



THE PITON FOUNDATION

at Gary Community Investments



TAX CREDITS FOR WORKING FAMILIES PUBLIC INFORMATION CAMPAIGN

As part of its strategy for improving the economic security of Colorado families, The Piton Foundation, which is part of Gary Community Investments, operates the annual Tax Credits for Working Families Public Information Campaign to increase awareness about the Earned Income Tax Credit (EITC). One of the nation's most successful anti-poverty tools, the EITC is a federal and state tax credit that working families with children receive to help increase their financial stability.



THE EITC'S IMPACT ON LOW-INCOME COLORADO FAMILIES*

631,000

Coloradans, including **190,000 children**, live in poverty

350,000

Coloradans claimed the EITC

\$770M

in EITC refunds received by Colorado families

OUR 2017 EITC OUTREACH CAMPAIGN

With the help of more than **440 partners**, including nonprofits, community organizations, employers and government agencies, Piton distributed more than **1.1 million pieces of educational materials** to low-income families statewide. In addition, we executed a marketing strategy that included paid and earned media placement across television, print and digital mediums.

Campaign Highlights:



MyFreeTaxes.com: For the first time, our educational materials included information about free online filing, and the number of taxpayers filing online increased by 164% in the 2017 tax season.



Digital Outreach: Our advertising strategy included digital ads that reached 4 million people across Colorado.



Taxathon: This year, we hosted our first 12-hour taxathon event in Denver. This allowed nearly 100 people to file their returns for free, helping families claim nearly \$200,000 in refunds including \$93,000 from the EITC.

THERE IS STILL WORK TO DO

An estimated **1 in 4 Colorado families** do not claim the EITC, simply because they do not know about it or don't know how to claim it.

PARTNER WITH US

Help ensure that all eligible families claim the EITC! Free educational materials can be ordered or downloaded from our new online store, PitonResources.com. This is an online portal that allows anyone to order as many free resources as they need. Help us spread the word about free tax help and valuable tax credits by sharing these materials!

* Most recent data available as of 2014



TAX HELP COLORADO: CONNECTING MORE FAMILIES TO THE EITC

A partnership with the Colorado Community College System, Tax Help Colorado provides free tax preparation to families with incomes less than \$54,000. The program utilizes college and high school students, who take a course on income tax preparation, then operate free tax sites on their campuses for college credit. In 2017, Tax Help Colorado operated 24 free tax sites, helping **8,750 Coloradans** claim over **\$14 million** in refunds, including **\$5 million** in federal and state EITC refunds.



**TAX HELP COLORADO:
10 YEARS OF SERVICE**
Cumulative stats since 2007



More than
67,400
returns filed



More than
\$127 Million
in refunds to Coloradans



More than
81,400
service hours completed
by more than 2,300
student volunteers

TAX HELP COLORADO BENEFITS



Schools are able to engage directly with their community and provide a needed service.

Story From a School:

"[Tax Help Colorado] broadens students ideas of what people in our communities are going through—what challenges they face. That's part of education too."

- Andy Dorsey,
President of Front Range
Community College



Students gain valuable life skills that are a benefit both personally and professionally.

Story From a Student:

"You gain a lot of communication skills because you are serving people from all different walks of life. You have to learn how to meet people where they are at and get them where they need to be. I learn something new every day."

- Charlene, Student Volunteer



The community saves \$2.2 million in commercial tax preparation fees.

Story From the Community:

"This is a great service because it saves people money, but it also puts money back into the local economy. Students are learning a valuable skill as well. Everyone benefits."

- Theresa,
Tax Help Colorado Client

"If there's any site that's considering doing this program, I would encourage you to do so. The materials and support provided by The Piton Foundation will get you started from day one."

- Brian Gilsdorf, Tax Site Coordinator, Community College of Denver

If you are interested in partnering with Tax Help Colorado, contact coreilly@garycommunity.org