# Table of Contents: Denver Toolkit

1. Table of Contents: You’re looking at it!
2. Taxathon Run of Show
   a. The run of show was only given to Piton staff but parts of the document were used to create additional handouts for partnering organizations and volunteers.
3. Resource Fair Overview
   a. Details the process used for partner engagement and includes the email template used for outreach.
4. Partner Cover Letter - Taxathon Marketing Toolkit
5. Taxathon Marketing Toolkit:
   a. Includes Taxathon flier, newsletter/website content, and social media information
6. Taxathon Media Alert
7. Taxathon Media Kit
8. Denver Taxathon Flyer – English
9. Taxathon Passport Template – English and Spanish
2018 Taxathon Run of Show

Saturday, February 3rd,
Event time: 8:30 am - 8:30 pm
Expected hours for staff 7:45 am – 9:00 pm
Mile High United Way, 711 Park Ave. W, Denver, CO 80205

Staff Roles/Responsibilities:

Media/VIP POC - Kelly lead
  • Receive any media or VIPS that visits the site
  • Hand out press/visitor packets
  • Give tour as needed:
    o Overview of both Taxathon and our programs
    o Recognize partners
    o Importance of free resources
    o Stats about EITC
  • Help set up interviews with taxpayers, students/volunteers, site coordinators, etc. as requested
  • Take pictures if photographer isn’t available

Volunteer and Partner POC - Alicia lead (Sasha and Courtney for Tax Volunteers)
  • Welcome volunteers as they arrive
  • Sign them in and hand out name tags
  • If they are a tax volunteer, send them to Courtney and/or Sasha in tax room
  • Assign volunteers to a position based on need and give them a quick overview of their responsibilities
  • Give client story prompts and release forms to story collectors.
  • Review the location of the bathrooms, volunteer break room, and kitchen area
  • Take pictures of volunteers throughout the day
  • Assign breaks as needed
  • Be overly thankful!

Social Media POC - Brooke
  • Handle day-of posts to facebook and twitter.
  • Use set hashtags #taxathon
  • Share pictures, quotes, and goals
  • Retweet, like, or share other partner posts
  • Encourage taxpayers to fill out client story wall

Client Engagement POC - Brooke
  • Update goal chart
  • Encourage taxpayers to fill out client story wall
  • Take pictures throughout
  • Collect longer stories
  • Distribute and collect all photo and story release forms

Site Coordinators (Courtney, Sasha, Geoff, and Solomon)
  • Assign tax volunteer roles
  • Answer tax questions
  • Control the flow of taxpayers through each step
  • Transmit returns
  • Track # of returns, refunds, EITC refunds, and savings for goal update
Kids Corner POC - Carley
- Monitor the kid’s station
- Manage volunteers assigned to station
- Blow up balloons, reprint coloring pages, keep organized

Additional responsibilities and reminders for all staff:
- Remember, this is a team effort! Assist when help is needed, even if it isn’t under your role.
- Pick up trash and take out garbage as needed
- Keep break room and kitchen clean
- Help break down rooms and tables as we near the end of the event
- Answer questions from volunteers and taxpayers or connect them to a person that can help.
- Say thank you to volunteers/students as often as you can. Words of affirmation is often the easiest and most well received display of appreciation

