



STARTing Line

4th Quarter 2013

Volume 6-4

Important End-of-Year Deposit Deadline Reminders for START Account Owners

The Louisiana START Saving Program reminds Account Owners of the following:

If you wish to open a new account for a new beneficiary and take advantage of the 2013 state tax incentives, new applications with deposits must be submitted prior to 3:00 p.m. on December 30th in order to be processed timely.

The deadline for receipt of START Saving Account deposits to be eligible for exclusion from income reported on your 2013 Louisiana state tax return is 3:00 p.m. CST on Monday, December 30th. Deposits must be received, not simply postmarked, by the Louisiana Office of Student Financial Assistance or the START Saving Program by that date. Deposits not received by December 30th may not be deducted until your tax return for 2014 is filed. You do not have until April 15 to deposit to your account and still deduct it from your 2013 state income taxes.

Deposits should be payable to the START Saving Program and may be delivered one of four ways:

1. Regular mail addressed to START Saving Program, Post Office Box 91271, Baton Rouge, LA 70821-9271. Please allow mail time since deposits must be received and not simply postmarked.
2. Overnight delivery addressed to 602 North Fifth Street, Baton Rouge, LA 70802.
3. In-person START deposits can be made in the Mobile/Manchac Room on the first floor of the Galvez Building (602 North Fifth Street, Baton Rouge, LA 70802) from 8:30 a.m. until

3:00 p.m. Thursday December 26th, Friday December 27th, and Monday December 30th. Parking is available in the Galvez Parking Garage on North Street and can be validated by the START Representative who assists you with your deposit.

4. Online payment for START account deposits is now available on the START Saving Web site, www.startsaving.la.gov. You can log into your START account, select the "Deposit Forms" option from the menu and then select "Electronic Online Deposit". From there, you can select the account(s) into which you want to make a deposit and indicate the amount you wish to deposit. One deposit can be distributed among a maximum of five accounts. If you have more than five accounts, you will have to log back into your START account and select the additional accounts in a second transaction. When online payment is selected, you will be transferred to a secure Web site operated by First Data Corporation, PayPoint. On the PayPoint site, you will see the LOSFA logo, the START title, a listing of a maximum of 5 accounts with the amount selected for deposit, and two payment options. You can select to pay by electronic check or by credit card. The credit cards accepted are Mastercard and Discover. You will enter your financial data on the PayPoint secure Web site to complete the deposit transaction. LOSFA will not receive any credit card or checking account financial information from First Data. A convenience fee will be charged to use the online payment

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Reminders for START Account Owners *continued*

process to cover the transaction costs and thus keep the START Savings Program free of administrative fees. The fee will be in addition to the amount of the deposit(s). The fee will be displayed prior to your final authorization of the payment.

filing purposes.

If you have any questions or need assistance, please call us at 800-259-5626. As always, we do appreciate your continued support of the START Saving Program.

On or before the third week of January, START account owners will be mailed a notification of total deposits made in 2013 to be used for state income tax return

Louisiana Public Broadcasting Rewards Program Participants with START Saving Accounts

Louisiana Public Broadcasting recently wrapped up the first phase of its Ready to Learn in Our Neighborhood project with the awarding of 34 START Saving accounts.

The project was funded through a Corporation for Public Broadcasting grant. The project is a community-based literacy and math initiative that offers lively, interactive events and activities using PBS transmedia resources to prepare children in North Baton Rouge for school success. Progress I and II and New Horizon Head Starts, Progress and Ryan Elementary, and J.K. Haynes Charter participated by involving teachers, parents, and students in activities at home, at school, after-school and during the summer. These schools were chosen because they were in the targeted North Baton Rouge area and the schools agreed to commit to the project. Head Start is a federally funded early childhood program for 3-5 year old children.

The project provided lap tops and iPads as well as connectivity to enable students to use the online educational videos and games. Parents were provided educational apps to use on their phones with their children.

As part of the project, parents who completed training sessions were rewarded with contributions to 529 accounts for their children. LOSFA Public Information Representatives Jerri Mack and Ebony Holmes assisted the selected families with opening their START accounts. The grant provided \$2,500 that was divided between the parents completing the sessions.

