

Dear Community Partner,

Each year, thousands of Bay Area residents are missing out on millions of dollars in unclaimed tax credits. One such credit is the Earned Income Tax Credit (EITC). The EITC has been called the largest single federal anti-poverty program that no one knows about, and it is unfortunately being left unclaimed by many eligible local families who could surely use the extra money. The inevitable approach of yet another tax season provides us with another opportunity to bring more of that money back into our Bay Area communities where it can do the most good.

Earn It! Keep It! Save It!, a United Way led coalition of nonprofits and community-based organizations, is working to address this problem by offering low to moderate income families and individuals free tax return preparation, assistance with filing tax credit claims and connections to asset building or income support resources such as public benefits or matched savings accounts. We also assist taxpayers in claiming the EITC which can amount to as much as \$4,700 per family.

I invite you to join us in raising awareness in your local community about this important program. You can play a key role in helping ensure that more eligible families take advantage of these credits by promoting free, community-based tax preparation sites to your clients and your local community. With the help of our partners, we are proud to offer more than 120 Bay Area free tax assistance sites staffed with IRS-certified volunteers. Last year alone we helped nearly 23,000 eligible Bay Area families and individuals claim over \$10 million in Earned Income Tax Credits and over \$23 million in total refunds. And we are hoping that you will help us get the word out!

We realize that this is an extremely busy time for all nonprofits, so we have prepared quality support materials to help you reach your community. This packet contains everything you need to get started: flyers, postcards and other materials to help us reach the widest possible audience. We hope to steer families away from using commercial tax preparers who charge fees and offer high interest predatory loans which significantly reduces their refund amount.

Thank you very much for partnering with us on this opportunity to help hardworking families get free tax preparation services and claim the tax credits they have earned! We appreciate your support of Earn It! Keep It! Save It! and know it will help those who need it most.

For additional materials or other support, please visit our website at ww.earnitkeepitsaveit.org or call us at 510.238.2418. To find out how we can partner to increase the reach of the program feel free to contact Faith Du Bois, Director of EKS by email at fdubois@uwba.org.

Sincerely,



Anne Wilson

Chief Executive Officer United Way of the Bay Area



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