



CALIFORNIA EARNED INCOME TAX CREDIT CAMPAIGN

CalEITC4Me.org

CalEITC4Me is a public-private partnership to spread awareness of the first-ever state Earned Income Tax Credit to put more money into the pockets of hundreds of thousands of Californians.

CalEITC4Me's goals are to ensure that the entire \$380 million allocated by the state for the CalEITC reaches an estimated 600,000 eligible families and that more people file for the federal EITC. The majority of Californians eligible for the EITC are single, women and working part time. The economic impact of this program will be profound, adding hundreds of millions of dollars to the state's economy in income, business sales, new jobs, and tax revenue. Add to that the \$1.8 billion previously unclaimed federal EITC, and an estimated \$2.3 billion is available for Californians.

This comprehensive statewide campaign is organized community-by-community to reach Californians where they live, work, learn, worship, shop and tweet. Core campaign elements include:

Community Partners:

Neighborhoods, and the people and organizations within them, are at the center of our effort. CalEITC4Me is working on a daily basis hand-in-hand with trusted community partners who serve and interact with those most likely to be eligible. Campaign activities include distribution of helpful multi-lingual materials, free tax filing events, neighborhood resource centers, extended hours at free tax prep sites, and on-the-ground outreach including door-to-door campaigns. The community-based media most important in these neighborhoods are full partners in our effort.

Innovative Online Tools:

The new multi-lingual CalEITC4Me **Calculator** is a user-friendly tool allowing individuals to determine their eligibility for the state and federal EITC, including their potential refund in a few easy steps. The calculator, created for California by Inuit Financial Freedom Foundation, will link to the **Free Tax Prep Finder** tool, which connects families to free tax preparation services in their neighborhoods. In addition, the CalEITC4Me Interactive **Heat Map** helps nonprofits, government agencies and others identify key regions of eligible filers by ZIP code and other searchable criteria to better target education and outreach efforts on the ground.

CalEITC4Me.org:

We've created a one-stop shop headquarters online. Our bilingual website is a go-to hub of information, providing up-to-date resources, content, tool kits, fact sheets, videos, social media campaigns and other user-friendly resources for partners, community organizations and filers throughout the tax season.

A Strong, Diverse Coalition:

This statewide campaign brings together multiple state agencies and a broad coalition of local and statewide community, faith, civic, education, workforce, business, and media leaders committed to fostering economic opportunity and financial security for Californians barely making ends meet. It was initiated by Golden State Opportunity, a new foundation created by California entrepreneur Joe Sanberg.

Learn how your organization can get involved. Contact us on our website, **CalEITC4Me.org**, to get started today.



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