



CalEITC4Me IN SCHOOLS PARTNER TOOLKIT

Educators,

Did you know that the Earned Income Tax Credit (EITC) is the most effective anti-poverty tool on record? The EITC is a cash back tax credit that puts money back into the pockets of working families and individuals. California established the Cal EITC in 2015 to work in companion with the federal EITC and since, CalEITC4Me has worked to secure \$2 billion in California and federal EITC funds directly to 800,000 families across the state.

What we've found is that 9 out of 10 Cal EITC dollars go to families with dependent children of school age. If your students belong to low-income households where their parents or guardians work but make less than \$22,300/year, they could be eligible to receive a life-changing cash back refund.

As you likely already know intuitively, children whose families receive this credit perform better in school, have better health, and are more likely to go on to attend college. **The EITC is vital to breaking the cycles of poverty** and we ask your help to increase awareness as nearly two-thirds of those eligible to receive the EITC aren't even aware of it.

Inside this toolkit you will find:

- **Cal EITC Fact Sheet**
- **Cal EITC Flyer**
- **Sample Letter to Parents**
- **Draft Social Media**
- **Website Button Links**

We hope you will take advantage of the tools presented here. And as always, if you ever have any questions, comments, or ideas, please don't hesitate to reach out.

For more information, or to get involved contact:

Josh Fryday, (415) 233-2222
josh@goldenstateopportunity.org

Sebastien Chaubard, (510) 468-0872
sebastien@goldenstateopportunity.org



Cal EITC Fact Sheet

What is the California Earned Income Tax Credit?

The California Earned Income Tax Credit (Cal EITC) is a cash back tax credit that puts money back into the pockets of California's working families and individuals. In 2015, Governor Jerry Brown and the Legislature established the Cal EITC to join 24 other states and the District of Columbia in adopting a state EITC to supplement the federal EITC.

In 2017:

- **381,558 low-income Californians** received the Cal EITC.
- **\$202,807,783 worth of Cal EITC money** was put back into the pockets of working Californians.
- The average amount received was \$532.

This year, the Cal EITC has been EXPANDED to cover 1.7 million families including:

- **ALL working people making \$22,300 or less** -- the equivalent of full-time minimum wage.
- **ALL self-employed workers making \$22,300 or below** – in prior years only W-2 workers were covered, excluding entrepreneurs and business owners, gig-economy workers, and a growing portion of our economy.

Why is the Cal EITC so important?

- The EITC is one of the most effective tools in America to lift families out of poverty.
- Last year, the Cal EITC put more than \$200 Million directly into the hands of nearly 400,000 working Californians.
- The Federal EITC delivers over \$7 Billion to low-income Californians every year.
- The EITC promotes work and fuels the economy. Every \$1 of EITC cash back tax refunds produce \$1.50-\$2.00 in economic activity, supporting not only the families of EITC recipients, but also their surrounding communities.
- The EITC expands financial security. Workers mainly use their credit to pay for necessities like groceries, transportation, medical expenses, rent and utilities. The tax refund can also help workers build saving and establish financial security.



- The EITC enjoys wide bipartisan support for encouraging work and continued employment.

Cal EITC and Schools

- Research shows children whose families receive a boost in income from EITC perform better in school and have better health.
- Elementary and middle-school students whose families receive larger refundable credits tend to have higher test scores in the year of the receipt.
- Young children in low-income families that benefit from expanded state or federal EITCs are more likely to go to college, research finds. Researchers attribute this to lasting academic gains from higher EITCs in middle school and earlier.
- Increased tax refunds also boost college attendance in making college more affordable for families with high school seniors.
- More income for a young child or student in a low-income family not only improves the child's immediate well-being but is associated with increased work and earnings in adulthood. Larger refund credits in particular are projected to lift future earnings significantly.
- **9 out of 10 Cal EITC dollars goes to recipients with school-aged children.** (Franchise Tax Board).
- In 2017, more than \$180 million of the total \$200 million, was given to parents.

Why is education and outreach necessary?

