



## 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 SUPPORTS FAMILIES, BUSINESSES, AND LOCAL ECONOMIES



Single mothers who receive the EITC experience higher wage growth and increased social security retirement benefits.

### 36¢

As much as 36¢ of every dollar of EITC refunds flows to employers. By enabling workers to make ends meet on low wages, the credit effectively lowers the cost of labor.

### 2x

The EITC creates local economic impact equivalent to at least twice the amount of EITC dollars received by families.

#### OUR EITC OUTREACH CAMPAIGN

With the help of nearly **700 partners**, including nonprofits, community organizations, employers and government agencies, Piton distributed more than **1.2 million pieces of educational materials** to low-income families statewide. In addition, we executed on a marketing strategy that included paid and earned media placement across television, print and digital mediums.

#### Campaign Highlights:



**CO State EITC:** For the first time in 15 years, Colorado families claimed the Colorado state EITC, which is worth 10 percent of the federal credit. To celebrate the new credit, Governor Hickenlooper proclaimed January 28 Colorado State EITC Awareness Day.



**Digital Outreach:** Our advertising strategy included digital ads that reached 2.8 million people across Colorado.



**New Partnership:** Nearly 16,000 fliers were distributed to low-income, first-time mothers through the Nurse Home Visitor Program.

**Still more work to do:** **1 in 5** Colorado families that qualify for the EITC do not claim the credit, often because they are unaware it exists or don't know how to claim it. That's nearly **100,000 families** missing out on an average **\$2,200** at tax time.

**Partner with us:** Find out how you can help raise awareness about the EITC by visiting [www.piton.org/eitc](http://www.piton.org/eitc).

#### THE EITC's IMPACT ON LOW-INCOME COLORADO FAMILIES IN 2013

### 670,000

Coloradans, including **207,000 children**, live in poverty

### 354,000

Coloradans claimed the EITC

### \$772M

in EITC refunds received by Colorado families

### 98,000

Coloradans, including **54,000 children**, lifted above the poverty line by the EITC



## 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 \$53,000. The program utilizes college and high school students, who take a course on income tax prep, then operate free tax sites on their campuses for college credit. In 2016, Tax Help Colorado operated 27 free tax sites, helping **9,400** Coloradans claim **\$17.9 million** in refunds, including **\$6.8 million** in federal and state EITC refunds.

### TAX HELP COLORADO BENEFITS



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



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



The community saves \$2.3 million in commercial tax preparation fees.

*“When I get the Earned Income Tax Credit, it seems like I can start over again. I’m able to feed my children and get them the things they need.”*

– Jodie,  
Tax Help Colorado client

### EITC RECIPIENTS IN COLORADO BY COUNTY — TAX YEAR 2013

COUNTY	EITC RECIPIENTS	EITC REFUNDS	% EITC RECIPIENTS
Adams	39,150	93,824,099	20.00%
Alamosa	1,658	3,785,293	27.87%
Arapahoe	42,666	95,567,685	16.12%
Archuleta	1,041	2,214,816	20.29%
Baca	310	711,469	22.00%
Bent	407	1,004,446	28.99%
Boulder	14,422	24,846,897	11.09%
Broomfield	2,318	4,166,597	8.60%
Chaffee	1,218	2,237,190	16.34%
Cheyenne	129	286,651	17.46%
Clear Creek	471	798,270	12.11%
Conejos	851	2,140,758	32.17%
Costilla	411	899,873	31.98%
Crowley	301	729,651	28.58%
Custer	240	487,341	14.48%
Delta	2,182	4,747,740	19.48%
Denver	51,383	114,238,519	17.70%
Dolores	148	314,465	20.85%
Douglas	7,900	14,759,884	6.36%
Eagle	2,470	4,934,204	11.48%
Elbert	937	1,981,400	9.93%
El Paso	51,146	118,518,723	18.81%
Fremont	3,157	6,874,698	20.13%
Garfield	3,139	6,746,390	14.62%
Gilpin	335	547,868	10.86%
Grand	826	1,451,901	13.99%
Gunnison	986	1,539,724	15.19%
Hinsdale	53	88,488	17.85%
Huerfano	560	1,295,531	23.01%
Jackson	110	226,782	19.30%
Jefferson	30,458	59,855,097	11.98%
Kiowa	95	225,157	17.27%
Kit Carson	560	1,270,563	18.05%

COUNTY	EITC RECIPIENTS	EITC REFUNDS	% EITC RECIPIENTS
Lake	603	1,246,560	21.71%
La Plata	3,040	5,411,603	13.96%
Larimer	18,075	33,837,178	13.07%
Las Animas	1,211	2,665,725	22.50%
Lincoln	383	958,221	19.99%
Logan	1,420	3,150,033	18.22%
Mesa	10,563	22,601,977	17.44%
Mineral	57	71,577	15.92%
Moffat	873	1,875,110	16.84%
Montezuma	2,285	5,011,959	22.79%
Montrose	3,274	7,633,042	20.59%
Morgan	2,594	6,185,101	22.77%
Otero	1,965	4,931,041	28.35%
Ouray	256	493,419	13.47%
Park	810	1,461,094	13.14%
Phillips	316	764,747	16.76%
Pitkin	627	850,583	8.15%
Prowers	1,191	2,984,323	26.72%
Pueblo	15,395	36,429,787	24.51%
Rio Blanco	314	651,161	12.43%
Rio Grande	1,294	3,043,849	27.49%
Routt	1,103	1,664,530	10.68%
Saguache	669	1,611,351	30.45%
San Juan	52	69,165	19.05%
San Miguel	441	666,882	14.02%
Sedgwick	196	428,744	20.06%
Summit	1,284	1,853,910	9.62%
Teller	1,412	2,857,940	14.21%
Washington	325	737,338	18.23%
Weld	19,183	44,907,824	17.61%
Yuma	716	1,739,916	18.31%
<b>TOTAL</b>	<b>353,965</b>	<b>772,113,860</b>	<b>18.19%</b>