

Earn It! Keep It! Save It! 2007 REI Tour Highlights

Events

On National EITC Day (February 1st), the City of Oakland and the United Way of the Bay Area held a press conference on the steps of City Hall in Oakland to promote the EITC and the local tax sites which provide free tax preparation services and assist clients in claiming the EITC. A press alert was issued, program flyers were distributed, and a local TV station covered the highlights of the conference.

In mid-April, California's First Lady Maria Shriver concluded her state wide tour to promote the EITC with an event co-hosted with United Way of the Bay Area at Laney College in Oakland. The event included free tax preparation services, a community organization resource fair and financial literacy workshops. Our World Disability Institute/Access to Assets (WID) partner provided information through an exhibit table and financial literacy workshops entitled "The Difference Disability Makes." The Independent Living Resource and Special Olympics also had exhibit tables at the Resource Fair. With over 40 community organization exhibit tables, those in attendance from the surrounding neighborhoods and Laney College students had access to various information and resources provided. Over 35 volunteers between the resource fair, tax preparation and financial literacy workshops made the day possible.

Independent Living Resource* Contra Costa County

185 returns
\$76,007 in EITC
\$192,092 in Total Refunds

Of the survey respondents at ILR, approximately 32% answered "Yes" to the question – "Do you or anyone in your household have a disability?"

The successful four-hour event was well publicized and covered by local print and electronic media reaching a wide market, including many ethnic communities. Also in attendance, the CEO of United Way of the Bay Area (UWBA) - Anne Wilson, Chief Community Investment Officer of UWBA - Carole Watson, Former Mayor of Oakland - Elihu Harris and Laney College President - Peter Chung.

Outreach

At the beginning of the tax season, a press release/pitch letter was sent to local media highlighting our accessible VITA sites that were providing services to the disability community. Eighty thousand flyers in six languages were printed and distributed in Alameda County. They were also accessible for downloading from our web site. Goodwill Industries of the Greater East Bay –our Alameda County VITA site with a link to the disability community - distributed 3,000 flyers to their own target population.

Goodwill Industries of the Greater East Bay* Alameda County

38 returns
\$7,993 in EITC
\$29,725 in Total Refunds

Out of 4,838 respondents to the survey in Alameda County, approximately 31% answered "Yes" to the question – "Do you or anyone in your household have a disability?"

As a result of the work of our public relations staff at United Way of the Bay Area, Earn It! Keep It! Save It! received extensive press coverage in Oakland. A highlight of our participation in the REI Tour was the receipt of the Mayor's Proclamation acknowledging the significance of this new partnership and declaring April 22, 2007 as **Real Economic Impact Day**.