- Every year, California leaves \$2 Billion of unclaimed EITC money on the table.
- Research suggests outreach around state-level EITCs increase uptake of the Federal EITC.
- About one-third of the EITC eligible population turns over each year.
- Workers move into and out of eligibility based on changes in their marital, parental and financial status.
- Three out of five who receive the credit use it temporarily, typically for one or two years.
- You must claim the credit to receive it. Over 50,000 working people filed California taxes last year and failed to claim the credit.



- Many people who qualify for the credit and are eligible for up to \$6,000 fail to file their taxes because they make below the required income threshold.

You may be eligible for the Cal EITC if:

- You have earned income within certain limits (see chart below), AND
- You, your spouse, and any qualifying children each have a social security number (SSN), AND
- You do not use the “married/RDP filing separate” filing status, AND
- You lived in California for more than half the tax year.

Review the chart below to see if you may be eligible and how much you may qualify for when filing your 2017 tax return.

Number of Children	Maximum Income	CalEITC*	Federal EITC*
None	\$15,008	\$223	\$510
1	\$22,322	\$1,495	\$3,400
2	\$22,309	\$2,467	\$5,616
3 or more	\$22,302	\$2,775	\$6,318



SAMPLE LETTER TO PARENTS

Parents/Guardians,

We'd like to draw your attention to an important resource – the Earned Income Tax Credit (EITC). In 2015, California adopted a state EITC to accompany the federal EITC. These are cash back tax refunds that you, or someone you know, may be eligible to receive. If you worked last year, received a 1099 Form or W-2, and made \$22,300 or less, you may be eligible to receive the Cal EITC.

Both credits are available this tax season and may provide you with a refund or reduce the amount of money you might owe. Californians that qualify for the Cal EITC will likely also qualify for the federal EITC. This will significantly boost household income for eligible families and individuals.

Please review the attached [FACT SHEET, FLYER, OR BOTH] or head over to CalEITC4Me.org to check your eligibility and use the refund calculator to estimate your potential refund. This year, an estimated 1.7 million Californians will be eligible to receive the Cal EITC and you may be one of them!

If you have any questions, please do not hesitate to reach out to [INSERT CONTACT].



Sample Social Media

Did you know? Research shows children whose families receive a boost in income from EITC perform better in school.

According to the FTB, 9 out of 10 CalEITC dollars goes to recipients with school aged children. #StudentsMatter #CalEITC

Building strong partnerships with educational leaders and institutions is vital to ensuring working families can meet life's basic needs. Nine out of ten CalEITC dollars goes to recipients with school aged children.

Did you know? Young children in low-income families that benefit from expanded state or federal EITCs are more likely to go to college!

More income in the pockets of working families produces immediate benefits for children and lasting socioeconomic mobility. #CalEITC

There is no debate, educational outcomes are highly correlated with poverty. That is why it is vital to highlight the role educational institutions have when it comes to fighting poverty. #CalEITCAwareness

Elementary and middle-school students whose families receive larger refundable credits tend to have higher test scores. #CalEITC #StudentsMatter #Education



SHAREABLE GRAPHICS FOR SOCIAL MEDIA

9 DE CADA 10

PERSONAS QUE RECIBIERON EL CAL EITC TIENEN NIÑOS EN EDAD ESCOLAR. AVERIGÜE AHORA MISMO SI USTED CALIFICA PARA EL CALEITC.





9 **OUT OF** **10**

**CAL EITC RECIPIENTS HAVE
SCHOOL-AGED CHILDREN. SEE IF YOU
QUALIFY FOR THE CAL EITC NOW.**





¿SABÍA QUE ✓

EL CAL EITC TIENE UN IMPACTO MUY GRANDE EN PERSONAS CON NIÑOS?

COMPRUEBE AHORA MISMO SI CALIFICA PARA EL CAL EITC.



For the latest information and resources on the CalEITC, visit www.CalEITC4me.org.





DID YOU KNOW ✓

**THAT THE CAL EITC HAS AN OUTSIZED
IMPACT ON PARENTS WITH CHILDREN?**

**CHECK TO SEE IF YOU QUALIFY
FOR THE CAL EITC NOW.**



For the latest information and resources on the CalEITC, visit www.CalEITC4me.org.





WEBSITE BUTTON TO LINK TO CALEITC4ME.ORG

Put one of our CalEITC buttons on your website to link to us!
Choose a size: [93x69](#) or [234x60](#)



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