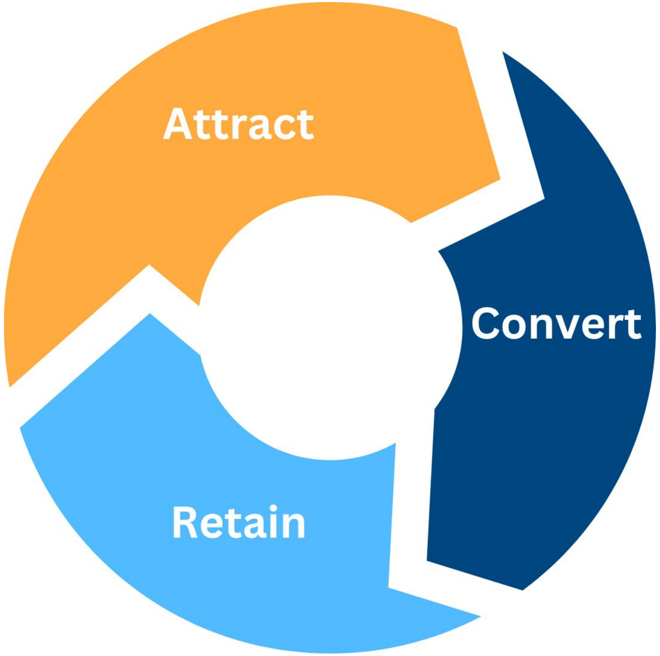
- Core channels remain in place, while adding new tactics to expand audiences, leverage system enhancements, improve user experience, and build strategic partnerships
- Salesforce CRM—launch new tactics to engage and retain current customers
- Key messages focus on 529 Plan benefits, online plan builder, simplified plan structure, easy enrollment

Marketing Continues to Expand Across the Full Life Cycle.

Attract: Create 529 category demand, increase perceived value of higher education, **expand enrollment periods**, improve unaided brand awareness and **increase brand visibility.**

Convert: Nurture leads, **improve 529 product(s) comprehension**, and enhance decision-making tools.

Retain: Engage more often—reward progress, improve account management support, increase product-bundling efforts—to **deepen relationship and commitment with existing customers.**



CY 2026
Market Landscape

SWOT, Media Landscape and Approach, Channels, Tools

Internal

Strengths

Modern online experience

Strategic Growth Mindset

Weaknesses

Brand name nomenclature

Open Enrollment window limits consumer access

FL has highest inflation rate in US (3.91%)

External

Simplified product mix

Legislation continues to expand 529 flexibility

Opportunities

Generative AI will reshape buying behaviors

Shifting perceptions of higher ed value amid AI disruption

Threats

Intense Market Analysis Drives ROI and Unlocks Growth in Key Markets

STEP 1: Channel Selection

- Use Resonate & MRI data to track media consumption shifts
- Invest in channels with strongest impact: broadcast, digital, paid social, CTV

STEP 2: Budget Allocation

- Run Elsy AI-driven budget scenarios using 5-year performance data
- Test scenarios to allocate budgets by channel for max ROI
  - FY 26: Expanded fall/spring promos + new prospect initiative

STEP 3: Opportunity Markets

- Analyze 1st-party data & county demographics (CDI/BDI)
- Identify and allocate incremental budget by county:
  - *Category Opportunity*: Low college savings overall
  - *Branding Opportunity*: High savings, but not with Florida Prepaid
- Optimize in real time to meet or exceed forecasts

=

FY26 Media Plan is forecasting 56k-65k completed applications

CY26 Executive Summary Marketing Plan—Marketing Channels

Marketing Efforts Combine Proven and New Channel Opportunities.

PAID MEDIA

Digital/Programmatic Out-of-Home
Broadcast/Cable TV
Digital Video/Connected TV
Radio/Streaming Audio/**Podcasts**
Facebook/Instagram/Reddit Paid Social
FB and Pinterest Lead Gen
Digital Display/High Impact Units
Paid Search
Native

OWNED MEDIA

Creative Assets
AI-Generated Video/Photography Content
DOH Direct Mail
Prospect Email Marketing
Salesforce (CRM) Retention Journeys
Website/Digital Tools/CAMP
Social Media Channels
Collateral/Promotional Items
Partnership Assets
Customer Service

EARNED MEDIA

Strategic Partners (20+)
New Partners (State Agencies, Hospitals, Daycares, Health Insurers)
Superintendents (55+)
PTA Grassroots
Business Community Outreach
Media Relations
Influencer Partners
Grassroots Ambassadors
Family Outreach/Events
Content Development: Blogs, Webinars

Bolded = new activations under current budget

AI Tools Being Used to Develop and Execute the Marketing Plan

Research | Media Monitoring	ChatGPT, Claude, Gemini, klear (A Meltwater Offering), kinetiq
Brand Strategy	ChatGPT, Claude, Gemini, Waldo
Creative/Web Copywriting	ChatGPT, Claude, Copilot
Image Gen	OpenArt, Whisk ALFA, LUMA AI
Video Gen	runway, OpenArt, Pika, KlingAI
Audio/VO	Eleven Labs
Data | Analysis	ChatGPT, Claude, resonate, Elsy
SEO	Gemini
Project Management	monday.com, wrike

Marketing Plan:

Recurring Budget

FY26 Marketing Plan—Marketing Budget - Approved March 2025

Category	FY 24/25 Approved	FY 25/26 Approved
Professional Fees	**$1,123,080**	**$1,123,080**
PAID: Media Placements	**$10,248,540**	**$10,630,849**
Broadcast/Cable TV/Digital Video	$5,228,918	$5,333,496
Radio/Traffic/Digital Audio	$1,001,586	$1,051,665
Display/Native	$2,282,736	$2,396,873
DOOH/Billboards	$624,330	$655,547
Search	$135,000	$141,750
Paid Social	$910,970	$956,519
Measurement/Fees	$65,000	$95,000
OWNED	**$1,280,000**	**$1,570,000**
EARNED: PR & Partnerships	**$1,600,000**	**$1,600,000**
TOTAL	**$14,251,620**	**$14,923,929**

Driving Growth Through the Customer Journey

Attract

Focus superintendent outreach to **prioritize Kindergarten enrollments** to engage families at start of K-12 journey

Leverage AI tools to produce tailored campaign content to increase library depth/breadth

Formalize ambassador network to further engage in high traffic face-to-face prospect event opportunities

Convert

Leverage May 529 day to **announce year-round enrollment*** to meet consumer expectations

Analyze consumer website behavior to recommend and implement phase 2 website enhancements (Marketing + Enrollment + CAMP)

Increase year-round lead generation to fill prospect funnel

Retain

Build new customer journeys for onboarding, upsell/bundling, and at-risk account support

Incentivize existing customers to deepen engagement, e.g., recurring ACH payment reward, etc.

Promote **new gifting options**, with enhanced credit card payments

* Year-round enrollment pending Board approval

Marketing Plan

Non-Recurring Budget

Transformational enhancements have put Florida Prepaid in a prime position for market growth—CRM, new online experience, simplified product mix, interactive planning tools, rebrand, strategic partners, and more.

Our goal is to leverage this position to significantly increase 529 Plan sales— Prepaid and Investment—ensuring more Florida families save for education. This investment fuels audience and partnership expansion, and positions the program for long-term success.

FY25/26 Non-Recurring Marketing Investment Request

Ideation **May 2025**	**100+ Ideas in four key categories**—Audience Expansion. Audience Access. Brand/Product Relevance. Strategic Partnership Expansion.
Narrow Scope **June/July 2025**	**Narrowed to high-potential tactics,** mapped activation plans and modeled media plans.
Budget **August 2025**	**Allocated budgets** to paid, owned and earned incremental efforts.

Leverage Program Enhancements to Accelerate Enrollment

- **Expanded Customer Access:** Begin transition to expecting parent enrollment and year-round Prepaid Plan enrollment, supported by major fall and spring campaigns.
- **Enhanced Prospecting:** Dedicated annual paid media campaign to move families seamlessly from awareness to enrollment.
- **Partnership Power:** Capitalize on strategic partnership integrations to reach parents at critical decision points during child development.

CY26 Marketing Plan—Incremental Growth Budget—Key Partnership Channels

Strategic Partnerships will reach millions of parents annually at critical decision points.

Hospitals & Health Care Providers

Prenatal, newborn, pediatric education

Health Insurers

Portals, apps, family outreach

K–5 Schools

Superintendent partnerships, enrollment platforms, PTAs/PTOs

Daycares & Preschools

VPK portal, DCF integration, childcare chains

State Systems & Financial Advisers

DOE/DOH/DMS integration, adviser enablement

CY26 Marketing Plan—Incremental Growth Budget—Recommendation

$4.9M incremental budget request projected to drive approximately

21,100+/- **

(completed applications)

CATEGORY	FY 25/26
PAID: Media Placements	**$4,258,281**
Annual Conversion Campaign	$48,000
Annual Prospecting Campaign	$750,000
Fall Promo Expansion	$1,546,672
Open Enrollment Spanish Language Test	$50,000
Holiday Gifting (Grandparents)	$125,000
Spring Promo Expansion	$1,567,780
Measurement/Fees*	$170,829
OWNED	**$321,500**
New Campaign(s) Production	$100,000
Social Media Production	$40,000
Partnership Assets	$20,000
Phase II Website and CAMP Production	$36,500
529 Promise Promo Items	$75,000
Research (Incomplete App Survey, etc.)	$50,000
EARNED: PR & Partnerships	**$320,500**
Partner Management & New Outreach	$132,000
Blogger Ambassadors	$175,000
529 Promise Radio News Release	$13,500
TOTAL	**$4,900,281**

*VideoAmp MTA / OOH, Elsy Platform Fee, Resonate 1st Party Data fee, Resonate Site Tagging Mgmt Fee, St. John media management fee

** Estimated 21k completed applications is included in the 56k-65k mentioned earlier

CY 2026
Goals / Activation
Timeline / Budget

CY26 Marketing Plan—Marketing Key KPIs**

Applications for new students (beneficiaries)
39,200 - 45,500*

Applications for existing students (beneficiaries)
16,800 - 19,500*

Total applications completed (beneficiaries)
56,000 - 65,000**
(29 %-48%, YOY)

New KPIs Being Benchmarked Post-Transition

- Students who are enrolled in both plan types
- Website conversion rate
- Completed app rate
- Cancellation rate
- # of plans per new student
- # of plans for existing students
- Penetration rate in opportunity markets

*Assumes all-new students and existing students are 70%/30% of application mix, respectively.

** May 1, 2025 - June 30, 2026

CY 2026 Total Projected 529 Plan Sales:*

166,920 - 191,459

(29% - 48% increase, YOY)

Prepaid Tuition Plans**

130,166 - 149,337

Prepaid Dorm Plans**

13,169 -15,109

Investment Plans

23,585 - 27,013

*May 1, 2025 - June 30, 2026
** 1-Year Plans

CY26 Marketing Plan—Quarterly Highlights

Q1 May - July	Q2 August - October	Q3 November - January	Q4 Open Enrollment
May 1 - June 30: 529 Savings Plan Spring Promo	**Aug. 4:** Paid media resumes	**Nov. 17 - Dec. 21:** Launch grandparent gifting campaign	**Feb. 1 - 28:** Prepaid Plan Open Enrollment begins; Superintendent outreach to VPK / kindergarten families; earned media tour
May 12 – June 30: Florida State Parks scholarship program	**Aug. 23 - 24:** Central Florida Family Expo 2-day event in Orlando	**Dec. 1 - 8:** Cyber Monday $100 Amazon Gift Card offer	**April 24 - 30:** Enrollment Incentive Countdown
July 7: Launch online experience—marketing, enrollment, CAMP	**Sept. 15 - Nov. 10:** 529 Plan Fall Promotion and rebrand earned media tour	**Jan. 12 - February 16:** Diapers to Degrees Scholarship giveaway	**May 1 - June 30:** 529 Plan Spring Campaign
July 7: PAID MEDIA DARK	**Oct. 18 - 19:** Prego Expo 2-Day Event in Orlando	**January**: Take the 529 Promise RNR for English and Spanish radio	**May 29:** 529 Day newborn media event + year-round Prepaid Plan enrollment announcement

“Save for Their Story” Annual prospecting and conversion campaign,
Email journeys, Research, social influencers, partnerships and media relations.