Volunteer Roles/Responsibilities:
Listed below are the various volunteer roles for this year’s Taxathon (Desired number of volunteers during each shift)
- Tax Screeners, preparers and quality reviewers (Optimal amount would be 40 but we wouldn’t turn away extras): IRS certified students and volunteers screening, preparing and quality reviewing taxes. Must be certified for tax year 2017 and provide the Volunteer Agreement (form 13615) before performing this role.
- Translators (5): Assist in translating at the greeting station and when needed during the tax preparation process. Most common languages include Spanish, Vietnamese, Russian, Nepali, Amharic, French, and Chinese. If you are proficient in any of these languages please let Taxathon organizers know ASAP.
- Greeters (3): Welcome taxpayers at the greeting table. Check to see if they have an appointment or are walk-ins. Ask if they have their photo I.D., social security cards (or ITINs) and tax documents before signing them in. Give them intake/interview sheet (form 13614), partner passport, a pen, and direct them to the waiting room. Let them know a rough estimate of when they should be called. In addition to signing in taxpayers you will also answer general questions like bathrooms, parking, wait time, etc. 1 Greeter will be used to track progress of taxpayers through process and let tax preparers know who is next for each step.
- Tracker (2): Use Trello to keep track of taxpayer’s progress through the tax preparation process. Screeners, tax preparers, and quality reviewers will ask who to call next and will report when a taxpayer is ready for the next step.
- Kid’s station (2): The event will have a kids table with crayons, coloring sheets, and balloons. Engage with children in the waiting room, pass out these materials, try to keep table organized and fun!
- Story Collectors (4): Each year, The Piton Foundation collects stories from families visiting the free tax site to help get a picture of the importance of free tax assistance and important tax credits. These stories are used to support legislation that supports hard-working low-income families. They may be published on social media to promote tax sites. Volunteer story collectors will use a story collection prompt and release forms to collect information about taxpayers. Volunteers selected for this role should feel comfortable talking openly with families about difficult financial situations and be empathetic to their story.
<table>
<thead>
<tr>
<th>Time</th>
<th>Task</th>
<th>Who</th>
<th>Where</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:45</td>
<td>• Security lets staff into building</td>
<td>All</td>
<td>MHUW</td>
</tr>
<tr>
<td></td>
<td>• Greet resource partners as they come in, point them to Brad R. Busse</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Room after getting badges from Brooke</td>
<td></td>
</tr>
<tr>
<td>7:45-8:15</td>
<td>• Setup volunteer sign-in table</td>
<td>Alicia/Brooke</td>
<td>Foyer, Kitchen, and Volunteer breakroom</td>
</tr>
<tr>
<td></td>
<td>• Einstein’s will deliver food between 8:00 and 8:15</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Setup food in kitchen and/or breakroom</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Hand out partner badges</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:45-8:15</td>
<td>• Setup Greeting table (laptops, intake sheets, client folders, 2 chairs, 2 tables)</td>
<td>Sasha</td>
<td>Foyer</td>
</tr>
<tr>
<td>7:45-8:15</td>
<td>• Boardroom setup: Check to make sure the room is ready to go.</td>
<td>Carley</td>
<td>Brad R. Busse Board Room</td>
</tr>
<tr>
<td></td>
<td>o Blow up balloons</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>o Pull up bumper slides on laptop</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>o Put out snacks and drinks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:45-8:15</td>
<td>• Tax Site room setup: make sure all laptops and printers are on and plugged in</td>
<td>Courtney and Erica</td>
<td>Conference Rooms and Computer Lab</td>
</tr>
<tr>
<td>7:45-8:15</td>
<td>• Hallway signage: Make sure all signage is in place</td>
<td>Kelly</td>
<td>Hallway</td>
</tr>
<tr>
<td></td>
<td>o Put out post it notes and pens for engagement wall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:15</td>
<td>• Quick group shot for social media</td>
<td>Brooke</td>
<td>Foyer</td>
</tr>
<tr>
<td>8:15</td>
<td>• Doors can open to waiting taxpayers once setup is complete</td>
<td>Courtney to talk to security guard</td>
<td>Foyer</td>
</tr>
<tr>
<td>8:00-9:00</td>
<td>Volunteer Check-In</td>
<td>Alicia and Erica</td>
<td>Foyer</td>
</tr>
<tr>
<td></td>
<td>• Welcome and thank volunteers</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Greet Tax Site partners, give them name tags and point them to the board room.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Greet volunteers, give name tags, have them sign in, point out where breakfast/breakroom is located.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Activity</td>
<td>Responsible</td>
<td>Location</td>
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<td>--------------------------------------------------------------------------</td>
<td>-----------------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>8:30</td>
<td>Send tax volunteers to main conference room where Sasha and Courtney</td>
<td>Everyone</td>
<td>Foyer</td>
</tr>
<tr>
<td>8:30 a.m.-8:30 p.m.</td>
<td>Take pictures of event w/regular camera. Shots of: Volunteers together, getting ready; people near the engagement wall; the engagement wall itself; the kids table; pics of outside; be on call for any VIP pics.</td>
<td>Kelly and Brooke</td>
<td>Throughout</td>
</tr>
</tbody>
</table>
| 8:30 a.m.-8:30 p.m. | Client engagement  
- Help people engage with engagement wall and collect longer stories before quality review.  
- Collect and post social media  
- Take picture of people who share if they allow it.  
- Ask if you can follow up later if they don’t want to share today but would like to share later. | Brooke and available story-collector volunteers | Hallway or private room if requested and available |
| 8:30 a.m.-8:30 p.m. | Operate Kids Station  
- Use puzzles, coloring sheets, balloons, and snacks  
- Show people where they can leave their partner passports  
- Pick up trash as needed | Carley               | Busse Board Room                |
| 9:00 a.m.  | Ask to take picture of first taxpayer of the day, post to social media. Could be them with their post-it for “What will you use your refund for?” | Brooke or Kelly       | Hallway                          |
| 9:30 a.m.-1:30 p.m. | Photographer - Cyrus McCrimmon | Kelly               | Check-in Table                  |
| 11 a.m.-noon | Senator Angela Williams | Kelly               | Lobby                           |
| 11:15 a.m. | Put out afternoon snack in Board room, break room and replenish water, coffee, etc. as needed. For other rooms, ensure trash is empty, areas picked up.  
- Jimmy Johns will arrive between 11:45am and noon | Alicia and Erica     | Boardroom, kitchen, and breakroom |
<p>| 1:50-2:20 | Mayor Hancock arrives | Kelly/Courtney       | Lobby (tour site)               |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Task Description</th>
<th>Contact</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00-2:30</td>
<td>Update goal chart. Ask site coordinator (Courtney, Sasha, Solomon) for updated:</td>
<td>Brooke or Kelly</td>
<td>Hallway</td>
</tr>
<tr>
<td></td>
<td>• Tax return count</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:30 pm -</td>
<td>Put out afternoon snack/dinner in Board room, break room and replenish water,</td>
<td>Alicia and Erica</td>
<td>Boardroom, kitchen, and</td>
</tr>
<tr>
<td>5:00 pm</td>
<td>coffee, etc. as needed. For other rooms, ensure trash is empty, areas picked up.</td>
<td></td>
<td>breakroom</td>
</tr>
<tr>
<td></td>
<td>• Blackjack Pizza will be delivered at 5:10pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:30-6:00</td>
<td>Update Goal Chart</td>
<td>Brooke or Kelly</td>
<td></td>
</tr>
<tr>
<td>7:00 pm</td>
<td>Check on taxpayer sign in sheet to determine when we should cut off</td>
<td>Courtney or</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sasha</td>
<td></td>
</tr>
<tr>
<td>8:30 pm</td>
<td>Take picture of final taxpayer of the day or of remaining staff and volunteers.</td>
<td>Brooke</td>
<td>Hallway or conference room</td>
</tr>
<tr>
<td>8:30 pm –</td>
<td>Final Clean up of MHUW. Store all materials not loaded in cars in Grant Thornton</td>
<td>All</td>
<td>Volunteer Breakroom</td>
</tr>
<tr>
<td>9:00 pm</td>
<td>Conference Room</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Partners Attending Taxathon**

