



Local Impacts and Action on VITA and the EITC

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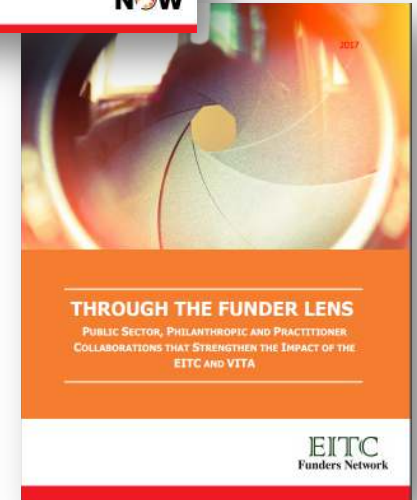
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**Prosperity
Now's mission**
is to ensure
everyone in our
country has a
clear path to
financial stability,
wealth and
prosperity.

The latest on VITA from the field

- Engaged in field research over the past year on VITA and its impact on the EITC
- Resulted in two new publications with insights from the VITA practitioner and funder perspectives
- Key takeaways for local governments:
 1. Multiplier effect
 2. Pathways to implement vision
 3. VITA improved by learning across cities/states/partnerships
 4. Funders are deeply committed to this work



What Mayors can do

- Promote VITA throughout the year
- Develop direct relationships with local VITA sites and serve as a convener across organizations
- Encourage integrated service delivery
- Advocate for free tax prep services and expanding the EITC or creating a state EITC

What Mayors have already done

- **Boston** – Mayor Martin J. Walsh championed the *Boston Tax Help Coalition*, a public-private partnership of 30+ organizations that providing VITA services and advocating to expand the state EITC
- **Detroit** – Mayor Mike Duggan joined with Accounting Aid Society (AAS), the IRS, United Way for Southeastern Michigan, and community organizations to launch an EITC outreach and education campaign
- **Philadelphia** – Mayor Jim Kenney signed a bill to expand employers' notice requires regarding the federal EITC and launched the "You Earned It" campaign to support EITC outreach

What Mayors can do right now

EITC Awareness Day is Friday, January 26

Get on the phones today!

- Encourage your staff to set up meetings with VITA clients and schedule future **VITA site visits** with local programs
- **Gather stories** to directly learn the issues affecting families in your city
- Tweet, amplify messages, **get the word out!**

TAXPAYER OPPORTUNITY **NETWORK**

To **connect, strengthen** and **inspire** community tax programs so that they can ...

- ✓ More effectively & efficiently **deliver critical tax assistance**
- ✓ Couple that assistance with other **financial capability services**
- ✓ **Advocate for fairer tax policy**

Thank you!



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