

# FREE TAX PREP PROGRAM

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

## INVESTMENT OPPORTUNITY

### Free Tax Preparation Program

January – April 2020

#### BACKGROUND

Each year, United Way volunteers help thousands of low-income people prepare their taxes. For many clients, tax credits and refunds are critical to keeping food on the table and a roof overhead. From January through April, United Way volunteers offer free, walk-in tax preparation assistance at libraries, Goodwill stores, and other public sites across King County.

In 2019, **1,030** volunteers participated in the United Way of King County's Free Tax Prep Campaign. Volunteers prepared **21,975** tax returns and helped return **\$30.1 million** in tax refunds to the community—including **\$8.1 million** in Earned Income Tax Credit that is widely seen as the nation's most potent anti-poverty tool.

#### 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 logo featured on signage at all community tax site locations		✓			
Transit advertising		✓			
Company name featured in press release		✓	✓		
Social media shoutouts		✓	✓	✓	
LOGO REPRESENTATION ON:	Posters, flyers and postcards	✓	✓	✓	✓
	Yard signs displayed throughout King County	✓	✓	✓	✓
	T-shirts/hoodies worn by 1,000+ volunteers	✓	✓	✓	✓
	Company logo or name on <a href="http://www.uwkc.org">www.uwkc.org</a> (24,000 unique website visitors monthly)	✓	✓	✓	✓

For more information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or Carrie Bates at [cbates@uwkc.org](mailto:cbates@uwkc.org) or 206.461.5020.

The **FREE TAX PREP PROGRAM** offers low-income people free tax help from IRS-certified volunteers. This program offers companies a wide range of partnership opportunities:

#### INVESTMENT IMPACT

- Help provide services to low-income individuals and families that will help put them on a path to financial stability.
- With your sponsorship dollars, we will be able to add more tax sites throughout the community which will increase the number of people served.
- Be a part of a community-wide effort to help 50,000 people escape poverty by 2020.

#### EMPLOYEE ENGAGEMENT

- Grab your employees and volunteer at one of several tax sites throughout the county.

#### BRAND LIFT

- By sponsoring the Free Tax Prep Program, you are signaling to the community that your company is committed to helping low-income families and individuals gain financial stability.
- Your company will receive recognition in outreach materials and will be highlighted at each tax site.



United Way of King County