CY26 Marketing Plan—Annual Promotional Incentive Budget

CY26 Promotional Activity	Description	Estimate
Promotional Campaigns		**$1,961,581**
Fall Savings Plan Promo	$50 contribution into AO wallet for new 529 Plans Sept. 15 - Nov. 10	$375,000
Cyber Monday Prepaid Plan Promo	$100 Amazon Gift Card for Prepaid Plan enrollments Dec. 1 - Dec. 8	$100,000
Prepaid Plan OE Promo	$50 contribution into AO wallet for new Prepaid Plan enrollments April 1 - 30, 2026	$1,000,000
May / June Incomplete Application Incentive	$50 contribution into AO wallet for new plans	$175,000
May 529 Day Newborn Scholarships	$529 contribution for each newborn on 5/29/26	$311,581
Partnership / Scholarship Promotions		**$1,250,000**
Scholarship Contests	1-Year University Plans for Diapers to Degrees Scholarships + New Potential Scholarship Program	$100,000
Superintendent Scholarships	Prepaid Plan scholarships for Superintendent Partnership Outreach	$650,000
FDOE VPK + Other Integration Opportunities	FDOE VPK + Other Enrollment Integration Promotions	$500,000
Total Estimate		**$3,211,581**

$4.9M incremental marketing investment equates to a 32.8% increase over March 2025 approved FY 2026 budget.

Category	FY 25/26 Recurring	FY 25/26 Non-Recurring	FY 25/26 Total
Professional Fees (Retainer)	$1,123,080	$0.00	$1,123,080
PAID: Media Placements	$10,630,849	$4,258,281	$14,889,130
OWNED	$1,570,000	$321,500	$1,891,500
EARNED: PR & Partnerships	$1,600,000	$320,500	$1,920,500
TOTAL	$14,923,929	$4,900,281	$19,824,210

Appendix

CY26 Marketing Plan—Media Flowchart

Annual Efforts (Lead Gen and IA campaigns, Google paid search, SavingForCollege.com)

Our video strategy will continue to match audience behavior trends; increasing digital video year-round and focusing broadcast TV around live sports and premium programming.

- **69% of Florida parents stream Amazon Prime Video**; more than double any other ad-supported service.
- **67% of our target watches broadcast TV**; light viewers who watch 10 or fewer hours of TV/week.
- 65% of parents in Florida watch YouTube; significant portion of that viewing occurs on TV screens.
- 50+% watch Netflix and Hulu, but most subscribe to ad-free tiers.
- 46% of Florida parents are medium/heavy viewers of streaming TV, and 95% are watching in some capacity.
- Ongoing fragmentation of the streaming requires us to balance our media buying—inventory sourced directly from the content providers and from manufacturers like Samsung.

ESPN's new direct-to-consumer streaming service will open up new pathways to reach our audience in live sports content.

Florida parents' social media usage remains consistent, YOY.

- Facebook (78%) and Instagram (62%)—most popular social networks; TikTok ranks third (43%)
- Both Pinterest (29%) and Reddit (25%) maintain a smaller, but still significant, share of audience composition

Source: Resonate, August 2025

CY26 Marketing Plan—Owned Media Budget - Recurring

Category	FY 24/25 Approved	FY 25/26 Approved
Production	**$990,000**	**$1,180,000**
Campaign Production	$420,000	$580,000
DOH Direct Mail	$365,000	$365,000
Social Production	$85,000	$125,000
Rebrand Assets	$80,000	$70,000
Partnership Assets	$40,000	$40,000
Digital Production	**$40,000**	**$90,000**
Email Marketing	**$50,000**	**$65,000**
Research & Measurement	**$20,000**	**$50,000**
Collateral & Promotions	**$170,000**	**$170,000**
Promotional Items	$75,000	$75,000
Raintree Kitting & Shipping/Storage	$75,000	$75,000
Collateral Production	$20,000	$20,000
Miscellaneous Expenses	**$10,000**	**$15,000**
TOTAL	**$1,280,000**	**$1,570,000**

CY26 Marketing Plan—Earned Media Budget - Recurring

Category	FY 24/25 Approved	FY 25/26 Approved
Blogger Ambassadors	$290,000	$290,000
Partnerships (not including Hispanic)	$600,000	$600,000
Promo Items for Partners & Events	$50,000	$50,000
Hispanic Outreach/Engagement	$265,000	$265,000
Media Relations Syndication & Support	$75,000	$75,000
Content Development	$60,000	$60,000
Partner Management & New Outreach	$140,000	$140,000
Printing, Travel & Shipping	$65,000	$65,000
Media Monitoring Tools	$18,000	$18,000
529 Savings Plan Campaigns	0*	0*
Misc. Expenses	$37,000	$37,000
TOTAL	$1,600,000	$1,600,000

Intense Market Analysis Drives Market Media Mix, Budget Allocation and Market Emphasis.

- **CHANNEL SELECTION: Use industry-leading research (Resonate and MRI) to understand changes in media consumption patterns**
  - Assess use of media channels, we determine which platforms to invest in in order to maximize impact
  - Help allocate dollars between broadcast, digital media, select paid social platforms and CTV streaming services
- **BUDGET OPTIMIZATION:** Leverage Elsy to run AI-driven planning scenarios
  - Use actual paid media performance data from previous years to forecast results for each media channel and tactic
  - Run iterative scenarios to determine budget allocation, by channel, that will maximize results
    - FYE26 process enabled us to derive a recommended budget—expanded fall and spring promo periods, as well as new prospect initiative
  - Optimizing in real time throughout the duration of campaigns allows us to validate, meet or exceed pre-campaign forecasts
- **Opportunity Markets and Creative Considerations:** Analyze account owner data and county demographics to determine propensity of families in each county to be saving for college in general (CDI) and be saving with Florida Prepaid (BDI).
  - Identify opportunity counties: large populations of our target audience, but not currently saving for college
    - "Category Opportunity" = Less likely to be saving for college in general
    - "Branding Opportunity" = Saving to a high degree, but not with Florida Prepaid
  - Assign incremental media budgets based on population of these opportunity counties
  - In channels like zoned cable and CTV, we deliver messaging in each county that corresponds to the current opportunity

CY26 Executive Summary Marketing Plan—Plan Sales Market Analysis

529 Plan Category

Florida Prepaid Brand

Combined 529 Plan Penetration Rate = 7.79%

5-Year Emphasis—Same Opportunity Markets

BUILDING BRAND AWARENESS: (Orange, Seminole, Hillsborough, St. Johns, Manatee)

- Key message: FPCB is the best 529 savings partner, simple, affordable

BUILDING 529 PLAN KNOWLEDGE—CATEGORY (Duval, Pinellas, Pasco, Sarasota)

- Key messages: 529 Plan benefits

Plan Sales Market Analysis 0-9, Income $75k+

Market analysis helps determine areas that could benefit from extra resources

BDI = Brand Development Index
BDI tells us how the **Florida Prepaid brand** is performing in a given market relative to its performance across a total market

CDI = Category Development Index
CDI tells us how the **529 category** is performing in a given market relative to its performance across a total market

CY25 Marketing Performance—Florida 529 Plan Penetration Rate—Sorted by Population

Combined 529 Plan Penetration Rate = 7.79%

Top 10 Markets	Prepaid Plans*	Savings Plans**	Unique Beneficiaries ***	Population Under 18****	Median HH Income	CY24 Penetration Rate (Uniq Benes/Under 18 Pop)	CY25 Penetration Rate (Uniq Benes/Under 18 Pop)	Increase in Penetration %	% Change YOY
Tampa	58,377	24,791	73,138	1,055,996	$69,555	7.11%	6.93%	-0.18%	-2.52%
Orlando	48,867	22,085	62,355	964,266	$72,402	6.56%	6.47%	-0.09%	-1.34%
Miami	91,049	29,339	105,030	948,796	$71,468	11.13%	11.07%	-0.06%	-0.56%
West Palm Beach	38,436	14,398	45,890	431,000	$80,256	10.91%	10.65%	-0.26%	-2.41%
Jacksonville	22,969	10,408	29,436	425,309	$72,948	7.02%	6.92%	-0.10%	-1.36%
Ft. Myers	10,491	4,596	13,267	263,602	$74,400	5.16%	5.03%	-0.13%	-2.61%
Panama City	3,730	2,083	5,234	164,679	$82,924	3.32%	3.18%	-0.14%	-4.24%
Tallahassee	6,834	2,663	8,312	98,319	$61,143	8.65%	8.45%	-0.20%	-2.35%
Pensacola	2,094	972	2,745	87,242	$66,360	3.17%	3.15%	-0.02%	-0.68%
Gainesville	4,425	2,020	5,647	67,966	$58,483	8.50%	8.31%	-0.19%	-2.23%

CY25 Marketing Performance—Sales Trend

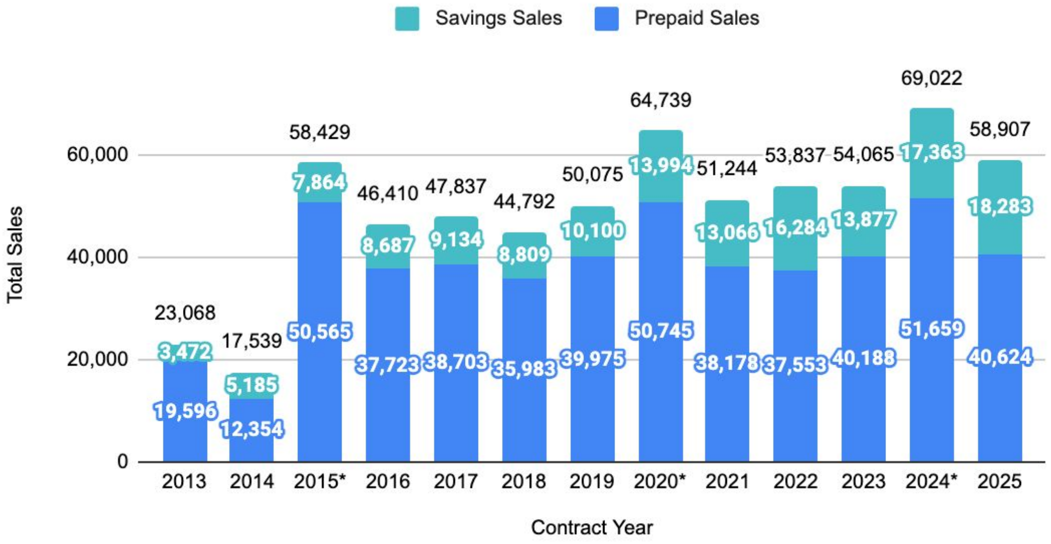
Observations:

Savings Plans were at goal; up 5.3% YOY

Dorm Plans were 10% over goal, which assumes those comfortable with their Prepaid Plans took advantage given news of rent volatility in Florida.

