



## Federal Earned Income Tax Credit

The Earned Income Tax Credit (EITC) is a tax credit for households that earn \$56,000 or less a year. The amount of the refund increases depending on the number of children and is often between \$2,000-\$6,000.

### The Opportunity

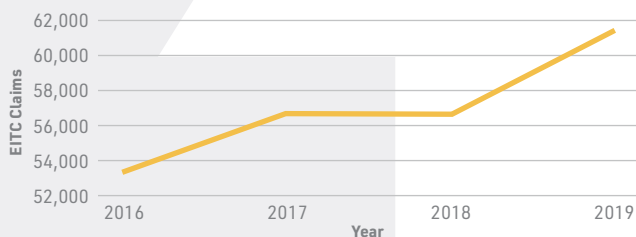
The EITC has helped increase employment and reduce poverty. There's just one problem: Thousands of Oklahomans aren't claiming it, even though they qualify.

**1 in 5 U.S. households eligible for the EITC do not claim it.**

The latest report published by the IRS showed the average credit per tax filer was nearly \$2,500.

### Outcomes

- ▲ **4,744 more OKC residents** (8% increase) claimed the federal EITC this year compared to last year.
- ▲ That's an estimated **\$12 million NEW dollars** that were returned to Oklahoma City residents through the federal credit.



### What's Next?

AFF is ramping up for year two and we are in conversations with the United Way of Central Oklahoma and with Code for America to discuss their platform called Get Your Refund which will further increase access to Oklahomans – especially during COVID-19.

OKC Tax Help was created with the intention that the City of Oklahoma City or the State of Oklahoma could easily pick it up and manage it with little ongoing investment but, huge return for its citizens.

### OKC Tax Help

Given this information, Arnall Family Foundation (AFF) launched a campaign that would attempt to increase Federal EITC claimants in Oklahoma City – thereby getting much needed resources to our hardworking neighbors and serving as an economic driver for our community. OKC Tax Help, a bilingual campaign, launched in February 2020.

#### Strategy

- ▲ **Increase Awareness**
  - ▲ Grassroots Outreach
  - ▲ Community Ambassadors
  - ▲ Advertising
  - ▲ Public Relations
  - ▲ Videos
  - ▲ Website
- ▲ **Improve Access**
  - ▲ Self-Filer
  - ▲ Tax Preparation Service
  - ▲ Volunteer Income Tax Assistance (VITA) Site\*

\*VITA sites are funded by the IRS to offer free basic tax return preparation to qualified individuals – typically those who generally make \$56,000 or less.