

California/Nevada Community Action Partnership  
in conjunction with  
State of CA Community Services and Development

presents

## EITC/VITA Webinar Series

# Webinar 1: Launching and Growing an EITC Program for Your Community



California / Nevada Community  
Action Partnership



# Webinar Facilitator

Frank Ruiz

Assistant Director of Community Initiatives  
Community Services & Employment Training, Inc.

- \* Works for the Community Action Agency of Tulare County
- \* Established VITA Program in Tax Year 2005
- \* Operates 4 VITA sites in Tulare County
- \* Participates in the United Way of Fresno County EITC/VITA Coalition, Southern San Joaquin Valley Asset Building Coalition, and California EITC & Asset Building Coalition

# Purpose of EITC/VITA Webinar Series

- \* Encourage and equip community-based organizations to get involved in EITC Outreach and start VITA Sites
- \* Share best practices in EITC Outreach and VITA operations
- \* Provide resources to start new and grow existing VITA programs and coalitions

# Webinar Objective

- \* Provide an overview of resources available for launching and/or expanding EITC/VITA programs
- \* Demonstrate how EITC/VITA programs can provide complementary and asset building services to clients
- \* Show the value of EITC/VITA coalitions

# Guest Presenters

- \* How to Start a VITA Site:

- \* Iliana Macagno, Senior Stakeholder Relationship Tax Consultant, IRS SPEC Fresno Office

- \* How to Start an I-CAN! E-File Site:

- \* Jeanette Valencia, Director of I-CAN! E-File Outreach, Legal Aid Society of Orange County

- \* Super VITA Site:

- \* Sandi Truman, Asset Development Manager, Community Action Partnership of Kern

# Alphabet Soup

- \* EITC: Earned Income Tax Credit, also abbreviated EIC
- \* VITA: Volunteer Income Tax Assistance Program
- \* TCE: Tax Counseling for the Elderly
- \* IRS SPEC: IRS division responsible for overseeing EITC and VITA coalitions
- \* Cal/Neva: California/Nevada Community Action Partnership
- \* RAL: Refund Anticipation Loan (i.e. overnight refund)

# Need for EITC Outreach

- \* Potential Impact of Unclaimed EITC:
  - \* According to the Brookings Institute, approximately 80 and 85 percent of tax filers, who are eligible for the EITC, claim the credit
  - \* In 2009, an estimated 800,000 Californians, about one in five who are eligible, will fail to claim \$1.2 billion in EITC refunds.
  - \* On average, families not claiming the credit would have received a refund amounting to \$1,400.
  - \* California businesses lost out on \$1.4 billion in sales and 8,200 jobs were not created.
  - \* The poorest communities in the state are the ones most impacted by loss in potential tax credits.

# Sources for Tax Return & EITC Statistics

- \* Left on the Table, New America Foundation, March 2010

- \* California county data with estimates for unclaimed EITC and forgone economic impact for Tax Year 2009

[http://newamerica.net/publications/policy/left\\_on\\_the\\_table](http://newamerica.net/publications/policy/left_on_the_table)

- \* Brookings Institute EITC Interactive Database

- \* County and ZIP code level tax return data for Tax Years 1997 to 2008

<http://www.brookings.edu/metro/EITC/EITC-Data.aspx>

# Need for Free Tax Preparation Sites

- \* Prevalence of Paid Tax Preparers:
  - \* As common as liquor stores and pay day lenders in low-income communities
  - \* Majority of low-income taxpayers utilize paid preparers to file tax returns
  - \* Many taxpayers cannot afford to pay preparers for services and must utilize Refund Anticipation Loans (RALs) with exorbitant fees to pay
  - \* Families making under \$50,000 with simple tax returns have access to free services online and VITA sites
- \* Low-income taxpayers should not have to pay to access credits intended to help the working poor

# Sources for Tax Return & EITC Statistics

- \* IRS SPEC Office

- \* Data by ZIP code:

- \* Number of tax returns filed
    - \* Number of low-income returns filed
    - \* Number of EITC returns filed
    - \* Number of RALs requested
    - \* Number of low-income returns through paid preparers versus VITA sites

Please go to the Cal/Neva website [CAL-NEVA.ORG](http://CAL-NEVA.ORG) for contact information of IRS SPEC representatives throughout California.