First non-rollback year that both Prepaid, Dorm and Savings plans were all positive, YOY.

Plans for newborns/infants up 13.3%, greatly supported by special pricing message; all other age cohorts were down

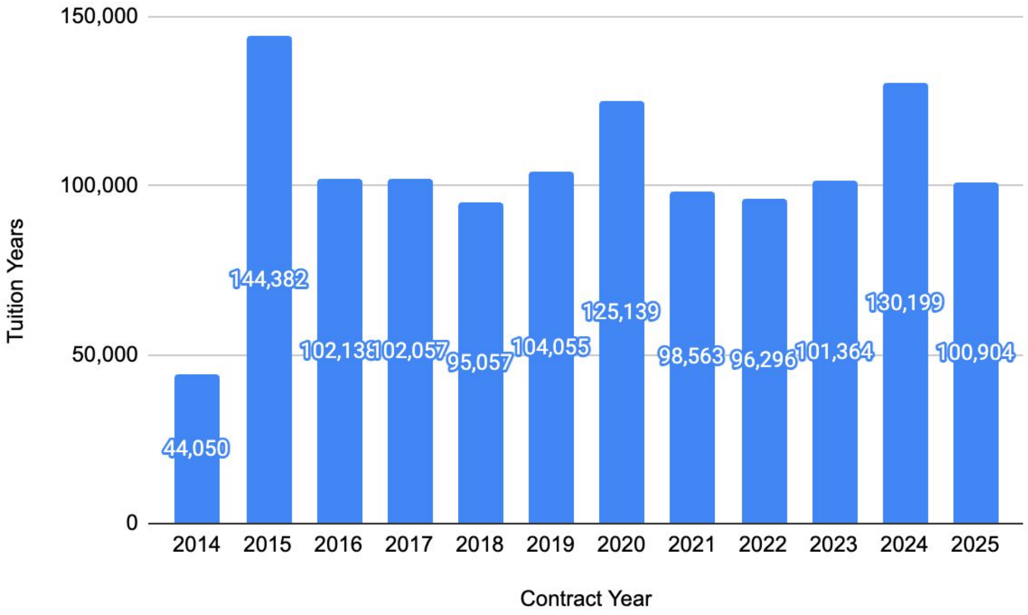


*Denotes rollback years

CY25 Marketing Performance—Prepaid Tuition Years Purchased Trend

Historical Context

- **CY15:** Doubled the marketing budget, launched 1-Year University Plan, $900m price reduction and "lowest prices in 5 years"
- **CY16**: First year leveraging DOH partnership
- **CY17:** In 2016, Hurricanes Hermine and Matthew ended Florida's decade-long lull, forcing 1.5M evacuations and causing billions in storm surge and wind damage. CY = March 1, 2017 – February 28, 2018 (13 months)
- **CY18**: Category 5 hurricane Michael hit Florida on October 10, days before OE launch; Parkland shootings
- **CY19:** Shifted Open Enrollment—(From Oct. 15 - Feb. 28 to Feb. 1 - April 30) shortening OE to three months; Extended marketing efforts (adding fall and spring promos) and pricing tool on-site year-round; CY = March 1, 2018 – April 30, 2019 (14 months)
- **CY20:** Price reduction ($1.3 billion); OE extended to May 31 due to COVID making CY 13-months; Board deferred payments to July 20; CY = May 1, 2019 –May 31, 2020 (13 months)
- **CY21:** Marketing budget increased 34.7% (from $6.7m to $9.1m)
- CY22: Flat budgets; OE Cash for College promo; $125/year into an Investment account
- **CY23:** Marketing budget increased 41.5% ($9.1m to $12.8m)
- **CY24:** Budget increased 8% ($12.8m to $13.9m); Price reduction ($1.3 billion) + "Lowest prices in 10 years," new journey messaging strategy.
- **CY25:** Budget increased 2.3% ($13.9m to $14.2m); Special pricing for newborns/infants starting at $29/mo.; year following a rollback; campaign rebrand.



*FY15, FY20 and FY24 were all refund/rollback years.

<u>Contract Year Anomalies:</u>

CY 2018: March 1, 2017 – February 28, 2018
CY 2019: March 1, 2018 – April 30, 2019
CY 2020: May 1, 2019 –May 31, 2020

Thank you!

ABLE FY 25_26 Exec Summary

Marketing Plan

June 17, 2025

FY 24/25 Q1-Q3 Marketing Performance
FY 2026 Marketing Plan Executive Summary

FY25 Marketing Performance Update

FY25 Marketing Plan—Performance *(through May 15, 2025)*

Objective	FY24 Goal	FY24 Result	FY25 Goal	FY25 Result (as of May 15)
New Accounts	2,100	2,372	2,400	2,129

ATTRACT

New Website Users: 260K (+87.9%)

New Leads: 3,582* (+114%)

Events: 124** (-26%)

CONVERT

Enrollment Page Users: 7.7K (+14.6%)

Enrollments: 2,129 (+8.2%)

Paid Media Conversions: 575 (-12.3%)

RETAIN

Customer Sat Survey Score: 4.4/5.0

Account Balance (funded accts): $10,931

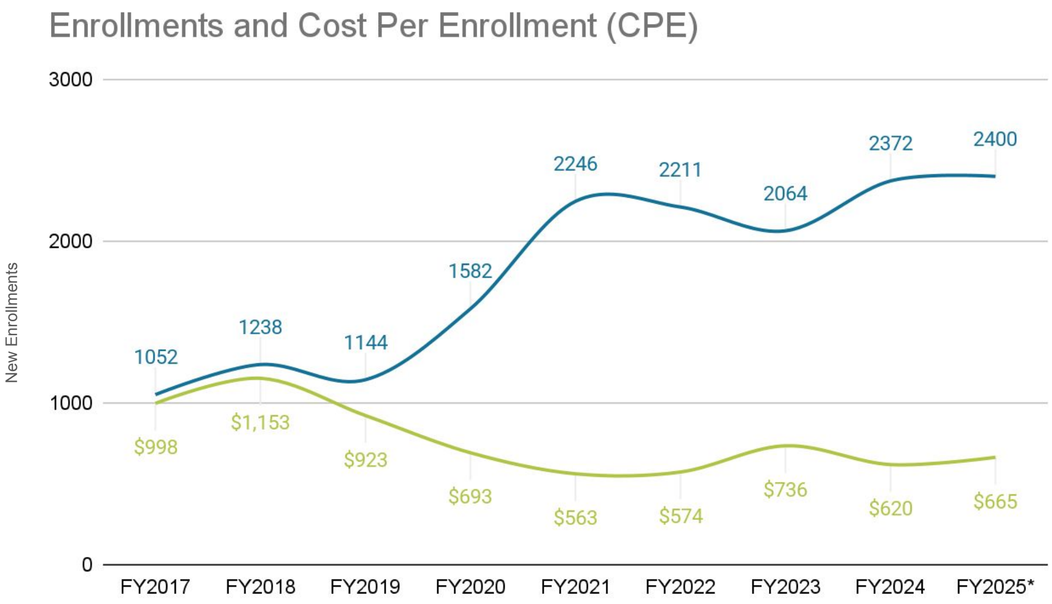
Active Accounts^: 72.5%

* Lead sources: paid social, website, events, webinars
** Event strategy now prioritizes quality over quantity via ambassador scorecard
^ Active account means an account had made a transaction between 1/1/2024 and 5/15/2025.

FY25 Marketing Plan—Cost Per Enrollment

From FY18 to FY25, we've seen a decrease in Cost Per Enrollment (CPE) of 47%, however CPE is still high due to niche product and audience.

Each year, we continue to evaluate our strategy by channel, as well as budget allocations to continue to create greater efficiency overall.

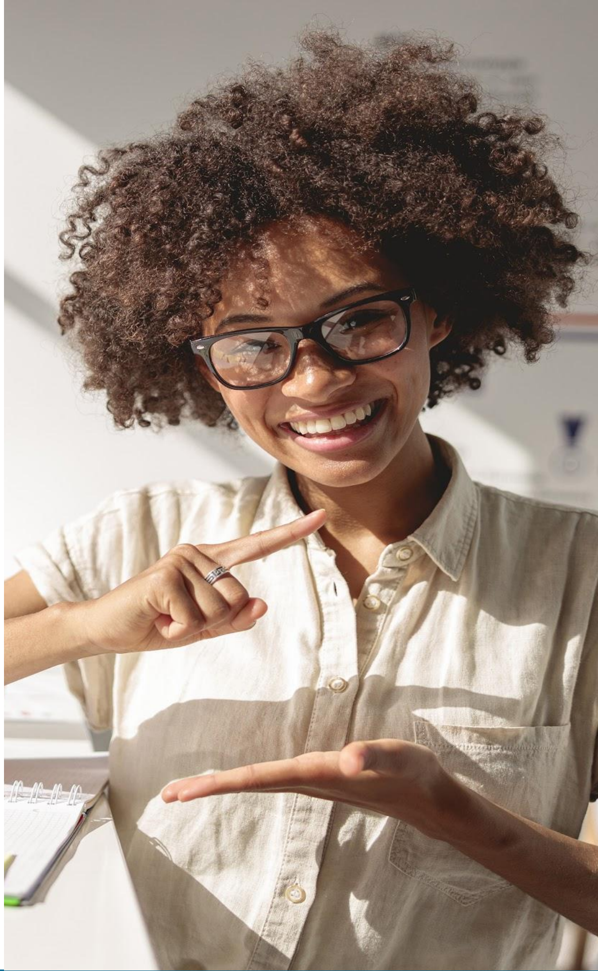


* FY25 CPE is forecast based on planned goal and budget.

FY25 Marketing Plan—Key Highlights

Highlights

- Recruited five new Brand Ambassadors (30 total) and enhanced training
- Adjusted media flighting around in-person events to maximize impact
- Piloted Reddit paid campaign during the fall and spring promotional periods
- Event strategy now prioritizes quality over quantity via ambassador scorecard
- Established events reporting dashboard to collect ambassador feedback and scoring to inform future event participation
- Built strategy for ABLE Age Adjustment Act launch—inclusive of brand and campaign development, website audit, advocacy and event opportunities



FY25 Marketing Plan—Insights Driven Strategy for FY26

Each year, performance and lessons learned are reviewed to ensure we resonate with our evolving audience.

Key Insights

- Larger eligible audience unlocks new targeting and access to Resonate Health data
- Reddit pilot proved effective for site traffic; will remain in media mix
- Personal storytelling (Faces of ABLE, John Finch, influencers) builds trust and engagement
- Incentive-based campaigns (e.g., high-value prizes) drive strong lead growth
- Lack of analytics on Vestwell portal limits retargeting and insight into incomplete apps
- New website must personalize experience for distinct audiences: PWDs and caregivers
- New planholders seek more 1:1 support—marketing must extend beyond enrollment
- Expert-led webinars boost attendance and deliver high-value content

FY26 Executive Summary Marketing Plan

Our Current Audience

Reaching ABLE United's current estimated audience of 550,000 Floridians requires navigating a layered set of eligibility, financial, and emotional realities.

Our audience is niche by design: individuals with disabilities and their caregivers must first understand the constraints of public benefit programs, such as the $2,000 asset limit, before they can even begin to consider an ABLE account.

