

FREE TAX PREP PROGRAM

Helping low-income families keep more of what they earn.

INVESTMENT OPPORTUNITY

January – April 2021

BACKGROUND

Each year, United Way volunteers help thousands of low-income people prepare their taxes. Tax credits and refunds can put people on a path to financial stability, but the cost of professional tax services to figure it all out can be a barrier.

Before the pandemic, Black, Indigenous, Latino and other people of color throughout King County experienced poverty at disproportionately higher rates. Historic and current systemic racism—redlining and restrictive covenants, massive racial pay gaps—has created barriers to building and maintaining wealth. The COVID-19 crisis has only amplified these inequities.

The Earned Income Tax Credit (EITC) is one of the most powerful anti-poverty tools available. Yet, one in five eligible workers do not claim their EITC—that's money left on the table. Why? When tax time comes around, thousands of hard-working people in King County face race, age, income, language or disability barriers when trying to access tax support. The Free Tax Preparation Program combats these barriers.

In early 2020, the COVID-19 pandemic forced the Free Tax Preparation Program to adapt and move 100% online—despite the challenges, we were still able to help over **10,000** people file their taxes.

OPPORTUNITY

The Free Tax Preparation Program is part of a community-wide effort to help **50,000** people escape poverty by 2020. We know it works, and with your help we can continue to serve more people each year.

SPONSORSHIP BENEFIT	TITLE \$100,000	PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000
Company acknowledgment in United Way blog post highlighting the program	✓			
Company name featured in program press release	✓			
Recognition in two newsletters to our giving communities (10,000+ donors) highlighting this program	✓	✓		
Company highlight on one of UWKC's social media platforms	✓	✓	✓	
Company logo featured on printed or digital outreach materials	✓	✓	✓	✓
Company name or logo featured on program webpage throughout the year	✓	✓	✓	✓

For more information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or James Modie at jmodie@uwkc.org or 206.461.4515.