

Submitter: Christina Lane  
On Behalf Of:  
Committee: Joint Committee On Ways and Means  
Measure, Appointment or Topic: HB5006

Testimony in Support of Full Funding for the Oregon IDA Initiative

Dear Members of the Committee,

My name is Christina Lane, and I am the co-founder of Champions Barbering Institute, now expanded into Champions Institute Barber. Beauty. Business—an educational institution dedicated to empowering students through personal development, business fundamentals, and career-based learning that transforms lives.

Eight years ago, our business was a proud participant in the Individual Development Account (IDA) program, and that experience was a turning point—not only for our business but for the many students we have since served. The support we received through IDA was more than financial—it was foundational. It enabled us to build a sustainable business rooted in community impact, and to grow into a higher education provider with a commitment to helping students graduate debt-free.

Today, we are honored to be official IDA providers ourselves, offering education and entrepreneurial development through this incredible program. We've seen firsthand how IDAs equip everyday Oregonians—especially those from marginalized or underserved communities—with the resources, confidence, and tools they need to pursue business ownership, higher education, and long-term financial stability.

The IDA program is a solution that works. It is data-backed, people-powered, and delivers undeniable results. To consider cutting funding—or worse, not prioritizing full funding—would be a disservice to the very communities you've promised to serve.

Budgets are moral documents. They reflect your values in action. If we truly care about equity, economic empowerment, and generational change, then we must invest in programs like the Oregon IDA Initiative.

On behalf of our alumni, our students, and the aspiring entrepreneurs we serve every day—I urge you to protect and fully fund the IDA program. The return on investment is not just economic; it's generational, it's measurable, and it's transformative.

Sincerely,

Christina Lane  
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