



## EMPLOYER PROGRAM

# Employer Contribution Options

New Colorado tax law gives employers a tax credit when you make a contribution to your employees' CollegeInvest 529 savings accounts. Retain and attract talent by adding this to your benefits package.

Versatility is one of the best features of the new tax law. Just like every employee is unique, so is every company. That is why CollegeInvest allows you to get creative and personalize your participation in this program. There is no wrong way to contribute to your employees' 529 plans, but here are some suggestions to get you started.

**Matching** Employer contributions are helpful, but when combined with an employee's own contribution, real savings begin to add up. Matching gifts are the best way to encourage your employees to invest in their own CollegeInvest plans. The dollar amount of the matching gift is completely up to you.

**New Baby Gift** The birth or adoption of a new baby is a joyous time for families and should be celebrated! What better way to say "congratulations" than to help them plan for their child's future by investing in their education.

**Work Anniversary** Work anniversaries come and go, usually unrecognized by the employer. Contributing to your employees' 529 on their work anniversary is a meaningful way to say you appreciate their continued service to the company.

**Bonuses** Has an employee met or exceeded their goals or gone above and beyond expectations? Why not reward them with a contribution to their 529 plan? Perhaps your company gives holiday bonuses. An investment in their education is the perfect gift to celebrate that special time of year.

Remember, company contributions are eligible for a 20% tax credit, up to \$500 per employee per year.

For assistance, please contact the Employer Team

CALL: 303-376-8804 EMAIL: [employerprogram@collegeinvest.org](mailto:employerprogram@collegeinvest.org)

OR VISIT OUR WEBSITE: [collegeinvest.org/employers](http://collegeinvest.org/employers)