

ADP Marketplace Partner Spotlight

Gift of College

July 2019



About Gift of College

Gift of College helps your employees address one of their most critical concerns: paying for higher education. Gift of College makes it easy for employees to contribute funds into any 529 college savings, 529 ABLE or toward any student loan account via ADP®'s auto-payroll-deduction platform.

44 million Americans are burdened with \$1.6+ trillion in student loan debt¹.

Crushing college debt has a real impact on recruitment, retention and overall employee productivity.

- Gift of College makes it easy to take some of that weight off.
- Provide a seamless approach for employees to pay down their own or a loved one's student loan debt through automated payroll deductions.

And 70% of Americans do not know about 529 college savings plans².

Gift of College provides valuable education about how to save with 529 plans. The ADP integrated platform helps employees start saving for college and stay on track!

- Give employees an easy-to-use tool to learn about college savings options in every state.
- Alleviate the need for your HR benefits team to select a one-size-fits-all solution.
- Enable employees to choose any 529 plan to contribute to by linking a new or existing 529 plan through automated payroll deductions.

In the war for talent, solutions to address student debt and college savings give employers a competitive advantage.

- In addition to providing a convenient way to save for college (or pay off student loan debt), you may provide an **optional employer contribution or match**.
- Gift of College is a low-cost and socially responsible way to address personal finance issues that weigh heavily on employees' minds and your employees will thank you!

The Value of ADP Marketplace

Get everything you need to manage your people better, from hire to retire. Say goodbye to siloed systems, and hello to powerful HR apps all in one place — connected to your ADP solution.

- Easy and secure
- Seamless integration
- Single sign-on

Visit Gift of College on ADP Marketplace to learn more

<https://marketplace.adp.com/giftofcollege>

¹Student Loan Hero: A Look at the Shocking Student Loan Debt Statistics for 2019

²CSPN National Awareness Benchmark Research Survey 2019



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