<table>
<thead>
<tr>
<th>Name</th>
<th>Time</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denver Scholarship Foundation</td>
<td>8:30am - 12:30pm</td>
<td>Kristin</td>
</tr>
<tr>
<td>Taxpayer Advocate Service at Taxathon</td>
<td>8:30am - 12:30pm</td>
<td>Eric</td>
</tr>
<tr>
<td>University of Denver Low Income Taxpayer Clinic</td>
<td>8:30am - 8:30pm</td>
<td>Erin</td>
</tr>
<tr>
<td>DHS</td>
<td>8:30am - 8:30pm</td>
<td>(Pamela) Leo and Lynn</td>
</tr>
<tr>
<td>RE: Vision</td>
<td>9am - 5 pm</td>
<td>Mayra and Matilde</td>
</tr>
<tr>
<td>Key Bank</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mpowered (sm)</td>
<td>8:30am-4:30 pm</td>
<td>(Lydia) Brian and Rachel</td>
</tr>
<tr>
<td>Mile High United Way</td>
<td>8:30am - 8:30 pm</td>
<td>(Fermin) Yarem, Angelica, Elizabeth setting up night before</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------------</td>
<td>----------------------------------------------------------</td>
</tr>
</tbody>
</table>
| Center for Workforce Initiatives | 8:00am - 5:00pm | Aaron Vieyra Suarez  
                   Richard Marr  
                   Rosella Palacios  
                   Voletha Bradley  
                   Jenna Tullberg  
                   Katrina Wert |
| CCD | 8:30 - 12:00 pm | Andrew Garcia (andrew.garcia@ccd.edu) |

