

DE529 EDUCATION SAVINGS PLAN

2025 Q3 BUSINESS UPDATE

PLANS MANAGEMENT BOARD

DECEMBER 2025 MEETING



OFFICE OF STATE TREASURER –
COLLEEN C. DAVIS

PLAN ASSETS

- Total plan assets as of September 30, 2025 were \$738.4 million (up from \$695.5 million at the end of 2024).
- 61% of plan assets are allocated to an Age-Based Option (choice active, blend or index)
- 39% of plan assets allocated to static portfolios, individual funds, or bank deposit portfolios

PLAN METRICS

- Total **new accounts** acquired through September 30, 2025, were 2,543 (up 7% over the 2,377 accounts opened through same period in 2024).
- Total **contributions** through September 30, 2025, were \$48 million for the year versus \$44 million through the same period in 2024 or 9% . **Distributions** through September 30, 2025, were \$54 million compared to \$50 million in same period in 2024 (+8%).

Morningstar Rating

- Morningstar announced **plan ratings** on November 10, 2025. DE529 retained a Silver Rating.

“Delaware earns an Above Average Parent rating, driven by its multiple layers of oversight, stable teams, and engaged partners. The state’s 11-person plan management board, two subcommittees, and an external investment consultant review any recommended changes to the plan and make informed investment decisions.”



529 PLAN- PROMOTION AND OUTREACH





Celebrate halloween zoo-style with this merry, not scary event.

All are invited to wear costumes while visiting the zoo animals. Be sure to stop by the welcome table to get your activity guide and vendor passport to receive a stamp from each table vendor!

Please bring your own bag. We'll have plenty of treats and activities for the trick-or-treaters, a special Creature Feature at 11am and festive decorations for photo-ops. Brandywine Zoo members receive a discount for this event! Library passes, guest passes or any other promotion will not be accepted. Tickets available at the door and online. Online purchase are recommended.

Sweet & Salty Coffee will be here with a signature fun pumpkin coffee drink for adults along with a kids beverage too! Be sure to stop by their table between 10am-1pm, Friday, Saturday and Sunday.

Members: \$4 | Non-members: \$8 | Children 2 and under: Free

[Buy tickets](#)

