



THE PITON FOUNDATION

at Gary Community
Investments

Dear partner,

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 increase their financial stability. With the help of thousands of partners statewide, Piton distributes more than 1.2 million pieces of EITC educational materials throughout Colorado each tax season.

About ten years ago, the Piton Foundation launched Tax Help Colorado to increase access to free tax preparation to help families get the best refund possible. During the 2016 tax season, the program served over 9,300 individuals, helping them claim nearly \$18 million in tax refunds, including nearly \$6.8 million from the EITC. In addition, the program saved families more than \$2.5 million in commercial tax preparation fees.

Despite this progress, nearly 20 percent of qualifying families miss out on EITC refunds each year, mostly because they don't know about it or don't know how to claim it. In fact, Colorado is [second to last in the nation](#) for qualifying families claiming the EITC.

By joining our [public information campaign](#) about the EITC and free tax preparation services, you can make a big impact. The outreach and education you provide about these efforts in your community is critical to helping struggling families make ends meet. Order any quantity of our new [flier](#) and [poster](#) to share with your community. Contact [Brooke Visser](#), EITC campaign associate to order your free materials. We are also available to provide in-person presentations or share materials at special events.

Enclosed you'll find copy to help you promote these resources this tax season:

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In the meantime, please don't hesitate to contact me if you have any questions. We are grateful for your partnership.

Warmly,

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Helpful Resources

- The [tax site lookup tool](#) on the Gary Community Investments website is regularly updated with free tax preparation sites throughout Colorado;
- Dial 2-1-1 to find tax sites near you;
- Follow the [Tax Help Colorado Facebook page](#) for stories and updates, or to post a taxpayer question;
- Follow [@taxhelpCO](#) on Twitter for more stories, updates and helpful tax hints;
- Sign up for our EITC stakeholder newsletter at <http://www.garycommunity.org/stay-connected>.
- Access our [EITC Refund Calculator](#) to estimate how much individuals and families can receive in earned income tax credits based on family size and income.

Newsletter Copy

Newsletters with a stakeholder audience

Many Colorado families count on their tax refunds to help make ends meet. The [Earned Income Tax Credit \(EITC\)](#) is a refundable tax credit from the Internal Revenue Service (IRS) that helps boost the incomes of low-wage, working families. It is also considered one of the nation's most effective anti-poverty tools.

Unfortunately, nearly 20 percent of qualifying families miss out on EITC refunds each year, mostly because they don't know about it or don't know how to claim it. In fact, Colorado is [second to last in the nation](#) for qualifying families claiming the EITC.

Families who earned \$54,000 or less in 2016 qualify for [free tax preparation services](#) designed to help them access the EITC and get the best refund possible. Order free printed materials from The Piton Foundation, including a [flier](#) and [poster](#) to promote these resources in your community. Contact [Brooke Visser](#), EITC campaign associate to order your free materials.

Newsletters with a public-facing audience

If you made \$54,000 or less last year, you qualify to have your taxes prepared for free. Get your taxes done by IRS-certified tax preparers trained to ensure you don't miss out on the Earned Income Tax Credit, or other credits to help working families. Find a [free tax site near you](#) to get the best refund possible. Dial 2-1-1 or visit www.piton.org/tax-help-colorado to learn more.

Outreach Copy for Businesses

Help Your Employees Save Money This Tax Season

Employees earning \$54,000 or less eligible for free tax preparation and could get bigger refunds

As you prepare to send out W-2s at the end of January, be sure to include information about free tax preparation services and tax credits for working families. Any employee that made under \$54,000 in 2016 is eligible to get their taxes done for free by IRS-certified tax preparers trained to ensure they don't miss out on the [Earned Income Tax Credit \(EITC\)](#), or other credits to help working families. The Piton Foundation, part of Gary Community Investments, runs a public information campaign about these resources, offering businesses any quantity of [free printed](#) materials to share with their employees.