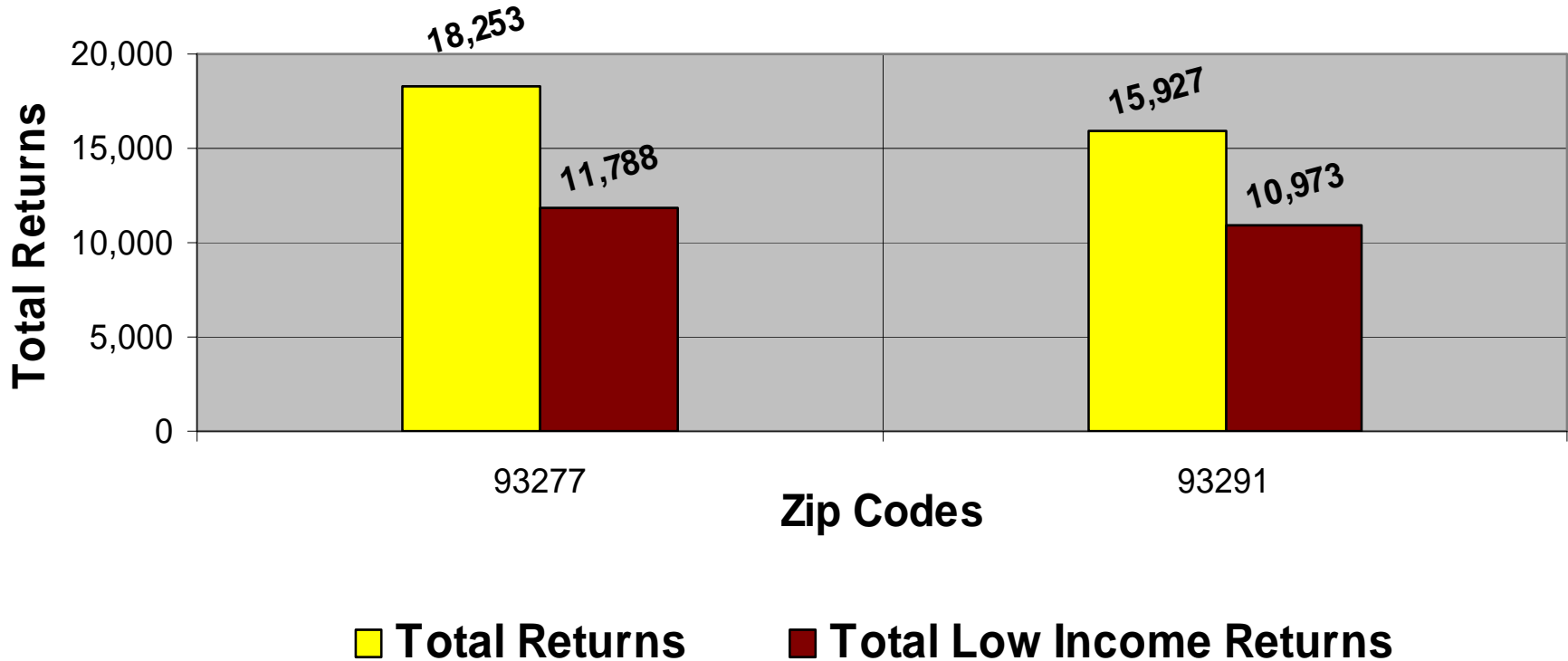


Visalia Zip Codes 93277 & 93291

Analysis from the IRS  
SPEC Tax Year 2009  
Database

# Tax Year 2009: Total Returns and Total Low Income Returns Filed

Data for zip code 93277 & 93291 (Visalia Ca.)