From there, the path to engagement becomes even more complex:

- They must learn about ABLE United and trust that it won't jeopardize their benefits
- They must have general understanding of saving and investing
- They must have the financial capacity to save, even modestly
- They must have the time, energy, and digital access to open and manage an account

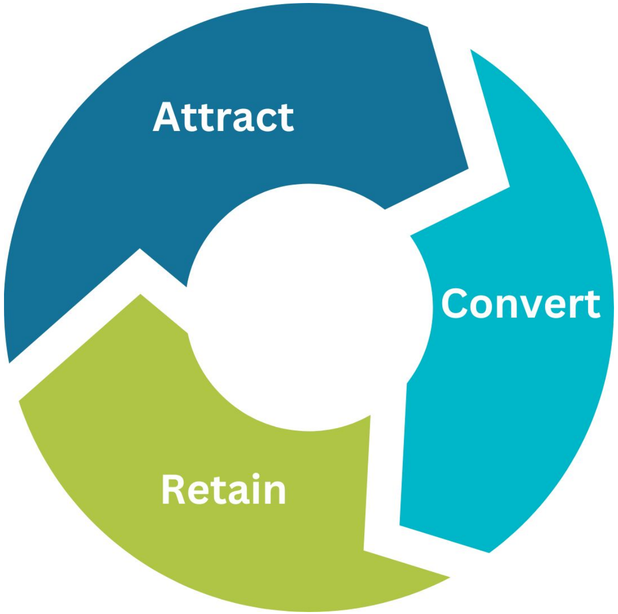
Marketing Plan Strategic Framework

Our new unified strategic framework allows us to focus our resources and messaging with greater precision to reach this niche audience:

Attract: Identify and reach new audiences through targeted media, event partnerships and inclusive messaging that emphasizes empowerment and financial independence.

Convert: Simplify the path to enrollment with clear calls to action, compelling testimonials, and tools that demystify the process.

Retain: Deepen relationships with account holders through personalized communications, value-added content, and exclusive experiences.



ABLE United Market Landscape

FY26 Executive Summary—Audience Expansion

The ABLE Age Adjustment Act (AAA) taking effect January 1, 2026, expands eligibility to those whose disability or illness began before age 46—a major milestone, but one that introduces new potential challenges. Many in this group:

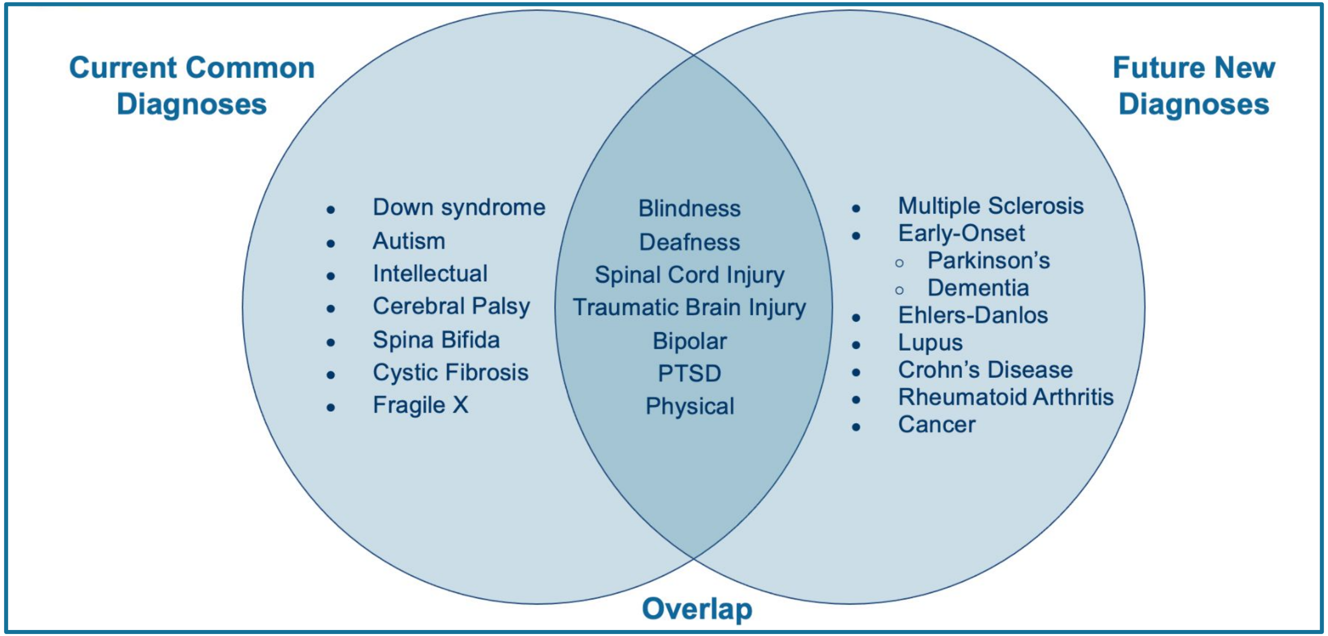
- May not self-identify as having a disability, but rather a condition or illness
- Must meet SSA's severity threshold
- Are unaware of ABLE accounts

We anticipate a gradual adoption curve, similar to Year 1. Our strategy will focus on:

- Emphasis on diagnosis instead of disability for those not on SSI/SSDI
- Partner with advocacy groups to reach individuals outside traditional disability networks
- Educating this audience on ABLE account benefits compared to other financial products, like a Roth IRA

FY26 Executive Summary—Audience Expansion

The ABLE Age Adjustment Act will expand our audience by approximately **427,000+** adults with varying types of conditions and disabilities.



FY26 Executive Summary—Media and Consumer Landscape

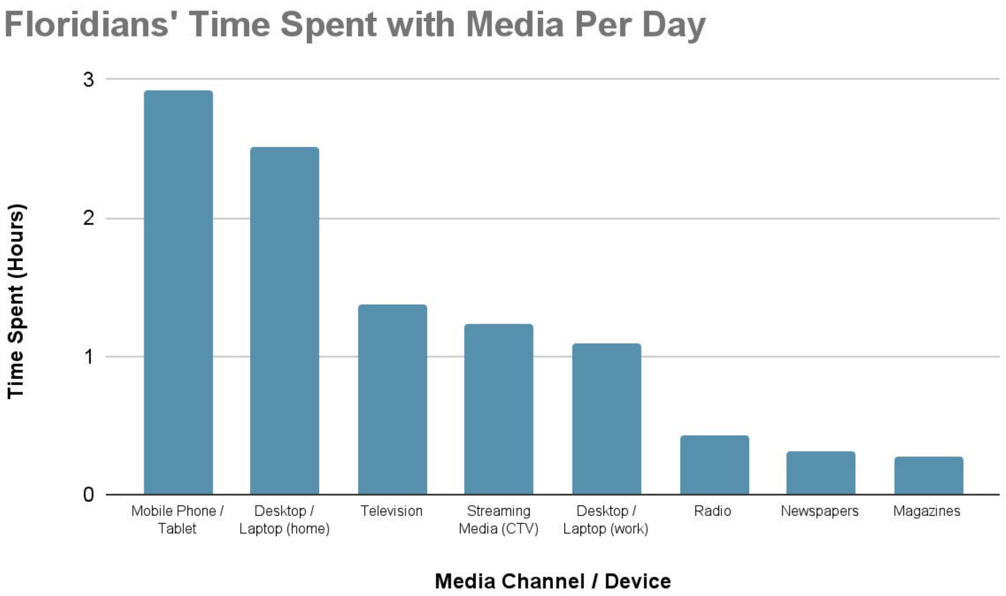
ABLE's diverse audience reflects the full spectrum of Florida residents.

Our challenge is reaching the right people amid limitations such as:

- Limited targeting in TV, radio, and out-of-home
- High costs for CTV and digital audio

In FY26, we'll address this by increasing investment in channels that allow for relevant, contextual targeting (e.g., Reddit).

Resonate Health will expand our data capabilities to improve digital paid media targeting and generate insights to support earned and owned efforts.



Source: Fall 2024 MRI-Simmons Connect

FY26 Strategies and Enhancements

FY26 Executive Summary—Key Strategies

Utilizing our new strategic framework, we will be able to meet both our current and newly eligible audiences where they are—emotionally, financially, and informationally.

Attract: Continue to build awareness through trusted channels.

Convert: Simplify the enrollment journey with new online experience, ambassador-led storytelling, and benefit-focused messaging.

Retain: Deepen relationships with both current and new account holders.

FY26 Executive Summary—Marketing Channels

Each year, our marketing strategy blends proven tactics with fresh approaches—balancing what we know works with **new** opportunities to reach and resonate with our evolving audience:

PAID MEDIA	OWNED MEDIA	EARNED MEDIA
Pre-Roll Video Connected TV Digital Display Native Display FB/Instagram GIF/Image Ads FB/Instagram Reels Social :15 Videos :06 and :15 YouTube Bumpers Paid Search Pinterest Reddit	**ABLEUnited.com** **Online Planning Tool** **PSA-Style Content** Facebook & Live Events Instagram LinkedIn YouTube Social Influencer/Creator Assets Savings Calculator Email Marketing Collateral/Promotional Items	Advocacy Organizations/Partnerships State Agencies and Professionals Schools/ESE Ambassadors Events/Office Hours/Enrollment Activations Media Relations Blog Faces of ABLE Webinars

FY26 Executive Summary—Key ABLE Age Adjustment Act (AAA) Enhancements

Attract

- Leverage **Resonate Health** data for improved paid media targeting
- Focused **lead generation**, fall 2025
- Expand **influencer and creator** partnerships across disability types
- Engage **30+ new organizations** (i.e., Crohn's Disease & Ulcerative Colitis Association, Parkinson's Foundation)
- **Secure new event sponsorships** (i.e., Disabled American Veterans Convention, Florida Mental Health Counselors Association Annual Conference)

Convert

- Launch **new website** and **refresh brand** to cater to new audiences
- **Pop-up enrollment events** at partner organizations
- Facilitate **educational webinars**
- Utilize **influencers** to incentivize enrollment
- Recruit and identify **new ambassadors**

Retain

- Conduct pre- and post-AAA **brand health surveys**
- Analyze account usage and cancellation data to **reach out to at-risk customers**

Age-Adjustment Master Timeline

SPRING — Research / Outreach

- Research demographic information
- Outreach new organizations
- Website discovery/strategy
- Final marketing plan
- Outlining FAQ/PDPA changes

SUMMER — Development/Production

- Pre-launch awareness (blog, email, web)
- Website wireframes/design
- Messaging/website copy
- Campaign development (paid/owned)
- Develop earned media strategy
- Ambassador recruitment
- Email journeys for lead gen

FALL — Training/Materials

- Ambassador training
- Refresh printed materials
- Website analytics setup
- Current organization outreach
- Record PSA/radio news release
- Social and media tool kit
- Website QA
- Develop winter promo campaign; emphasis on PSA creative
- Launch countdown campaign

WINTER — Pitch/Launch

- Pitch TV in-studio tour, PSA, and radio news release
- Launch website
- Social media updates live
- Email announcement to ABLE/Prepaid
- Age adjustment webinar
- Launch incentive promo

FY26 Goals / Budget

FY26 Executive Summary—Marketing Objective and Goals

3,000

New Accounts

Low
2,750

Assumes **7% (trending) increase** of FY25 projected final sales

Mid
3,000

Assumes **7% increase (see above) plus AAA results similar to Year 1 launch** results first 6 months