The EITC is a refundable tax credit from the Internal Revenue Service (IRS) that helps stabilize the workforce by providing employees with the money they need to get to work, pay for childcare and address their families' most basic needs. It also serves as an economic development tool that puts more than \$770 million back into the local economy every year.

Unfortunately, nearly 20 percent of qualifying families miss out on EITC refunds each year, mostly because they don't know about it or don't know how to claim it. About ten years ago, the Piton Foundation launched [Tax Help Colorado](#) to increase the number of free tax preparation services available in Colorado and help more of families claim the EITC. During the 2016 tax season, the program served over 9,300 individuals, helping them claim nearly \$18 million in tax refunds, including nearly \$6.8 million from the EITC. In addition, the program saved families more than \$2.5 million in commercial tax preparation fees.

Don't let your employees miss out on these important resources! Order any quantity of printed [fliers](#) to include with your W-2 forms, or [posters](#) to hang in your workplace. Contact [Brooke Visser](#), EITC campaign associate to order your free materials. The Piton Foundation staff are also available to provide in-person presentations or share materials at special events that might benefit your employees.

Sample Social Media Copy

Follow and mention Tax Help Colorado in your Facebook and Twitter pages, and we'll be sure to retweet you. We especially enjoy posts that share why the EITC is important in your community!

Facebook: /TaxHelpColorado

Twitter: @taxhelpCO

Facebook Posts

1. Did you make \$54,000 or less last year? Get free in-person tax preparation assistance to help you get the best refund possible. Dial 2-1-1 or visit [piton.org](http://www.piton.org/tax-help-colorado) to learn more or to find a free tax site near you. <http://www.piton.org/tax-help-colorado>.
2. Want more money in your pocket? If you made \$54,000 or less in 2016 get your taxes done early at a free tax site. Dial 2-1-1 to find locations near you. <http://www.piton.org/tax-help>.
3. Looking forward to your tax refund? Most refunds take 21 days. Be wary of preparers promising faster refunds through expensive financial practices, such as loans. If you made \$54,000 or less you qualify for free tax preparation assistance from IRS-certified preparers. Dial 2-1-1 or visit <http://www.piton.org/tax-help> to find locations near you.
4. Get FREE tax help AND A bigger refund! If you earned \$54,000 or less last year IRS-certified tax preparers can help you get the best refund possible. Find one near you at <http://www.piton.org/tax-help>.
5. Have you filed your taxes yet? @TaxHelpColorado offers FREE tax preparation services for individuals who earned \$54,000 or less last year. Learn more: <http://www.piton.org/tax-help-colorado>.

Twitter Posts

1. #Resolutions: Save Money. Don't pay for tax prep. if you earned under \$54k. Get free help and a better refund. <http://bit.ly/taxhelpCO>
2. Prepping your taxes? Check out the #EITC Refund Calculator to see how much you could receive: <http://bit.ly/EITCme>
3. Worried about doing your #taxes right? You may qualify for free tax prep to get the best refund possible. Call 2-1-1 for more.
4. Get the best #TaxRefund possible. See if you qualify for free tax prep w/@TaxHelpCO. <http://bit.ly/taxhelpCO>
5. #TIL a #TaxRefund takes 21 days. Be wary of any preparer who promises otherwise. See if you qualify for free tax prep: @TaxHelpCO

Special Promotion

Denver-Area Newsletters

On Friday, February 3, The Piton Foundation is hosting the first ever Denver Taxathon -- 12 hours of free tax preparation for Coloradans with annual incomes of \$54,000 or less.

The event will be staffed by IRS-certified tax preparers, trained to ensure taxpayers get the best refund possible.

The Taxathon aims to increase the number of families receiving free tax help, as well as raise awareness of tax credits for working families by providing the services in one location over a 12-hour period. Additional community resources, snacks and activities will be offered throughout the day.

What: Taxathon

When: Feb. 3 from 8:30 a.m.-8:30 p.m.

Where: Mile High United Way - 711 Park Ave W, Denver, CO 80205

A promotional flyer and more information will be available for this event in early January.