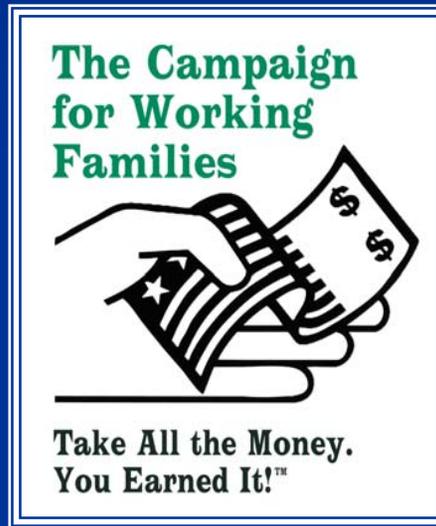


# Campaign for Working Families



Of  
**Philadelphia**  
JANUARY, 2007

# Mission of the Campaign

- Provide practical ways of improving the economic status of the working people in Philadelphia, so they can:
  - increase their income
  - wisely manage their limited finances
  - increase their assets and protect themselves from and expensive tax preparation and financial services.

# Campaign's Vision

- An impact on the financial services market that serves EITC eligible people. Widespread understanding of the ways people lose money at tax time:
  - High fees
  - Refund anticipation loans and Pay Stub Loans
  - Check cashing charges
  - Connections to expensive services and products such as rental furniture

# Campaign's Vision

- Free tax preparation and EITC outreach linked to a variety of strong financial services products that would help working families hold onto their hard-earned dollars
  - Pre-paid debit cards: low fees
  - Certificates of Deposit
  - Other savings products

# Campaign's Role

- Largest free tax effort in Pennsylvania
- One of leading free tax programs in the United States; recognized for innovation and effectiveness
- A member of the National Community Tax Coalition (600 affiliates doing similar work in all 50 states)
- Campaign is frequently consulted for technical assistance and strategic planning advice

# 2006 Results

- 12,500 returns filed
- \$20.5 million in refunds and credits including EIC, child tax, and dependent care credit
- Since first tax season we have brought almost \$66 million in state and federal refunds to our customers

# Results over 4 Years

- Completed over 43,000 tax returns
- Brought almost \$66 million in federal and state refunds and credits to Philadelphia households
- Saved our customers between \$7 and \$10 million in fees and charges at tax time
- Opened bank accounts, provided financial education, made free credit counseling possible
- Promoted reasonable tax services through extensive media coverage

# Goals 2007

- Do 13,000 tax returns
- Bring \$22 million to our customers for free
- Do 750 split refunds, generating \$150,000 in savings for our customers

# Training and Site Operations

- Possible new software options: Sullivan software
- Training on split refunds
- Marketing new financial services products at the tax sites
- Using community cash coaches at the sites

# Long Term Goals

- Working families achieve independence in selecting and utilizing financial services
- A range of new products and services become available for low wage working people
- Free tax services are dramatically expanded throughout the Philadelphia region
- We begin to address the real economic issues facing low wage working families in this country, including
  - Health Care
  - Access to high quality education
  - Housing
  - New kinds of jobs.