High
3,300

Assumes **7% increase plus AAA results similar to Year 1 launch** results first 6 months, **plus additional enrollments** from channels currently reaching but not currently eligible

FY26 Executive Summary—Budget Summary

Board-approved **$143,096 budget increase** enables us to strengthen our reach and readiness for the expanded audience under the Age Adjustment Act:

Category	FY25 Planned	FY26 Planned
Professional Fees	$441,000	$441,000
PAID: Media Placements	$599,647	$689,343
OWNED	$266,600	$295,000
EARNED: PR & Partnerships	$282,294	$307,294
Contingency/Add'l Funding	$7,500	$7,500
Total	**$1,597,041**	**$1,740,137**

Appendix

FY26 Executive Summary—Activation Timeline

Q1	Q2	Q3	Q4

Always On: Paid Media, Social Media, Advocacy, Partnership/Events, ALR Outreach and Ambassador Program

July - September
- July 1 - Dec 31: Paid awareness and lead gen campaign
- August 20: General public enrollment webinar with promo
- Sept. 2 - Oct. 31: Dedicated enrollment events at partner locations
- Professional conferences: NFB, NAMI, Circuit Judges, Orthotics and Prosthetics National Assembly
- Sept. 15: Pre-AAA brand health study

October - December
- Continue brand awareness and lead gen campaigns
- Oct. 1 - Oct. 31: Disability Employment Awareness Month & Able Trust partnership (boosted posts)
- 15+ fall events/Down syndrome walks
- Nov. 11: Florida Prepaid database AAA teaser
- Dec. 15 - 31: Countdown to AAA (boosted posts)

January - March
- Jan. 1: AAA marketing launch
- Jan. 5: AAA press release and media outreach
- Jan. 5 - April 30: Launch incentive promotion
- Jan. 15: Advocacy organizations to start sharing AAA messaging

April - June
- May 1 - June 30: Dedicated enrollment events at transition fair locations
- May 1 - June 30: Evergreen campaign
- May 5: Annual customer satisfaction survey
- 10+ spring transition fairs w/ on-site enrollment
- May 12: Florida Prepaid database outreach email
- June: The Family Café 2026
- June 15: Post-AAA brand health study

Age-Adjustment Act (AAA) Pre-Launch Efforts
(Lead gen paid campaign and events, website/tool development, ambassador/creator recruitment, recruitment and training, media announcement)

Estimated NEW Audience With the Age-Adjustment Act = 427,000

2024 Estimated Eligible Floridians

551,000 Eligible Floridians[1]

- 227,000 Children
- 324,000 Adults

2026 Predicted Eligible Floridians (ABLE Age Adjustment Act)

978,000 Eligible Floridians[1]

- 227,000 Children
- **751,000 Adults**

[1]Goodman, N (2015). Estimated Number of ABLE Act Participants. National Disability Institute. July 2015 *updated to 2023 population*

FY26 Executive Summary—SWOT Analysis

Strength

Establishing trust & credibility with our **10-Year Anniversary**

Florida Prepaid management ($100M+ in ABLE assets)

Strong WOM and **brand ambassadors**

Mission-driven differentiation; inclusion and independence

Competitive low fees

Weakness

Federal limitations (one account, contribution limits, etc.)

Lack of quick access to funds/true debit card

Low unaided brand awareness

1st-party data usability (customer base is too small for persona analysis and lookalike modeling)

Unemployment for people with disabilities was 7.5% in 2024—much higher than for those without. (US Dept. of Labor, 2025)

59% of Americans lack enough savings for a $1,000 emergency. (Yahoo Finance, 2025)

Opportunity

Expanding eligibility with Age Adjustment Act

Digital and social media expansion

Growing financial literacy and inclusion movement

Brand refresh and new online tools

Expanding partnerships and new events

Threat

Alternative financial tools

National competitors and/or employer program

Economic and political instability (inflation and dismantling disability support programs)

Misinformation (re: impacts on public benefits, death of bene)

Definition and clarity of eligibility/severity

FY26 Executive Summary—Paid Media Budget

PAID MEDIA			
Channel	**Planned Budget FY 24/25**	**Planned Budget FY 25/26**	**Details**
Digital Video	$84,270	$85,955	Projected Inflation 2%
Digital Display	$190,370	$204,058	Projected Inflation 7.19%
Native Display	$34,020	$41,466	Projected Inflation 7.19%
Paid Social	$176,286	$224,778	Projected Inflation 10.49% + $30K Audience Expansion
Paid Search	$107,701	$113,086	Projected Inflation 5%
Resonate Audiences	$7,000	$20,000	Resonate Health Module—Data List Purchase
TOTAL	**$599,647**	**$689,343**	

FY26 Executive Summary—Paid Media Flowchart

		Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026
Name	Total Planned Cost	1 7 14 21 28	1 4 11 18 25	1 8 15 22 29	1 6 13 20 27	1 3 10 17 24	1 8 15 22 29	1 5 12 19 26	1 2 9 16 23	1 2 9 16 23 30	1 6 13 20 27	1 4 11 18 25	1 8 15 22 29
A	B	27 28 29 30 31'	31' 32 33 34 35	36 37 38 39 40'	40' 41 42 43 44'	44' 45 46 47 48	49 50 51 52 1'	1' 2 3 4 5'	5' 6 7 8 9'	9' 10 11 12 13 14'	14' 15 16 17 18'	18' 19 20 21 22	23 24 25 26 27
Standard Display													
Florida	$122,434.80	$7,346	$7,346	$7,346	$7,958	$7,958	$11,019	$12,243	$12,243	$13,468	$13,468	$11,019	$11,019
Miami	$81,623.20	$4,897	$4,897	$4,897	$5,306	$5,306	$7,346	$8,162	$8,162	$8,979	$8,979	$7,346	$7,346
Standard Display Total	$204,058.00	$12,243	$12,243	$12,243	$13,264	$13,264	$18,365	$20,406	$20,406	$22,446	$22,446	$18,365	$18,365
Native Display													
Florida	$24,879.61						$2,986	$3,981	$3,981	$3,981	$3,981	$2,986	$2,986
Miami	$16,586.39						$1,990	$2,054	$2,054	$2,054	$2,054	$1,990	$1,990
Native Total	$41,466.00						$4,976	$6,635	$6,635	$6,635	$6,635	$4,976	$4,976
Digital Video													
Florida	$51,573.00						$6,189	$8,252	$8,252	$8,252	$8,252	$6,189	$6,189
Miami	$34,382.00						$4,126	$5,501	$5,501	$5,501	$5,501	$4,126	$4,126
Digital Video Total	$85,955.00						$10,315	$13,753	$13,753	$13,753	$13,753	$10,315	$10,315
Paid Social													
Meta	$136,778.00	$8,207	$8,207	$8,207	$8,891	$8,891	$12,310	$13,678	$13,678	$15,046	$15,046	$12,310	$12,310
Pinterest	$28,000.00							$7,000	$7,000	$7,000	$7,000		
Reddit	$60,000.00	$3,600	$3,600	$3,600	$3,900	$3,900	$5,400	$6,000	$6,000	$6,000	$6,600	$5,400	$5,400
Paid Social Total	$224,778.00	$11,807	$11,807	$11,807	$12,791	$12,791	$17,710	$26,678	$26,678	$28,646	$28,646	$17,710	$17,710
Paid Search	$113,086.00	$6,785	$6,785	$6,785	$7,351	$7,351	$10,178	$11,309	$11,309	$12,439	$12,439	$10,178	$10,178
Resonate Health	$20,000.00	$20,000											
Total Cost	$689,343.00	$50,835	$30,835	$30,835	$33,405	$33,405	$61,544	$78,780	$78,780	$83,919	$83,919	$61,544	$61,544

FY26 Executive Summary—Owned Media Budget

OWNED MEDIA			
Item	**FY25 Budget**	**FY26 Budget**	**Details**
Email Marketing	$30,000	$30,000	Mailchimp and Zapier subscription; email development
Campaign Production	$50,000	$55,000	Campaign (fall & spring), partnership assets, photography
Research	$20,000	$25,000	Hotjar monthly subscription, Website user testing
Website Maintenance / Production	$65,000	$10,000	Website maintenance/development through Dec 31
Collateral and Promotional Items	$45,000	$45,000	Production, storage, kitting and fulfillment
Social Media Production	$45,000	$60,000	New Meta concepts, social influencers, content creators, organic and paid assets
Miami Incremental Service Fee	$10,000	$10,000	Miami media (planning/buying/reporting)
Out-of-Pocket Expenses	$1,600	$5,000	Misc. expenses
AAA Creative Content (One-Time Expense)	$0	$52,000	New collateral, product video, campaign thematics, social media templates, email templates
Website Rebuild (One-Time Expense)	$0	$92,865	Build new website & user tools (e.g.Eligibility Wizard)
TOTAL	**$266,600**	**$384,865**	

FY26 Executive Summary—Earned Media Budget

EARNED MEDIA			
Item	**Planned Budget FY 24/25**	**Planned Budget FY 25/26**	**Details**
Advocacy Outreach and Event Coordination	$70,000	$70,000	Statewide outreach to support focus on advocacy and community events, as well as brand ambassador training and communication, etc.
Account Contributions / Promo Codes	$45,000	$60,000	Costs for promo code redemptions and enrollment promotions
Brand Ambassador Program	$35,000	$45,000	Cost for compensation, additional recruitment, event kits and miscellaneous event supplies. Celebrity/high profile digital ambassador and mandatory digital component in ambassador agreement
Advocacy, Partnership and Event Sponsorships and Collateral Production	$130,294	$130,294	Costs for events, partnerships and custom sponsorships.
Out of Pocket Expenses	$2,000	$2,000	Misc. expenses
Earned Media (AAA One-Time Expense)	$0	$30,000	Boom media tour, PSA, and press release on Wire
TOTAL	**$282,294**	**$337,294**	

THANK YOU

ABLE Program Update Sep 2025

September 23, 2025

ABLE United

Program Update

ABLE UNITED

ABLE Agenda

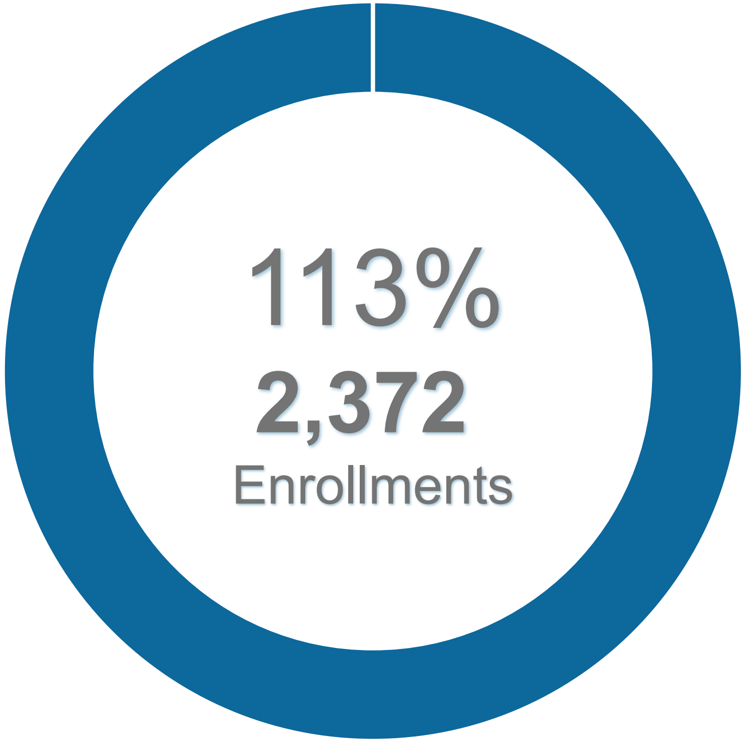
- Program Statistics – FY2025 Recap
- Program Statistics – Current
- Marketing Activities / Updates
- System Enhancements
- Budget Status
- Legislative Update