**Note:** Based on the above data, each zip code had over 65% Low Income Tax Returns Filed.

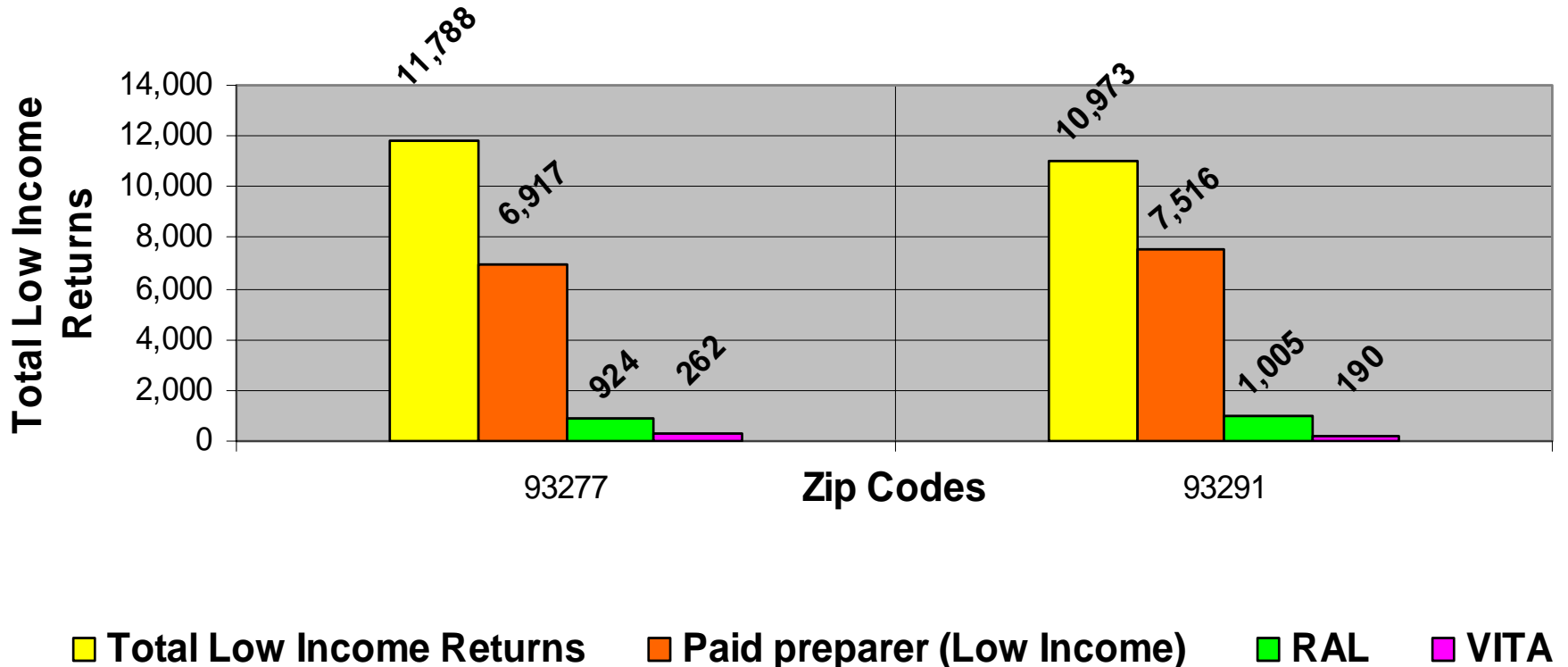
# Tax Year 2009: Total Low Income Returns Filed vs Low Income Returns Filed with EITC



**Note:** High probability that many of the low income taxpayer that filed in 2009 could have been eligible to qualified for the Earned Income Tax Credit (EITC); yet less than 45% filed for the credit.

