

Invest In Education

2025 Year in Review



Who We Are

Invest in Education Foundation (501c3) and Invest in Education Coalition (501c4) were established to expand educational opportunity by educating the public and policymakers about the benefits of school choice and advocating for legislative change at the federal level.

Invest in Education Foundation (IIEF) and Invest in Education Coalition (IIEC) are the only national organizations exclusively dedicated to advancing K-12 educational freedom and school choice at the federal level.

Passage of the Historic Federal Tax Credit Scholarship Program

As a result of the IIEF's policy development and education efforts and IIEC's lobbying strategy over the last several years, the federal tax credit scholarship provisions, based on the

Educational Choice for Children Act (ECCA),

signed into law by President Trump on July 4, 2025, marked a historic achievement for the school choice movement.

Key Provisions:

-  A 100% non-refundable federal income tax credit up to \$1,700
-  Scholarships funded by private donations to nonprofit scholarship granting organizations (SGOs)
-  Eligible uses include but are not limited to: tuition, tutoring, special needs services and education technology

To support passage, IIEC built and activated a coalition of **MORE THAN 200** organizations and influencers and executed a coordinated grassroots, paid media and earned media campaign.

Leading Lawmakers



Senator
Bill Cassidy (LA)



Senator
Tim Scott (SC)



Congressman
Adrian Smith (NE-03)



Congressman
Burgess Owens (UT-04)

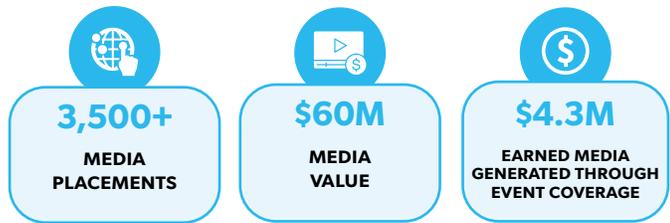
Invest in Education Coalition mobilized constituent engagement at every stage of the process:



Paid digital engagements reached:

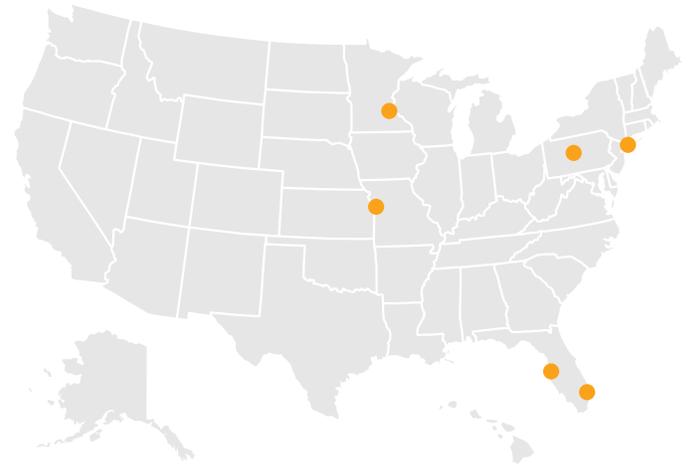


Earned Media Success: IIEC and IIEF events and press engagements generated significant earned media.

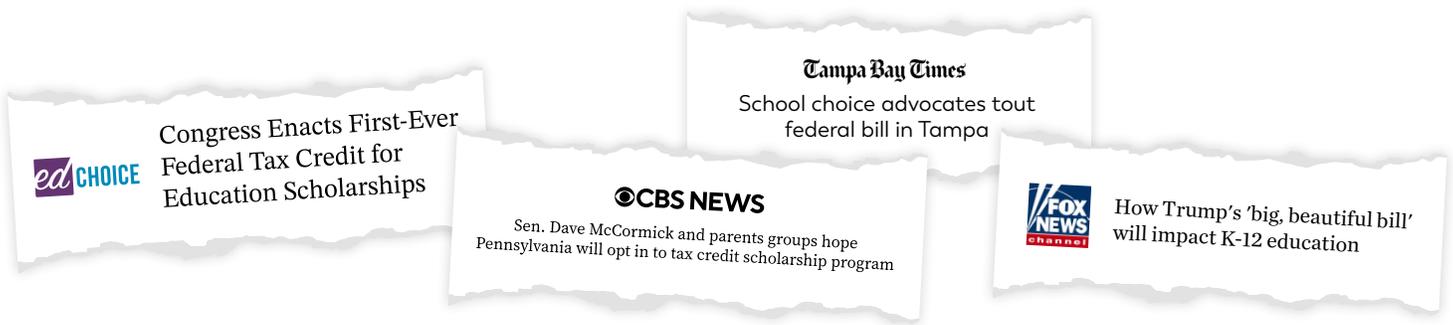


Empowering Parents Events

Invest in Education Foundation hosted a series of Empowering Parents events in key markets across the country. These press events highlighted the federal tax credit scholarship law and featured local advocates and lawmakers as well as students and parents who told their story about the benefits of school choice.



The combined efforts of IIEC and IIEF helped secure the passage of the federal tax credit scholarship law.



Onward to 2026

A Historic Moment for School Choice

This is a historic moment for school choice as the new law creates an unprecedented opportunity for K-12 families across the country. IIEF and IIEC are committed to being the national leader of the federal tax credit scholarship program and working with our partners across the country to ensure a successful implementation and program launch in January 2027.