Program Statistics

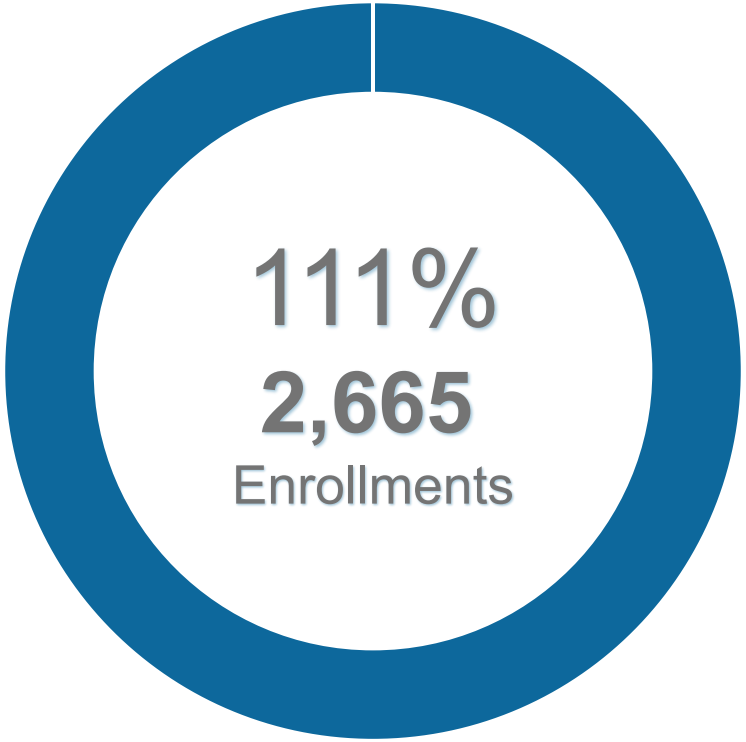
FY2025 Recap

Current Status

FY2024 – Progress to Goal (2,100 Enrollments)

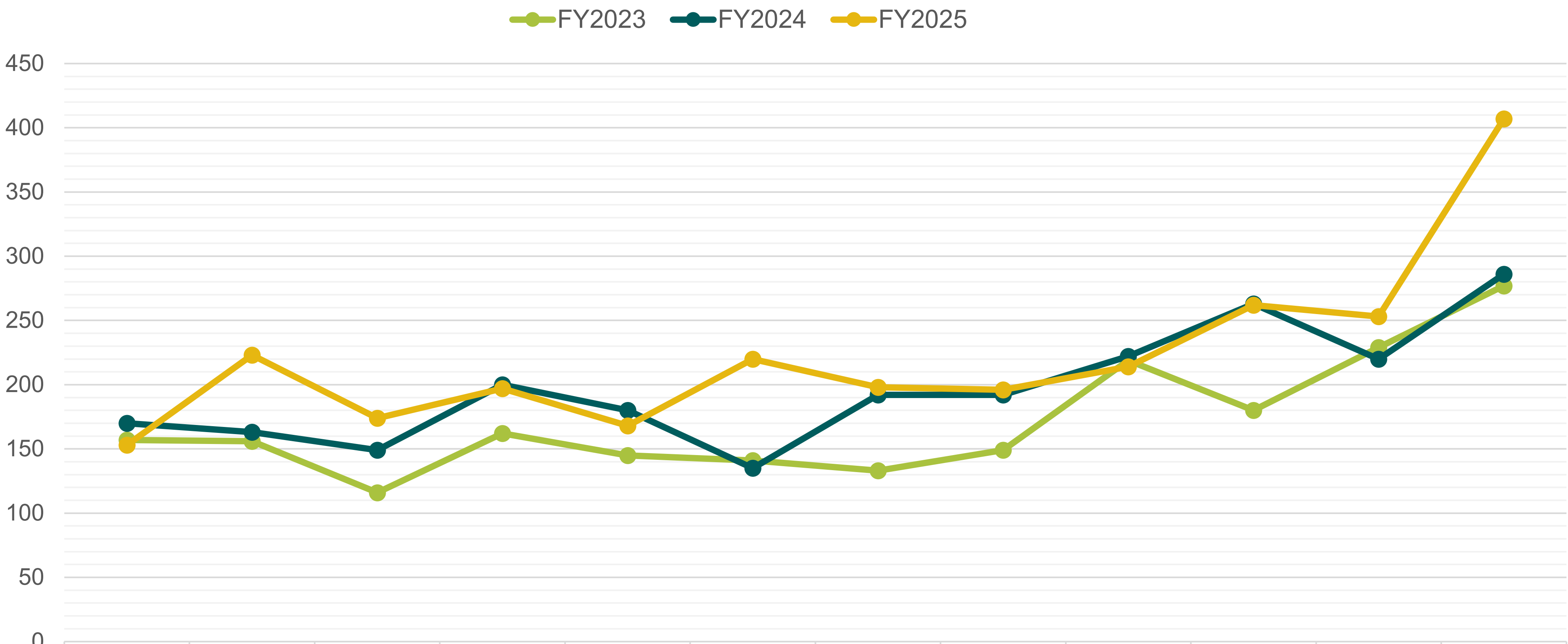


FY2025 – Progress to Goal (2,400 Enrollments)



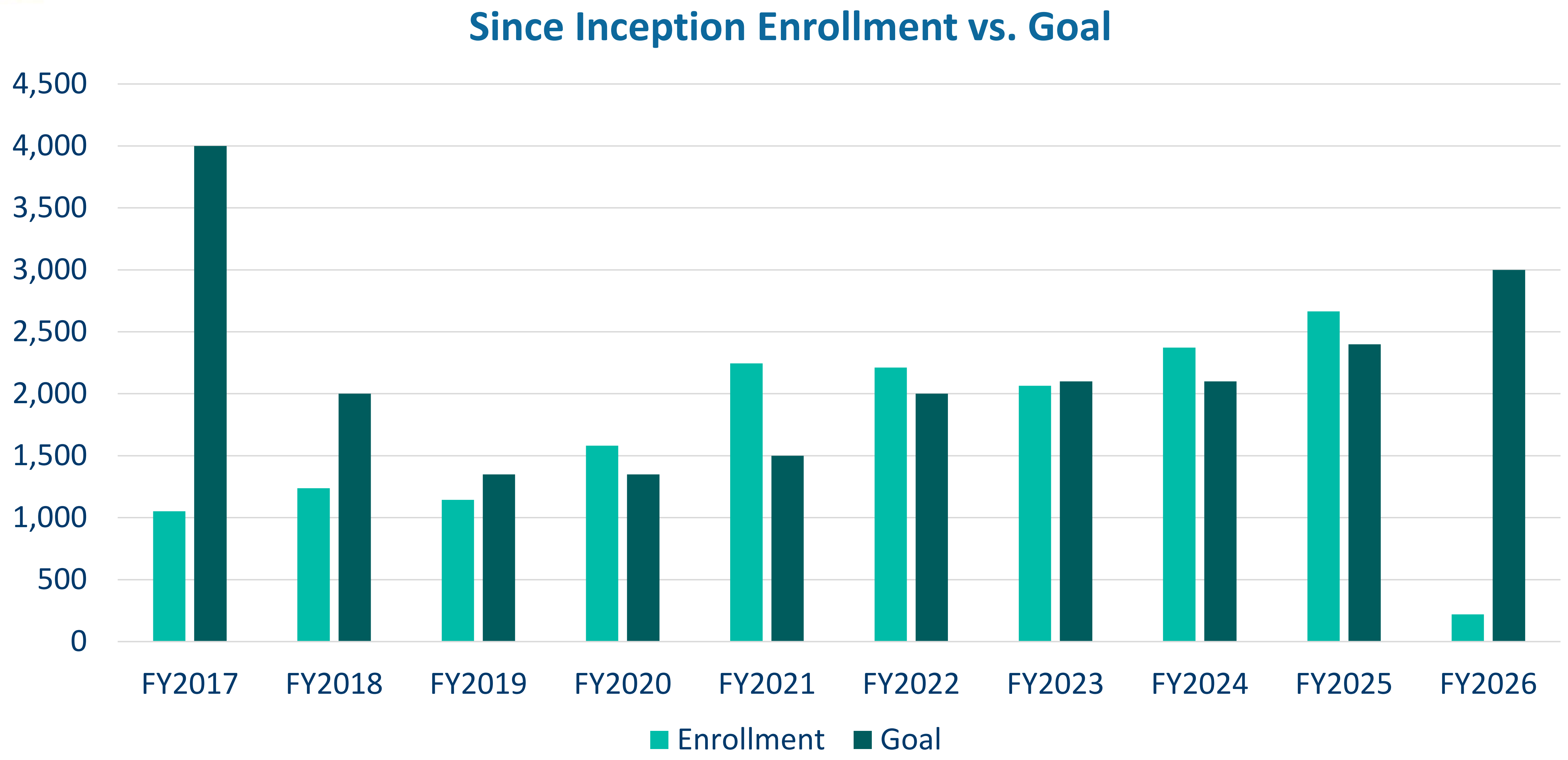
12% Increase in Enrollments FY YOY

Enrollment by Month



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY2023	157	156	116	162	145	141	133	149	219	180	229	277
FY2024	170	163	149	200	180	135	192	192	222	263	220	286
FY2025	153	223	174	197	168	220	198	196	214	262	253	407

ENROLLMENT GOAL COMPARISON



ABLE United Key Stats	FY 2024 - Q4	FY 2025 - Q4	Diff
Enrollments	769	922	20%
Open Accounts	11,989	13,597	13%
Average Account Balance	$8,550	$9,704	13%
Net Transfers	$3,541,546	$4,111,986	16%
Assets Under Management (AUM)	$102,508,733	$131,946,590	29%

National Key Statistics

Accounts	213,855
AUM	$2.681 Billion
FY2025 – Q4 Growth	National 4.5% Florida 5.9%

Other Facts and Figures

46 States + DC have launched programs

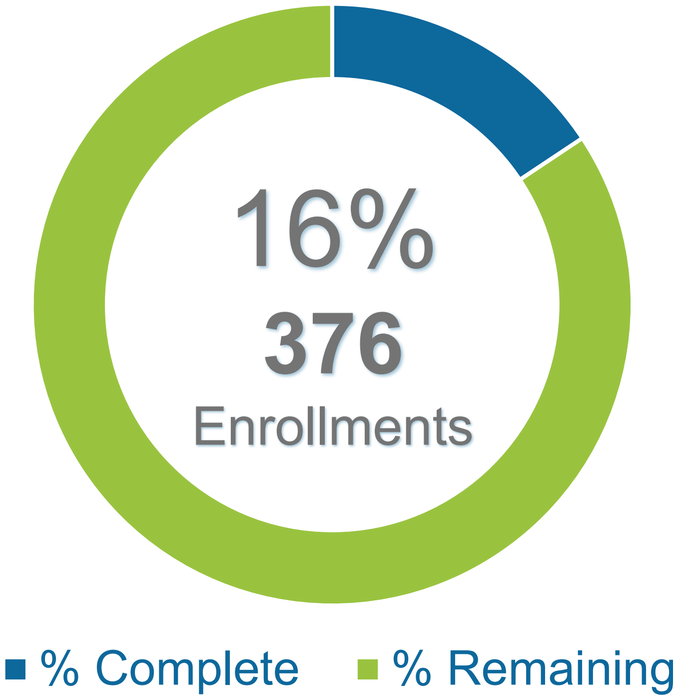
30 Programs offer National Enrollment

TOTAL ENROLLMENT BY DESIGNATED MARKETING AREA (DMA)