Presenting Sponsor

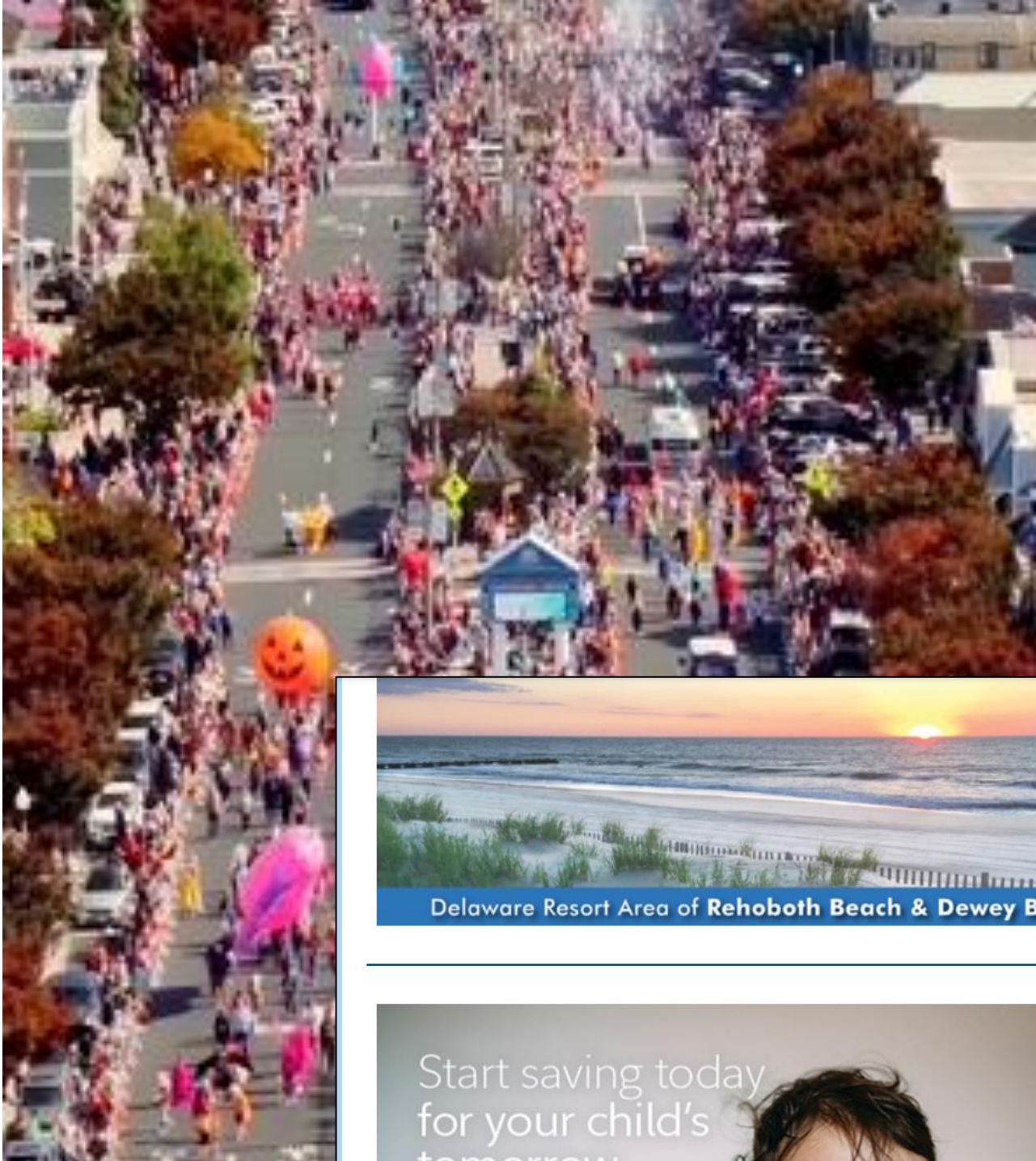


Costume Parade Friday
at 10:30am & 1:30pm

Join our Costume Parade at 10:30am & 1:30pm with Zoo Mascot Ringo. Meet up at the picnic circle to participate!



529 PLAN- PROMOTION AND OUTREACH



Start saving today
for your child's
tomorrow



The first step to helping their dreams come true is to make saving part of your routine.

The DE529 Education Savings Plan managed by Fidelity offers tax-deferred growth potential, a state income tax deduction for Delaware residents, and no annual account fees or minimums to open.

- You can choose to invest your savings in an age-based strategy or a custom strategy based on your goals.
- The funds can be used for a wide range of education expenses at accredited schools nationwide—plus tuition expenses for grades K-12, certain apprenticeship costs, and student loan repayments.*

To learn more or to open an account, visit Fidelity.com/DE529

EDUCATION SAVINGS PLAN **DE529** Managed by **Fidelity**



GROW ACCOUNT REGISTRATIONS

- Collaborate with Fidelity on local marketing events to reach Delaware families with children under 5
- Explore potential of employers offering DE529 as a workplace benefit
- Market and formalize the *First State, First Steps* program with Fidelity
- Make marketing investments focused on local events and outreach (e.g., baby race)
- Promote the 529 plan in partnership with hospitals, schools and government agencies



GROW ACCOUNT CONTRIBUTIONS

- Promote Fidelity's gifting tool for DE529
- Educate families on additional saving opportunities with Fidelity credit card and DE529
- Promote plan to State of Delaware employees, emphasizing direct deposit contributions
- Create a calculator tool to illustrate the savings needed to fund a University of Delaware education
- Educate families and the community on Delaware's tax incentive for contributions to the DE529 Plan

INCREASE AWARENESS

- Continue earning top-tier Morningstar medal ratings (currently Silver)
- Leverage Fidelity marketing sponsorships (e.g., State Fair) for effective local outreach
- Develop and execute a local Delaware press and influencer campaign to promote DE529
- Bring attention to other advantages of 529 savings, including apprenticeships and Roth rollovers
- Expand reach to neighboring markets that offer tax parity for contributing to 529 plans

