

Make *It* Possible



ACE Scholarships, one of the nation's largest nonprofit K-12 Scholarship Granting Organizations (SGOs), is launching "Make It Possible," a national campaign built around the new Education Freedom Tax Credit (EFTC). Beginning January 1, 2027, eligible taxpayers can receive up to \$1,700 in federal tax credits per taxpayer—or \$3,400 for married couples filing jointly—for contributions made to SGOs like ACE to help fund K-12 scholarships. This campaign invites Americans to take part in a historic opportunity: helping more families access educational opportunities and resources that best fit their child. It also aims to show that ACE is ready to meet the moment. After more than 25 years of helping tens of thousands of children, ACE has the experience to deliver this promise at a national scale.



THE CONCEPT

The idea is really about how access to educational opportunity is what helps a child realize their potential.

Our story begins with a child absorbed in what they love. An unseen contribution to ACE Scholarships brings a pencil to life. Chaos ensues. The pencil goes crazy! It knocks over everything to reach their notebook, where it draws a rocket, violin, or robot—a glimpse of what that contribution could make possible through education. Then it takes off, pulling the child into that possible future as an astronaut, first-chair violinist, or engineer. In our story the taxpayer is the changemaker: the catalyst that makes it possible for a child to realize their potential. The pencil represents ACE Scholarships: the conduit for which opportunity exchanges. The child is the heart of the story.

ABOUT ACE SCHOLARSHIPS

- **121,000+** Scholarships Delivered
- **25+** Years of Operations
- **90%** of Every EFTC Dollar Raised Funds Scholarships
- **\$395M+** in Scholarships and ESAs Distributed

THE PARTNERS BEHIND THE WORK



PARAVEL INSIGHTS

The strategy, creative, and marketing agency behind "Make It Possible." Paravel leads the campaign's national strategy, brand positioning, and creative direction for ACE Scholarships across paid media, graphic design, social media, email marketing, and more — and manages the campaign's rollout from concept through national launch.



The production company that brought the campaign's anthem film and vignettes to life, working under director Saman Kesh. Saman's recent work includes campaigns for Comcast ("Project Up"), Google Play x Mario Kart ("Start Your Engines"), Toyota ("GR Feeling"), and Citi ("Travel On").