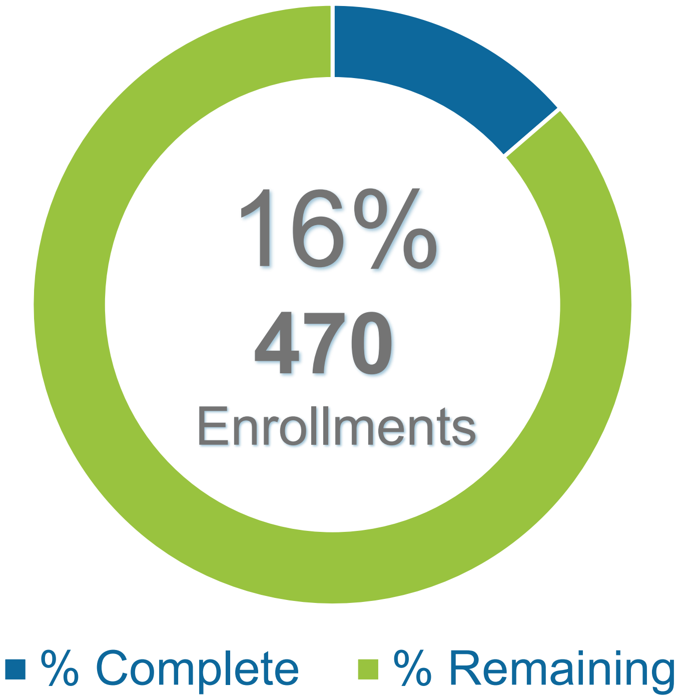
DMA Markets	6/30/2024	6/30/2025	% Growth 24 to 25
Tampa - St. Petersburg - Sarasota	3,526	4,198	19%
Orlando - Daytona - Melbourne	3,202	3,852	20%
Miami - Ft. Lauderdale	2,002	2,419	21%
Jacksonville	1,402	1,669	19%
West Palm Beach - Ft. Pierce	1,001	1,242	24%
Ft. Myers - Naples	602	751	25%
Tallahassee	597	676	13%
Gainesville	579	635	10%
Pensacola	408	498	22%
Panama City	382	421	10%
Non-Florida*	207	212	2%
TOTAL	**13,908**	**16,573**	**19%**

*Non-Florida refers to a beneficiary who has moved out of state but have kept their ABLE United account

FY2025 - Percent to Goal (2,400 Enrollments)



FY2026 – Percent to Goal (3,000 Enrollments)



25% Increase in Enrollments YOY

Key Marketing Activities

FY Recap / Recent Activities / Future Efforts

FY2025 MARKETING PERFORMANCE SUMMARY

Attract

313K, / +89% YOY
New Website Users

5,211 / +15% YOY
New Leads

130 / -22%, YOY^
Partnership Events

Convert

16,989 / +14%, YOY
Enrollment Page Users

2,655 / +12% YOY
ABLE Account Enrollments

719 / -13%, YOY
Paid Media Enrollments

Retain

13,597 / 82%[1]
Retention

2,976 / 18%[2]
Cancelation

9,142 / 67%
Account activity in last 12 months

^Events are strategically down as the focus has shifted to events that best align to goals.

[1]The number of accounts with an open status since inception

[2]Number of accounts closed for any reason since inception (lack of contribution, verification, death etc.)

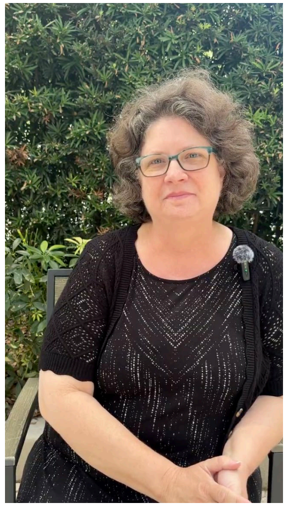
- Record-breaking enrollment success at Family Café 2025 – 106 onsite enrollments (60% increase YOY)
- Spring campaign “Way to Save” offering $50 incentive for enrolling (April – June); enrollments for this campaign up 20% YOY
- Florida Prepaid ABLE educational email sent to 500k / 60% open rate / 3,500 clicks
- Participated in 34 events since April, including:

✓ Northwest Florida Expo for Disabilities and Exceptional Needs
✓ Autism Speaks Field Day
✓ College of the Florida Keys Parent Meeting
✓ Transition Services Fair (Pensacola)
✓ SportsAbility Expo
✓ Autism Awareness Month Celebration and Resource Fair
✓ Orlando Friendship Walk
✓ NAMIWalks Miami-Dade
✓ ACE Summer Institute Lively Tech
✓ Friendship Walk

- Registration integration asks if individuals have an ABLE Account up 25% from last year; 17% report having an account
- Enrollment Hub, a dedicated breakout room that served as a central location for education, support, and on-site enrollments. The room was open throughout the event, and we hosted a full lineup of engaging Q&A sessions and presentations designed to meet attendees where they are in their savings journey.
- Large breakout session reached 100 individuals
- Other items: Onsite live social media activations, lead gen opportunities, and the ability to expand opportunity for vendors to attend (Vestwell, Inktel, etc.)

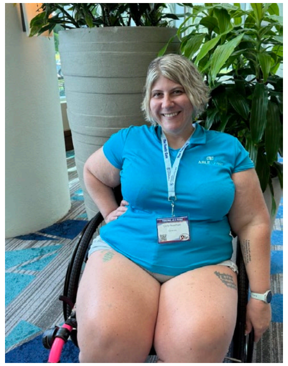
CONTENT TAKEN AT FAMILY CAFE

Age Adjustment



Parent Testimonial

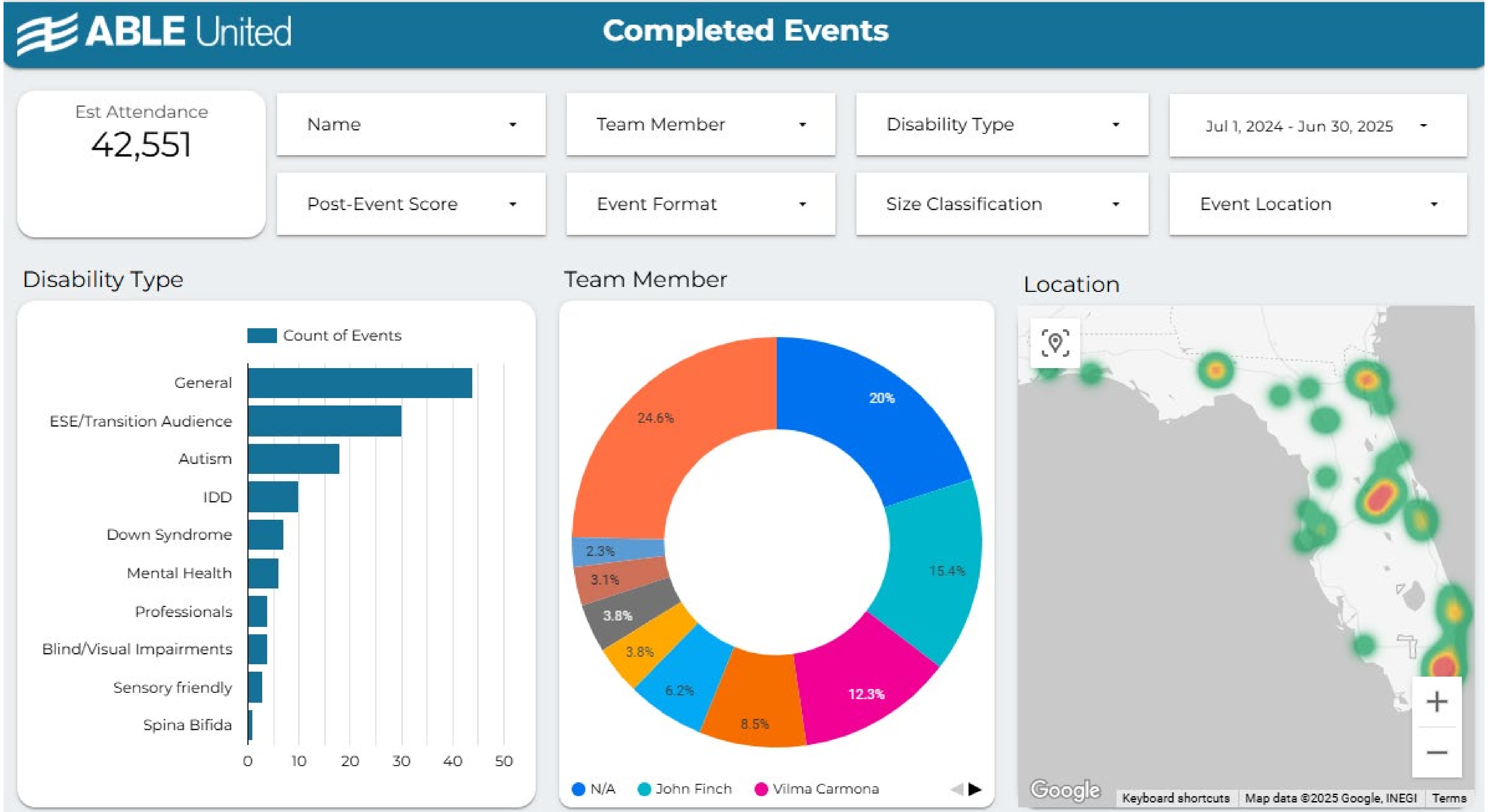
Service Animals



Ambassador Content

Members of the community

EVENTS DASHBOARD – FY2025



FY 2026 MARKETING PLAN ACTIVATION TIMELINE

Q1	Q2	Q3	Q4

Flighted: Paid Media / Always On: Social Media, Advocacy, Partnership/Events, ALR Outreach and Ambassador Program

July - September

- July 1 - Dec 31: Paid awareness and lead gen campaign
- August 20: General public enrollment webinar with promo
- Sept. 2 - Oct. 31: Dedicated enrollment events at partner locations
- Professional conferences: NFB, NAMI, Circuit Judges
- Sept. 15: Pre-AAA brand health study

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- Continue brand awareness and lead gen campaigns
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- May 5: Annual customer satisfaction survey
- 10+ spring transition fairs w/ on-site enrollment
- May 12: Florida Prepaid database outreach email
- June: The Family Café 2026
- June 15: Post-AAA brand health study

Age-Adjustment Act (AAA) Pre-Launch Efforts

(Lead gen paid campaign and events, website/tool development, ambassador/creator recruitment, recruitment and training, media announcement)

TIMELINE FOR ABLE AGE ADJUSTMENT

SPRING — Research / Outreach

- ✓ Research demographic information
- • Outreach new organizations (WIP)
- ✓ Website discovery/strategy layout
- ✓ Messaging / Website copy (WIP)
- ✓ Final Marketing Plan
- ✓ Outlining FAQ/PDPA changes

