



EarnIt!KeepIt!\$aveIt!



Media Advisory

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Press Conference: Community Leaders Urge Low-Income Families to Claim the EITC and Get Free Tax-Filing Help

United Way and Alameda County Community Asset Network Kick-off Bay Area's Largest, FREE Tax Assistance Program

- WHAT:** Community and civic leaders – including Congressman Pete Stark's office, State Senator Ellen Corbett's office, Fremont Mayor Bob Wasserman and Fremont City Council members Bill Harrison, Anu Natarajan and Suzanne Lee Chan – will gather at the Fremont Family Resource Center to urge low-income families to claim the federal Earned Income Tax Credit (EITC) and take advantage of free tax-filing assistance provided by Earn It! Keep It! Save It!, the Bay Area's largest, free tax assistance program.
- WHY:** The EITC lifts more children out of poverty than any other government program, but 1 in 4 eligible families do not claim this credit, which is a true economic stimulus for low-income households, boosting their annual income by as much as 10%. In addition, free tax filing help from Earn It! Keep It! Save It! can save households up to \$360 by avoiding fees and "rapid refund" loans promoted by commercial tax preparers. Households that earned less than \$52,000 in 2009 are eligible for free tax preparation by Earn It! Keep It! Save It!
- WHEN & WHERE:** National EITC Day!
Friday, January 29, 2010
Press conference at 9:30 a.m., Tax preparation at 10 a.m.
Fremont Family Resource Center
39155 Liberty Street, Fremont, CA 94538
Tel: 510-574-2000

About Earn It! Keep It! Save It! Bay Area

- **Eligibility:** Households that earned less than \$52,000 in 2009 are eligible for free tax assistance. For more information about tax site locations, eligibility, what documents to bring, taxpayers can call 2-1-1 or 1-800-358-8832 or visit www.earnitkeepitsaveit.org. The coalition operates more than 180 sites throughout the Bay Area.
- Last year Earn It! Keep It! Save It! brought \$12,855,629 in refunds back to Alameda County households, saving families approximately \$4,404,600 in tax preparation fees.

- more -

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- United Way of the Bay Area partners with the IRS and the Alameda County Community Asset Network to connect low-income families to free tax assistance, as well as financial supports, education and banking tools. Free tax preparation will occur immediately after the press conference.
- The Alameda County Community Asset Network (AC CAN) is a coalition of 30 organizations committed to increasing the income and assets of low-moderate income Alameda County residents. In these tough economic times, Alameda County CAN members are on the "front lines" of the crisis. By working together to make services more efficient and effective, AC CAN members are working to be a part of the local solution. Visit www.alamedacountycan.org for more information.
- The Fremont Family Resource Center (FRC) is a collaboration of 27 state, county, city and nonprofit agencies working together to assist families with integrated wraparound services. The FRC hosts the largest VITA (Volunteer Income Tax Assistance) site in the Bay Area, last year serving more than 1,400 families. The FRC also has banking partners on site to provide services, including Citi, Fremont Bank, Pacific National/US Bank and Community Financial Resources.
- United Way's Earn It! Keep It! Save It! is a coalition of more than 200 Bay Area nonprofits, government agencies and financial institutions providing free tax preparation service, assistance with filing tax credit claims, and asset-building information to eligible residents in Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma Counties. In 2009, the coalition processed \$47 million in refunds for 47,166 Bay Area households.

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