ACE scholarships + Education Freedom Tax Credit

THE STATE OF EDUCATION FREEDOM IN AMERICA

Education freedom means giving families greater flexibility and access to educational opportunities that are the best fit for each child.



1 IT'S FOR THE KIDS



Donors are 4x more motivated by helping kids than by tax benefits.

83%

of highly tax-credit-aware Americans are motivated by helping families who cannot afford education.

78%

are motivated by seeing a clear impact on the people being helped.

TAKEAWAY The tax benefit makes giving easy, but helping a child makes it meaningful.

2 MORE CHOICE DOESN'T MEAN CHOOSING SIDES

73% of highly tax-credit-aware parents in the research had children currently attending public school.

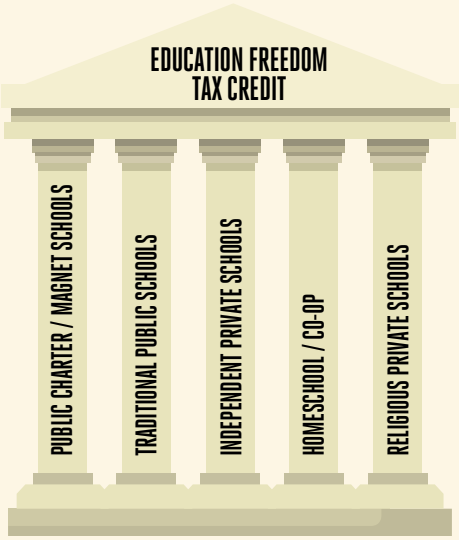
TAKEAWAY

Education freedom gives families more options to find the educational opportunities and resources that best fit their child.

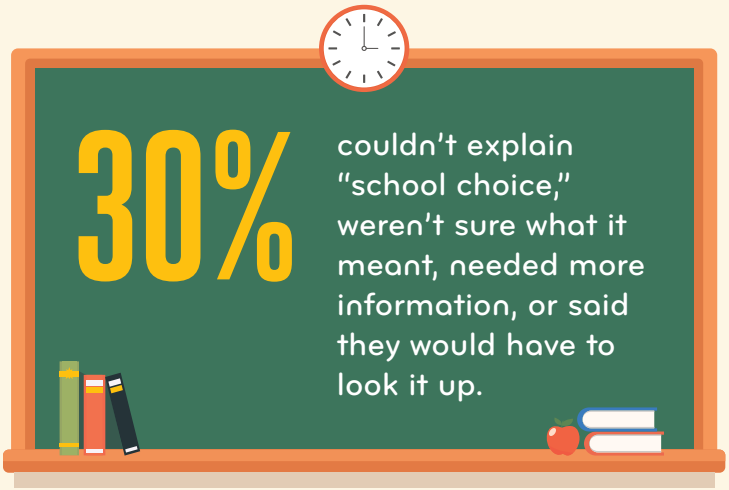
45%

38%

Among those most familiar with the Education Freedom Tax Credit (EFTC), 45% are Republicans and 38% are Democrats.



3 AMERICANS LIKE THE IDEA, BUT DON'T ALWAYS UNDERSTAND IT



TAKEAWAY

There may be less of a belief problem than an understanding problem.



NEARLY 7 IN 10

Americans surveyed are either unfamiliar or only somewhat familiar with the EFTC.

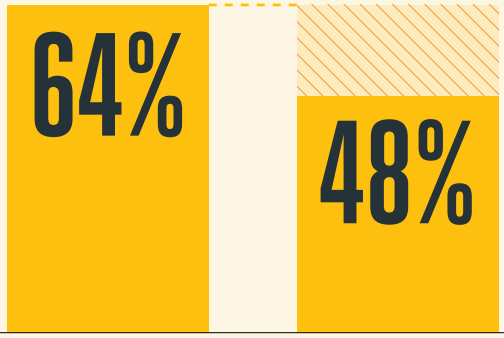


HOW PEOPLE DEFINE "SCHOOL CHOICE"

31% said allowing families to choose among public, private, or homeschool options.

22% said selecting the best school for a child's needs, regardless of location or district.

4 TRUST TURNS INTEREST INTO ACTION



While 64% are likely to participate when they are confident where their money is going, that number drops significantly when there is a lack of trust or transparency around what their contributions are actually going toward.

WHAT CREATES TRUST

99% of ACE scholarship recipients graduate high school — the strongest trust factor tested.

- Low, disclosed admin costs
- Evidence beyond graduation
- Annual audits

TAKEAWAY

People want to see exactly where their money goes and the difference it makes for kids.

ACE SCHOLARSHIPS IS MAKING EDUCATION FREEDOM POSSIBLE FOR MORE FAMILIES ACROSS THE COUNTRY.

EDUCATIONFREEDOM.ORG

For more than 25 years, ACE Scholarships, one of the nation's largest nonprofit K-12 Scholarship Granting Organizations (SGOs), has helped lower-income families access quality education, delivering more than 121,000 scholarships worth over $395 million. ACE has held a four-star Charity Navigator rating for 12 consecutive years.

2026 research conducted by PROOF Positioning on behalf of ACE Scholarships, including national studies of U.S. taxpayers and current scholarship donors. Sample sizes vary by study and question.