### Scheduled VIPs

<table>
<thead>
<tr>
<th>Who</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eddie Koen, Chief Impact Officer @MHUW</td>
<td>8:30-10 am</td>
</tr>
<tr>
<td>Senator Williams</td>
<td>12pm-1pm</td>
</tr>
<tr>
<td>Mayor Hancock</td>
<td>1:50pm</td>
</tr>
<tr>
<td>Representative Leslie Herod</td>
<td>2pm -3pm</td>
</tr>
</tbody>
</table>
Taxathon Resource Fair Project Overview

Process

1. Consult with internal stakeholders about who to invite (also email Geoff from DABC)
2. Review list of last year’s participants
3. Create invitation list
4. Verify space limitations w/ Courtney (how many tables can we make available to organizations?)
5. Draft email invitation to organizations (please let me review before sending)
   a. Include event overview, # of people expected, goal (200 returns in 12 hours), ideas about how to engage tax filers, mention passport to get people to visit booths, options for participation if they can only attend part of the day include brief day of logistics (check-in, time, etc.), ask for confirmation of attendance, contact info. For person hosting table/booth
6. Send initial email; follow up by phone if necessary
7. Once we have confirmed attendees, send reminder two weeks prior to event w/ more detailed logistics

Initial Invitation

Good morning _____,

As tax season approaches, The Piton Foundation is gearing up for our annual Taxathon—12 hours of free tax preparation for Coloradans with annual incomes of $54,000 or less.

The Taxathon will take place at Denver’s Mile High United Way and will be open Saturday, February 3 from 8:30 a.m. - 8:30 p.m. This year, our goal is to complete over 200 returns in 12 hours, and we expect over 300 people to attend this event—including many families.

I wanted to reach out and invite you to participate in our Taxathon resource fair. At the resource fair, tax filers will have the opportunity to engage with a variety of organizations and learn about community resources. We plan on providing each tax filer with a resource fair passport (and prize for filling it out) to encourage participants to talk to representatives at every booth.

Taxathon is a really great event and we would be thrilled to have your organization represented at the resource fair. If you’re interested in participating, please let me know and I will pass along more information about logistics (check-in, details, etc.)

Please don’t hesitate to reach out if you have any questions.

Best,

Alicia
Follow Up Email

Good morning NAME,

I wanted to follow-up with you with logistics for the Taxathon Resource Fair. I've attached the details of the event for your review. I'm also passing along our Taxathon event flier, so you can share it with people in your network who work with families who may benefit.

Also, it would be wonderful if you could tell me what time you plan to arrive and leave the event, so that we can plan accordingly.

We are really looking forward to having NAME at this year's Taxathon. Please don't hesitate to reach out if you have any further questions.

Best,
Alicia

Tracking Outreach

<table>
<thead>
<tr>
<th>Organization</th>
<th>Contact</th>
<th>Reached Out</th>
<th>Confirmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>DU's LITC</td>
<td>Erin Stearns</td>
<td>Sent Logistics 1/24</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Hunger Free Colorado</td>
<td>Michelle Ray</td>
<td>Sent 1st email 12/18</td>
<td>Unable to attend</td>
</tr>
<tr>
<td>Center for Workforce Initiatives</td>
<td>Katrina Wert</td>
<td>Sent Logistics 1/24</td>
<td>Confirmed</td>
</tr>
<tr>
<td>KeyBank</td>
<td>Debbie Trujillo</td>
<td>Sent logistics to Geoff (DABC) to send to KeyBank 1/24</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Taxpayer Advocate Service</td>
<td>Jennifer Culver</td>
<td>Sent Logistics 1/24</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Denver Scholarship Foundation</td>
<td>Latia Henderson</td>
<td>Sent 1st email 12/18, checking to see if they can participate, send social media / newsletter blurbs. Sent 2nd email 1/4</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Wells Fargo</td>
<td>Steven Carlson</td>
<td>He was in transition but will put us in touch with the right person, Sent 1st email 12/18, Sent 2nd email 1/4</td>
<td>Unable to attend</td>
</tr>
<tr>
<td>Organization</td>
<td>Name</td>
<td>Date of Contact</td>
<td>Status</td>
</tr>
<tr>
<td>---------------------------</td>
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</tr>
<tr>
<td>Mile High United Way</td>
<td>Fermin Avila</td>
<td>Sent Logistics 1/24</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Mpowered</td>
<td>Lori Nolen</td>
<td>Sent Logistics 1/24</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Re:Vision</td>
<td>Antonio Soto</td>
<td>Sent Logistics 1/24</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Metro Caring</td>
<td>Emma Moore</td>
<td>Sent 1st email 12/18,</td>
<td>Unable to attend, putting me in contact with another org. that may have SNAP enrollment</td>
</tr>
</tbody>
</table>
Dear Partner,