SUMMER — Development / Production

- ✓ Website wireframes / design
- • Campaign development (paid/owned)
- ✓ Website discovery/strategy
- ✓ Develop earned media strategy
- • Ambassador recruitment
- • Email journeys for lead gen

FALL — Training / Materials

- Ambassador training
- Refresh printed materials (WIP)
- Website analytics set-up
- Current Organization outreach
- Record PSA / radio news release
- Website QA

WINTER — Pitch / Launch

- Pitch TV in-studio tour, PSA, and radio news release
- Launch website
- Social media updates live
- Email announcement to ABLE / Prepaid
- Age Adjustment Webinar

System Enhancements

Vestwell

Transaction Related

- SMS Notifications – Released Q2 2025
  - Users can receive SMS notifications regarding withdrawals, bank accounts or bill pay recipients added
- Account Snapshot / Balance Letter – Released Q3 2025
  - Users can generate account snapshots as of a specific date
- ACH Reversal Email Update - Released Q3 2025
  - Reversal reasons are now indicated directly in the email
- Future-Dated Withdrawals – Target Q3 2025

User Experience

- Login Credential Creation at Start of Enrollment – Released Q3 2025
- Prepaid Card Approval Time – Released Q3 2025
  - Reduced to 7 Days From 21 Days
- Multiple User Access – Target Q4 2025
- Historical Monthly Performance – Target Q1 2026
  - User will be able to review a live chart showing their historical balance and return

Budget FYE 2025

Budget Projection for FY2026

BUDGET AS OF JUNE 30, 2025

Description	Approved Budget	Expenses	Balance	% Spent
OTHER PERSONAL SERVICES				
Financial Audit	$ 20,000	$ 17,355	$ 2,645	87%
Investment Consultant	30,000	-	30,000	0%
Legal Services	20,000	6,306	13,694	32%
Marketing	1,597,041	1,581,231	15,810	99%
Other Consulting Services	10,000	-	10,000	0%
Records Administration	453,200	499,462	(46,262)	110%
Administrative Service Charge - SBA	20,600	20,600	0	100%
HR Service Charge - Florida Prepaid	225,000	225,000	0	100%
Total Other Personal Services	**$ 2,375,841**	**$ 2,349,954**	**$ 25,887**	**99%**
EXPENSES				
Travel / Training	$ 20,000	$ 10,520	$ 9,480	53%
Communications	5,000	-	5,000	0%
Freight / Postage	1,000	39	961	4%
Office Materials & Supplies	1,750	-	1,750	0%
Other Charges & Obligations	2,750	804	1,946	29%
Printing	2,500	85	2,415	3%
Total Expenses	**$ 33,000**	**$ 11,448**	**$ 21,552**	**35%**
TOTAL BUDGET	**$ 2,408,841**	**$ 2,361,402**	**$ 47,439**	**98%**

TRUST FUND BALANCE AND PROJECTION

Fiscal Year	Description	Balance
FY 2025	**Starting Balance**	**$ 2,698,837**
	FY 2025 Appropriations Release	1,770,000
	Other Deposits[1]	317,152
	Expenses	(2,361,402)
FYE 2025	**Ending Balance**	**2,424,587**
	FY 2026 Projected Appropriations	1,770,000
	Projected Deposits	340,000
	Projected Expenses	(2,823,220)
FYE 2026	**Projected Balance**	**$ 1,711,367**

1 Includes Investment Advisor Fee revenue ($193,191) and interest earned from balance of Florida Prime Trust Fund account ($123,961)

Legislative Update

ENABLE Act

State Legislation Update

FEDERAL:

Ensuring Nationwide Access to a Better Life Experience (“ENABLE”) Act (S. 627; H.R. 9614)

Passed as part of the “Big Beautiful Bill” tax package. Makes the following provisions permanent:

- Increases ABLE contribution limits for employed account owners
- Makes ABLE contributions eligible for the Saver’s Credit
- Tax-free rollovers from 529 plans to ABLE Accounts.

FEDERAL:

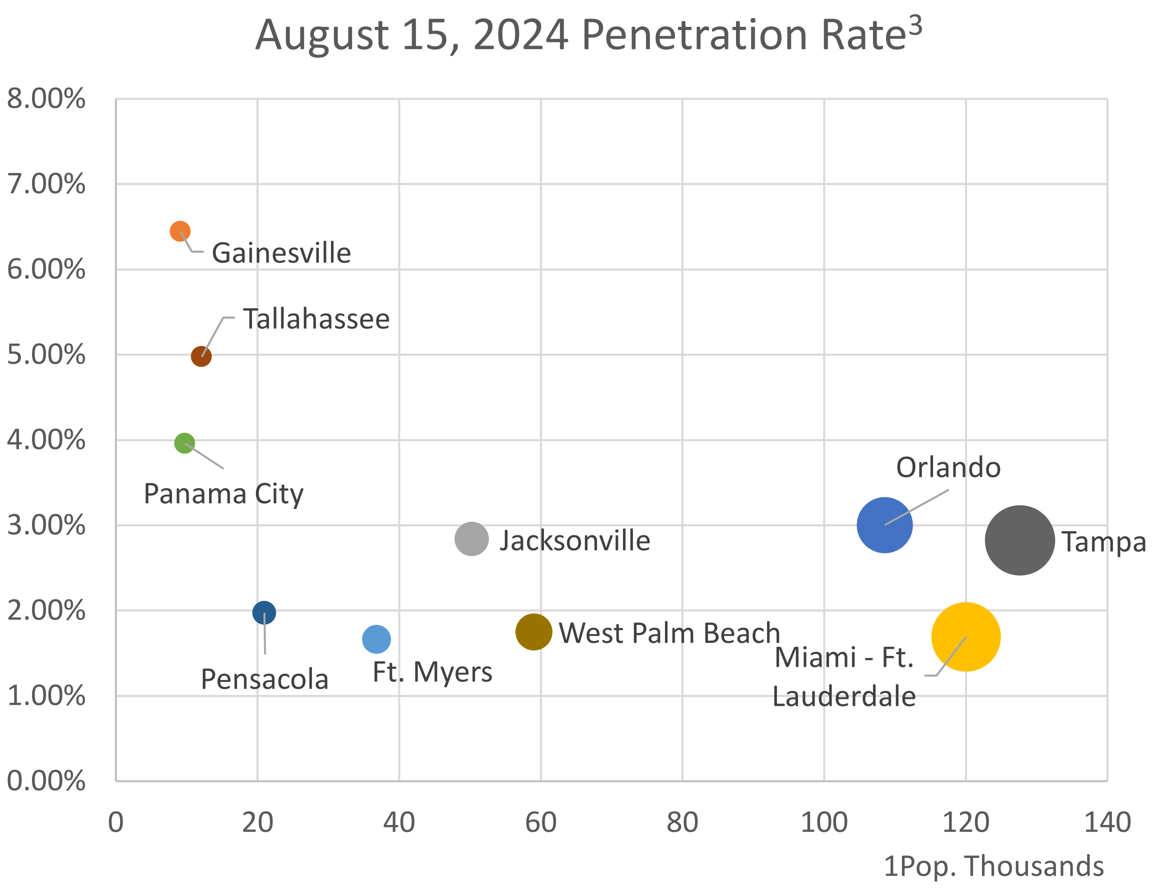
ABLE Employment Flexibility Act (S. 2459 / H.R. 4644)

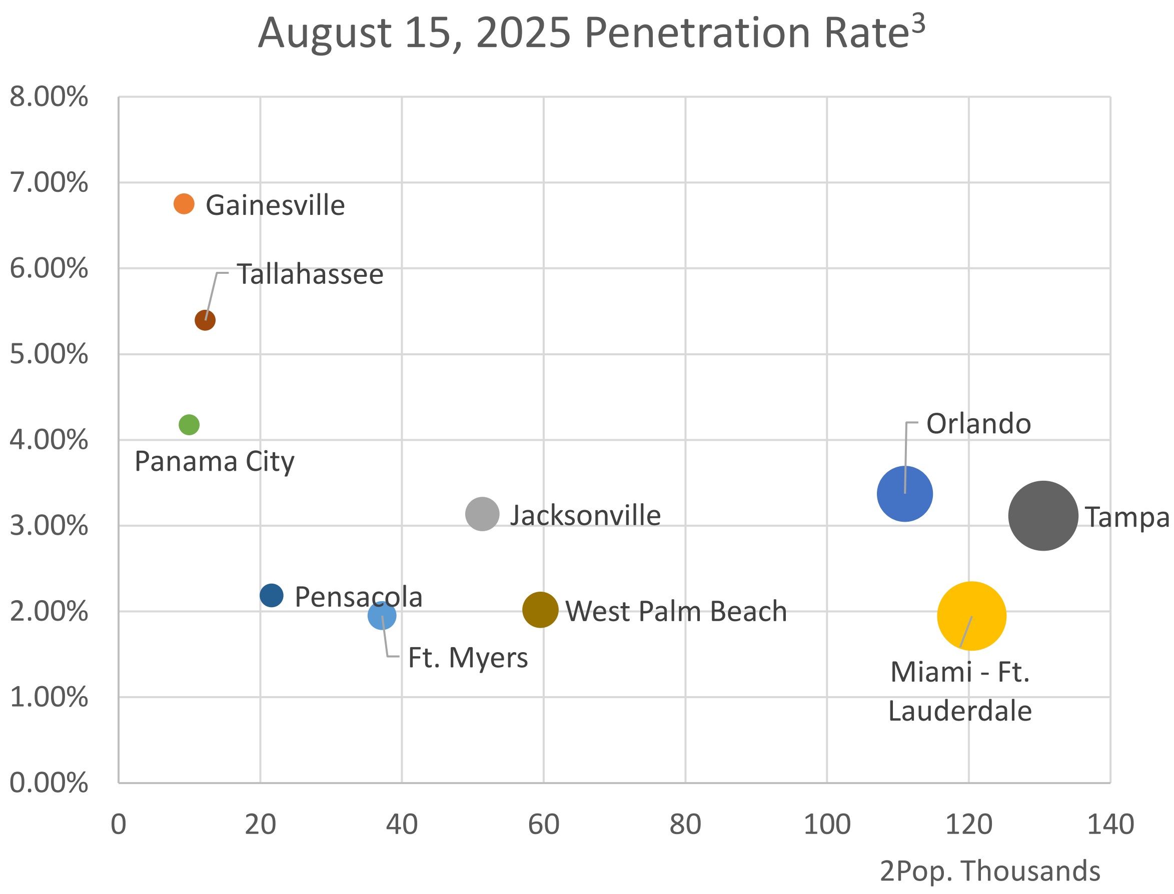
Bipartisan legislation would allow employers to contribute to an employee’s ABLE account in lieu of traditional 401(k) or other defined contribution retirement plan.

ABLE United

Appendix

ENROLLMENT PENETRATION RATE (AUG. 15, 2025)





Overall Penetration Rate: 2.82%

[1] Source: Florida Estimates of Population: April 1, 2022. Bureau of Economic and Business Research, University of Florida (2023).
[2] Source: Florida Estimates of Population: April 1, 2023. Bureau of Economic and Business Research, University of Florida (2024).
[3] Penetration Rate calculated based on “Goodman, N (2015). Estimated Number of ABLE Act Participants. National Disability Institute. July 2015” as it relates to Florida’s Pop.