



STATE OF CALIFORNIA
Franchise Tax Board

Turning Around Tax Credits for Working Families

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FTB helps fund CA services



What is Cal EITC?

- Cash-back tax credit
- Helps low-income CA families
- Up to \$6,000 total



Who promotes Cal EITC?

State Interagency Team Reducing
Poverty Workgroup



Who promotes Cal EITC?

- ✓ IRS
- ✓ CA Health and Human Services Agency
- ✓ CA Community Services Dept.
- ✓ CA Employment Development Dept.
- ✓ United Way
- ✓ Golden State Opportunity Foundation
- ✓ Dewey Square and others

How do you promote CaEITC?

CaEITC4Me.org

The screenshot displays the CaEITC4Me.org website. At the top left is the logo with the tagline "Fostering economic opportunity and financial security for California's working families and individuals". Navigation links include "Know It", "Earn It", "Get It", "Resources", and "About Us". A language selector shows "Español" and "Chinese (Mandarin)".

The main banner features a photo of cash in a pocket and the text: "GET YOUR EITC CASH BACK REFUND!". The event details are: "MARCH 4 SATURDAY" at "CESAR E. CHAVEZ COMMUNITY CENTER, 2080 University Ave. | Riverside, CA 92507" from "9 AM - 1 PM". A "Click Here" button is provided.

Below the banner are three informational links:

- EITC** Learn about the Earned Income Tax Credit. Find out what the EITC is, the benefits of the credit and more. **KNOW IT >**
- EITC** Find out if you are eligible. Use our Calculator to find out if you are eligible and how much your credit could be in 3 easy steps! **EARN IT >**
- EITC** How to get money back in your pocket. Enter your city, ZIP code or address into our Free Tax Prep Finder to find no-cost help near you. **GET IT >**

How do you promote CalEITC?

Media interviews,
social media



How do you promote CalEITC?

Brochures and posters



How do you promote CalEITC?

Mobile tax prep
with eBus



First-year results

- 385,000 families
- \$200 million total
- \$500+ average credit



Source: Franchise Tax Board, as of 11/30/16

What did we learn?

- Embrace opportunity
- Overcome challenges
- Trust your partners



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