For the second year in a row, Tax Help Colorado along with Denver Asset Building Coalition will be holding a 12-hour Taxathon event. Hosted at Mile High United Way, this event will be held 8:30 am to 8:30 pm, Saturday, Feb. 3. Volunteer tax preparers from community colleges, local high schools, and the community will be helping file tax returns for free for working families making $54,000 or less. Can you help us spread the word about this event? We are offering the attached marketing toolkit to help you promote this event in your communities.

Our goal is to complete 200 tax returns in 12 hours. We look forward to partnering with you to make this event a success!

Thank you.

Kelly Wagoner, Public Information Campaigns Manager
The Piton Foundation at Gary Community Investments
1705 17th Street | Suite 200 | Denver, CO 80202
kwagoner@garycommunity.org | 303-454-3733

The Tax Credits for Working Families Public Information Campaign has been managed by The Piton Foundation for more than 25 years to help raise awareness about the Earned Income Tax Credit (EITC) and free tax preparation services. Tax credits are proven to be an effective way to improve the financial stability of low-income families and lift them out of poverty. To connect more families to the EITC, The Piton Foundation offers free tax help through the Tax Help Colorado program, which operates free tax sites at locations across the state.
MARKETING TOOLKIT

Taxathon 2018

Taxathon Flier
Share the Taxathon flier with people in your community. Display in common spaces, post on your website or mail to your constituents. If you’d like copies mailed to you, please contact Kelly Wagoner at kwagoner@garycommunity.org or 303-454-3733.

Newsletter/ Website Content

Mark your calendar for Taxathon 2018!
Tax Help Colorado is kicking off another exciting tax season with a 12-hour Taxathon from 8:30 a.m. - 8:30 p.m., Saturday, Feb. 3 at Mile High United Way located at 711 Park Ave West. IRS-certified tax preparers will be on hand to help families who made $54,000 or less last year file their taxes for free. Last year, 100 families claimed $200,000 in refunds, including $93,000 from the Earned Income Tax Credit, at this one event. The goal this year is to complete 200 returns in 12 hours.

To make an appointment, call 303-454-3758 or visit taxathon.appointy.com. Walk-ins welcome.

Free Tax Prep ■ Resource Fair ■ Giveaways ■ Kid’s Corner

Join the Conversation

Event Hashtags - #TAXATHON, #Taxathon2018, #TaxRefund, #SaveYourRefund

Facebook
Sample posts:

Save the Date for #Taxathon2018! Saturday, Feb. 3 from 8:30 am – 8:30 pm @unitedwaydenver. IRS-certified prepares will be on-hand to prepare your taxes for FREE.

200 tax returns in 12 hours! Help us meet our tax prep goals and get your taxes done for free at #Taxathon2018! Join us on 1/3/18 @unitedwaydenver.
Don’t leave money on the table! Get free tax help and a bigger #taxrefund. Join us for #Taxathon2018 on Saturday, Feb. 3 @unitedwaydenver, 8:30 am-8:30 pm.

How do you plan to spend your #TaxRefund? Pay bills? Buy clothes? Save? File for free at #TAXATHON @unitedwaydenver, Saturday, Feb. 3.

Prepare for the unexpected! #SaveYourRefund - Find out how big of refund you can receive when you join us at #TAXATHON – Make an appointment online at taxathon.appointy.com. Walk-ins are welcome.

