THE BARATELLI INSTITUTE · **MENTORING AT SCALE** · A FUNDER'S PLAYBOOK

Every child an *investor.*

How a foundation can turn America's new child investment accounts into compounded opportunity — at scale, and made to last.

Who this is for. Foundation leaders and program officers, donor-advised-fund and family-office advisors, and corporate-giving teams looking for a high-leverage, durable, opportunity-building gift — one that keeps working for decades after it's made.

A note on framing. The federal program is officially named *Trump Accounts*, but the idea beneath it — giving every child an investment account at birth — has deep, bipartisan roots. This playbook is about the mission and the mechanics, not the politics: a child savings account is something a funder of any stripe can stand behind.

The Institute's role. We are a conflict-free, CPA-founded education house. We don't hold or manage your capital; we provide the playbook and the family-facing financial education that makes the gift actually change a life. Funder and teacher, working the same problem.

I · The opportunity — the largest on-ramp to investing in history

On July 5, 2026, America begins giving its children investment accounts at birth. Most of those families have never owned one, and no one has explained it to them.

Trump Accounts are tax-deferred investment accounts for children. Every child born **2025–2028** is eligible for a **$1,000** federal seed; families can add up to **$5,000** a year; and the money is invested in low-cost U.S. stock index funds until age 18, then follows IRA rules. Millions of accounts have already been opened. And Michael and Susan Dell have shown what private capital can do: a **$6.25 billion** gift seeding **25 million** additional accounts — $250 each — for children who missed the federal cutoff, in lower-income ZIP codes.

$1,000
federal seed per eligible child, 2025–2028

$6.25B
the Dell gift — 25M more accounts at $250 each

The gap
funded accounts, but families with no one to explain what to do with them

A generation is becoming investors at the very start of the compounding curve. The seed money is the easy part — the federal government and a few large donors are already providing it. The harder, unmet need is twofold: **more accounts funded** for the children the program reaches least, and **families who understand what they hold.** That is exactly the gap a foundation, paired with the right educator, can close.

II · Why fund it — the most leveraged gift in philanthropy

Few philanthropic dollars work as hard, for as long, as a seed in a child's investment account. Four reasons:

- **Time is the multiplier.** You fund once; it compounds for decades. A small seed at birth becomes a meaningful sum by adulthood and a transformative one by retirement — without another dollar from anyone.
- **It targets opportunity at the root.** The wealth gap begins before kindergarten. Directing seeds to children in lower-income communities — as the Dell gift does — puts an owning, compounding asset in hands that have never held one.
- **Your dollars go further.** Charitable and other "qualified general" contributions to these accounts *do not count* against the family's annual cap — so a funder can add on top of, not instead of, what a family contributes.
- **It's measurable and durable.** Accounts funded, dollars seeded, and projected compounded value are all countable on day one — and the impact keeps growing for eighteen years and beyond.

What a single seed becomes, left invested in a broad index fund — illustrative, at an assumed 7% annual return:

A ONE-TIME SEED AT BIRTH	BY AGE 18	BY AGE 65
$250 (a Dell-style gift)	~$845	~$20,000
$1,000 (the federal seed)	~$3,400	~$81,000
$5,000 (seed + a few family years)	~$17,000	~$406,000

Illustrative only; not a projection or a promise. Markets fluctuate and returns are not guaranteed. The point is structural: time, not the size of the seed, does the heavy lifting — which is what makes an early gift so leveraged.

III · How a foundation funds at scale

The Dell gift is the template, and it's repeatable at any size:

- **Pick the children.** Target by birth cohort, ZIP-code income, partner-organization rosters, or a community you already serve. The accounts the federal seed reaches least are where a dollar does the most.
- **Use the cap-exempt lane.** Structure the gift as a qualified general/charitable contribution so it stacks on top of family contributions rather than crowding them out.
- **Partner for reach.** Community foundations, donor-advised-fund sponsors, hospital systems (at birth), and school districts are natural distribution partners for getting seeds to the right families.
- **Decide seed-once or sustain.** A one-time seed compounds on its own; a multi-year commitment that nudges family contributions compounds far more.

> **The honest caveat:** the program is new and its rules are still settling. Exact contribution mechanics, the charitable-contribution treatment, and eligibility should be confirmed against current Treasury and IRS guidance with your counsel before a large commitment. This playbook frames the strategy; the structuring is done with professionals.

IV · The missing half — money alone doesn't change outcomes

Here is the truth most funders learn too late: a funded account in the hands of a family that doesn't understand it underperforms its potential. The seed compounds, but the *family* doesn't act — they don't contribute, don't understand the investment, and sometimes don't even know the account exists. The dollars do a fraction of what they could.

WHAT THE FUNDER PROVIDES

The capital — the seed in the account, and the reach to the right children.

WHAT THE INSTITUTE PROVIDES

The free, plain-English education that turns a funded account into a family that understands compounding, contributes, and stays invested — so the gift actually changes a life.

The Institute supplies the literacy layer at scale: a free "Every Child an Investor" guide and a compound-interest tool that shows a parent what a seed becomes at eighteen and at sixty-five; the plain-English answer to "what is this, and what do I do with it"; and co-branded materials a foundation or its partners can put directly in families' hands. Capital plus comprehension — that is what makes the gift compound into opportunity rather than a forgotten balance.

V · Measuring the impact

Everything here is countable, from day one and for years after:

- **Accounts funded** and **dollars seeded** — the immediate, reportable output.
- **Projected compounded value** at 18 and beyond — the lifetime value of the gift, modeled per cohort.
- **Families reached with education**, and the lift in family contribution and engagement that follows — the proof the literacy layer worked.

HOW TO START WITH THE INSTITUTE

A clean, conflict-free partnership. You provide the capital and the reach; the Institute provides the funding playbook, the family-facing education at scale (co-branded to your initiative), and the impact measurement. We never hold or manage your gift — we make it land.

The first conversation is 30 minutes. We'll size the opportunity for your community, map the funding mechanics with your counsel, and scope the education partnership. Reach the Institute at **baratelliinstitute.com**.

Educational and general in nature — not legal, tax, accounting, investment, or grant-making advice. "Trump Accounts" is the official program name; program rules, contribution mechanics, charitable-contribution treatment, and eligibility are new as of 2025–2026 and subject to change — verify against current U.S. Treasury and IRS guidance and engage qualified professionals before any commitment. Compounding figures are illustrative at an assumed rate, are not projections, and investment returns are not guaranteed.