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**ONE MONTH UNTIL TAX DAY: HISTORIC NUMBER OF CALIFORNIANS
ENROLLING IN THE CA EARNED INCOME TAX CREDIT
NEW FTB DATA SHOWS DRAMATIC UPTICK IN EFFECTIVE ANTI-POVERTY
PROGRAM**

Sacramento, CA: With Tax Day one month away, an unprecedented number of Californians have already claimed their CA Earned Income Tax Credit (CalEITC), an effective anti-poverty program in the state with the highest poverty rate in the nation. [CalEITC4Me](#), the statewide outreach and education campaign, has worked to expand the cash-back tax credit so that additional families including self-employed workers are newly eligible this year. Those outreach efforts are proving successful: According to data released by the Franchise Tax Board after the first month of tax filing, 595,630 people have already claimed their earnings, including 130,000 self-employed, surpassing the total number of claims in 2017 of 381,558 individuals. And \$150 million has already been put back into the pockets of California's working families and individuals - on track to be significantly more than the \$200 million total last year.

[CalEITC4Me](#) has enrolled thousands of hard-working individuals through its statewide 'surround-sound' outreach campaign. The campaign entails an innovative texting program, free tax prep events, digital and print materials in Vietnamese, Mandarin, Spanish and English, a digital calculator to determine eligibility, as well as effective coordination with many partners. Since 2016, CalEITC4Me has helped over 800,000 families claim over \$2 billion in state and Federal EITC.

"We must build a California where everyone who works can afford life's basic needs – health care, food, transportation, housing, and education. We have the tools to end poverty in California," said Joe Sanberg, founder of CalEITC4Me. "This year CalEITC4Me has doubled-down on creative ways to reach every eligible Californian, knowing how critical this tax credit is for their financial security – especially for women and children who benefit most. With one month to go before tax day, we're thrilled that more than half a million people have already enrolled and have put the campaign into overdrive to reach even more."

Facts on the CalEITC:

- Over 90% of all money from California's EITC goes to families with children.
- California has the highest rate of unclaimed Earned Income Tax Credit nationally, leaving \$2 Billion of unclaimed EITC money on the table.
- In 2018, Californians who make \$22,300/year or less are eligible.
- Self-employed income is now eligible.

- 4 out of 5 children benefiting from the tax credit are children of color.
- 75% of people who filed for the CalEITC in 2017 *were new filers*.
- 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, for one or two years.
- You must claim the credit to receive it. Many 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 simply file taxes because they make below the required income threshold.
- A survey conducted by the California Budget and Policy Center found that fewer than 1 in 5 people who were likely eligible for the Cal EITC had even heard of the credit.

ABOUT CalEITC4Me.org

CalEITC4Me is a statewide outreach and education campaign to spread awareness of the state and federal Earned Income Tax Credit and put more money into the hands of hard-working Californians. CalEITC4ME, an initiative of Golden State Opportunity, is a one-stop, multilingual online hub of information and interactive resources. To learn more about CalEITC4Me, visit CalEITC4Me.org. To learn more about Golden State Opportunity, the organization focused on creating economic security for everyone, visit goldenstateopportunity.org @CalEITC4Me

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