Twitter
Sample tweets:

Mark your calendar for #Taxathon2018! Get your taxes done for free. Saturday, Feb. 3, 8:30 am-8:30pm @UnitedWayDenver.

Don’t leave money on the table! Get free tax help and a bigger #taxrefund. #TAXATHON - Saturday, Feb. 3 @UnitedWayDenver, 8:30 am-8:30 pm.

#Taxathon2018 – 200 returns in 12 hours. Help us crush our goal and get your taxes done for FREE. Feb. 3, starting at 8:30 am @UnitedWayDenver.

How do you plan to spend your #TaxRefund? Pay bills? Save? Buy clothes?

Prepare for the unexpected! #SaveYourRefund. Join us at #Taxathon2018 on 1/3/18 @UnitedWayDenver - Make an appointment at taxathon.appointy.com.

If you have questions or need additional information, please contact Kelly Wagoner at kwagoner@garycommunity.org or 303-454-3733.
 MEDIA ALERT

Community Partners Come Together to Provide Free Tax Preparation for Denver Families at Taxathon

The second annual 12-hour Taxathon will take place this Saturday. Tax Help Colorado, a program of The Piton Foundation, is joining forces with Denver Asset Building Coalition to bring in volunteer tax preparers to help families earning $54,000 or less file their taxes for free. The goal is to complete 200 returns in 12 hours.

Date: Saturday, February 3, 2018

Time: 8:30 am – 8:30 pm

Where: Mile High United Way, 711 Park Ave. W., Denver, CO 80205

What: In addition to completing their taxes at the Taxathon event, families will be able to explore a resource fair where a number of community partners will share helpful information. Volunteers will also host a kid’s corner with games and snacks to help keep children busy while their parents complete their taxes. Walk-ins are welcome on a first come, first serve basis, however tax filers can also book an appointment in advance by visiting taxathon.appointy.com or calling 303-454-3758.

Student tax preparers, tax filers and program managers will be available for questions.

List of VIPs is being confirmed.

Media Contact: Kelly Wagoner, Public Information Campaign Manager kwagoner@garycommunity.org; 303-454-3733 or 303-587-2095
Taxathon Media Kit

**Partnering Organizations:** Tax Help Colorado, Denver Asset Building Coalition and Mile High United Way

**Resource Fair Participants:** Center for Workforce Initiatives, DU Low Income Taxpayer Clinic, IRS Taxpayer Advocate Service, RE:Vision, mpowered, Denver Human Services, Denver Scholarship Foundation, Key Bank, Colorado 2-1-1, Community College of Denver

**Volunteer Tax Preparers:** Students from Community College of Denver, Metro State University, Legacy High School, Adams City High School, Mountain Range High School, Thornton High School *(High schools students completed concurrent enrollment courses through Fort Morgan Community College and Community College of Denver and passed a test to become IRS-certified preparers.)*

- Students who complete 40 or more hours at a tax site receive a letter of commendation from Governor Hickenlooper; and students that complete 100 or more hours receive the President’s Volunteer Service Award

**Background**

At the first Taxathon in 2017, nearly 100 families received free tax help and claimed $200,000 in refunds, including $93,000 from the Earned Income Tax Credit.

Free tax prep saves taxpayers an average of $250 in paid tax preparation fees.

The timing of Taxathon is important because more than 50 percent of tax filers claiming the Earned Income Tax Credit and Child Tax Credit file their returns before Feb. 15.

**Testimonials**

**Tax Help Colorado Client**

Wendy, a single mother, works as a CNA to support her three children. For the past two years, Wendy has visited a Tax Help Colorado site to have her taxes prepared and has been able to claim the Earned Income Tax Credit (EITC). Last tax season, she received a total refund of almost $9,000 which she saves to use throughout the year. With three growing kids, Wendy uses the money towards clothes, food, school supplies, and unexpected expenses. “I make it stretch; it helps me get through the year because I don’t make enough with my job.” Wendy also greatly appreciates being able to have her taxes filed for free. “I can use the money that I would have spent on tax services on rent or car payments.”