The Louisiana START Saving Program was specifically chosen to encourage parents to continue saving for their children's future. The intent was to have parents committed to thinking about and preparing for their children's future education.

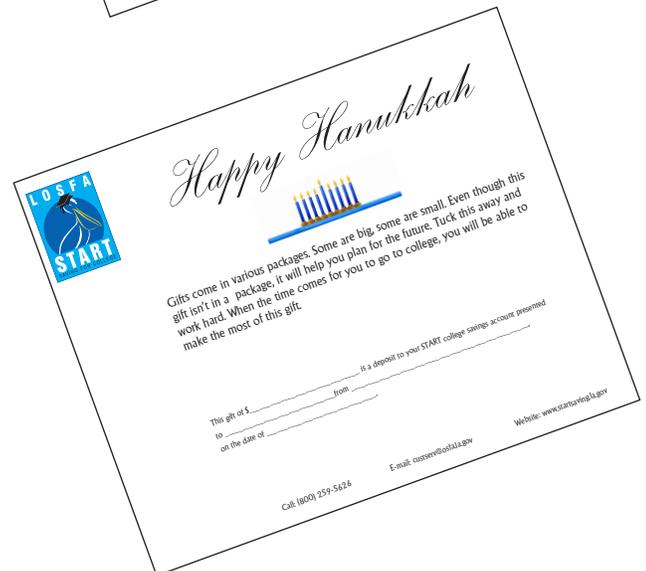
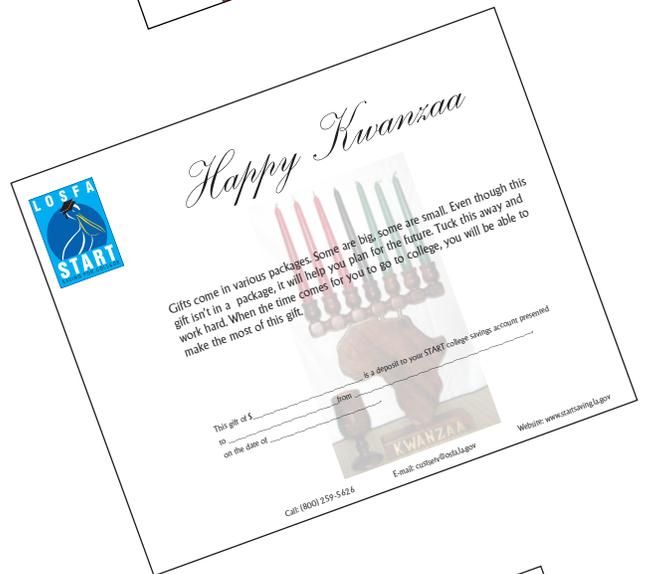
Give the Gift of Higher Education

Are you looking for the perfect gift for a loved one this holiday season? Consider giving the gift of higher education through a START Saving account!

With the rising cost of education, students find themselves with more expenses than scholarships and grants can cover. This is why it is so important to start saving for a child's college education early.

You can contribute to your loved one's future education this holiday season by opening a START Saving account in their name or donating to their existing account. To open an account, simply complete the application online at www.startsaving.la.gov or download, print, and complete the paper application and submit it to: START Saving Program, P.O. Box 91271, Baton Rouge, LA 70821-9271.

Printable gift certificates are available at <http://www.startsaving.la.gov/savings/forms.jsp>. Show a special child in your life how invested in their future you are today by giving them the gift of higher education!





LOSFA's Social Media



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<http://www.twitter.com/LOSFA>



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LOSFA



START
SAVING FOR COLLEGE

For more information, contact the
START Saving Program:

By Phone: 800-259-5626

By E-mail: start@startsaving.la.gov

By Mail: P.O. Box 91271, Baton Rouge, LA 70821-9271

Web Address: www.startsaving.la.gov

For submissions, opinions or comments for STARTing Line,
please contact Gus Wales at Gus.Wales@la.gov.