

# FREE TAX PREP PROGRAM

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

## INVESTMENT OPPORTUNITY

### Free Tax Preparation Program

January – April 2018

#### 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 2017, 1,000 volunteers participated in the United Way of King County's Free Tax Prep Campaign. Volunteers prepared 22,700 tax returns and helped return \$30.5 million in federal refunds to the community, including \$9.7 million in Earned Income Tax Credits.

#### 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		CONTRIBUTING \$10,000	SUPPORTING \$5,000	ALLY \$2,500
Company name and logo featured at all community tax site locations (30 total throughout King County)		✓		
Materials for volunteer trainings		✓	✓	
Company name in a media advisory distributed to reporters and editors at local television and radio stations, and local, national and community newspapers		✓	✓	
LOGO REPRESENTATION ON:	150,000 flyers	✓	✓	✓
	1,500 posters	✓	✓	✓
	Interior transit advertising (e.g. bus boards)	✓	✓	✓
	T-shirts & hoodies	✓	✓	✓
	Company name and logo on <a href="http://www.uwkc.org">www.uwkc.org</a> (18,000 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.

United Way of King County is a 501(c)(3) nonprofit organization. The charitable contribution of this sponsorship is the total price less the fair market value.



### FREE TAX PREP PROGRAM

is a key part of our community-wide effort to help 50,000 people escape poverty by 2020. This program offers companies a wide range of partnership opportunities:

#### INVESTMENT IMPACT

- 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

- Volunteer at one of the 30 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 significant recognition in advertising and outreach materials and will be highlighted at each tax site.