**Tax Help Colorado volunteer student preparer**

Kylea is a junior at Mountain Range High School. Kylea was encouraged by her accounting professor to volunteer her time with Tax Help Colorado so she could utilize her passions for business and community service. In addition to receiving college credits and gaining volunteer
experience, Kylea simply enjoys working with with people. “Being able to help people is really nice and rewarding”, states Kylea. Kylea is one of many high school student volunteers focused on making a difference in her community.

Additional Resources

- Taxathon Flier - https://goo.gl/y4NPXm
- Social Media Overview

The Piton Foundation Fast Facts

- The Piton Foundation, which is part of Gary Community Investments, is a private foundation established in 1976 by Denver oilman Sam Gary.

- It is committed to improving the lives of Colorado’s low-income children and their families by increasing access to quality early childhood and youth development opportunities and fostering healthy family and community environments.

- In addition to investing in creative solutions for Colorado’s low-income children and their families, Piton operates its own programs, including the Shift Research Lab, Tax Help Colorado, and the nation’s largest and longest-running Earned Income Tax Credit (EITC) public information campaign.
  
  - Tax Help Colorado offers free tax preparation assistance to individuals who earn less than about $54,000 a year, helping to ease the burden of commercial tax preparation costs on low-wage earners. The program was launched in 2007 to help link even more Colorado families to valuable tax credits such as the EITC. The program utilizes community college and high school students who take an accredited course on income tax preparation then operate free tax sites on their campuses for college credit.
  
  - For more than 25 years, Piton has conducted the Tax Credits for Working Families Public Information Campaign to increase the number of eligible families receiving the EITC. Each year, with the help of hundreds of partners; including nonprofit, community, business and government organizations; Piton distributes education materials to hard-working families throughout Colorado. In addition, we execute a comprehensive marketing and advertising campaign to increase awareness of free tax help and valuable tax credits.
Don’t Leave Money on the Table this Tax Season
If you made less than $54,000 in 2017, you can get free tax help from an IRS-certified preparer and you may be eligible for valuable tax credits that help working families.

Saturday, February 3, 8:30 AM - 8:30 PM
Hosted by Mile High United Way
711 Park Ave. West, Denver, CO

To make an appointment, call 303-454-3758 or visit www.taxathon.appointy.com
Walk-ins welcome.

WHAT TO BRING

Identification
- Social security cards (or ITINs) for all family members and Photo I.D. for taxpayer(s) are required.

Income
- All W-2s, 1099s and any other income-related documents. A copy of last year’s tax return, if available.

Bank Account Information
- Checking and savings account numbers and bank routing number to direct deposit your refund. Get your refund back faster with direct deposit!

Childcare Expenses
- Total paid to daycare provider and the provider’s tax ID for the Child & Dependent Care Credit.

Other Deductible Expenses
- Proof of mortgage interest and property taxes.
- Charitable donations and other tax-deductible expenses.
- For college expenses: In addition to Form 1098T from your college, bring records of expenses paid for tuition, books, fees and supplies.
- If eligible for Colorado Rent-Heat Rebate: 2017 rent receipts and heating bills.

Health Insurance Coverage (through one of the following)
- Connect for Health Colorado - Form 1095-A
- Health First Colorado - Form 1095-B
- Employer Coverage - Form 1095-C or 1095-B
* If you didn’t have health coverage in 2017, visit healthcare.gov to find out if you qualify for an exemption.

The Piton Foundation is pleased to provide Colorado’s working families with information on free tax assistance and how to claim valuable tax credits. Learn more at www.piton.org/eitc.
¡Podrías ganar una tarjeta de regalo King Soopers de $50!

Visite cuatro mesas diferentes en la sala de espera y pídale que sellen esta tarjeta. Escriba su información de contacto en la parte inferior y suéltela en el cuadro de rifa para tener la oportunidad de ganar una tarjeta de regalo de $50! Los ganadores serán contactados el lunes, 5 de febrero.

Nombre y Apellido
Teléfono
E-mail

1 2 3 4

1 2 3 4

Nombre y Apellido
Teléfono
E-mail
You could win a $50 King Soopers Gift Card!

Visit four different tables in the waiting room and have them stamp this card. Write your contact information on the bottom of this card and drop it in the raffle box for a chance to win a $50 gift card! Winners will be contacted on Monday, February 5th.

First & Last Name __________________________
Phone # __________________________
E-mail Address __________________________

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