Source: The data that has been used was extracted from the SPEC Return Database TY2009. The 2009 data is most current data available

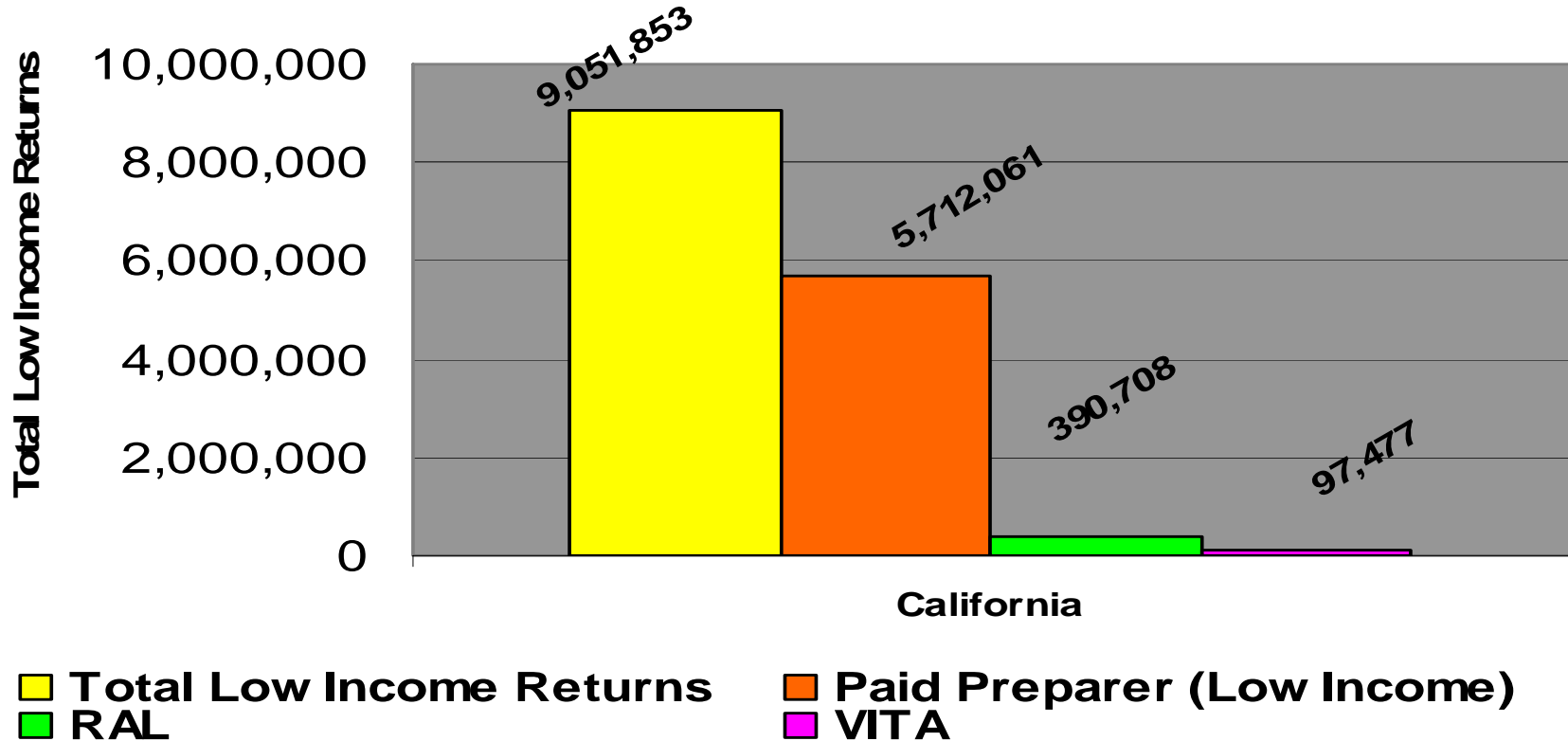
# Comparison of Total Low Income, Paid Preparer, RAL & VITA Returns for Tax Year 2009



**Note:** Over 64% in zip code 93277 and over 68% of zip code 93291 paid a tax preparer to file their income tax return. Also 7% of the low income taxpayers received a RAL. 2% of the low income taxpayer had their returns prepared free at a VITA site.

Source: The data that has been used was extracted from the SPEC Return Database TY2009. The 2009 data is most current data available.

# Total Low Income, Paid Preparer, RAL & VITA Returns in California for Tax Year 2009



**Note:** 63% of Low Income Taxpayers in California chose a Paid Preparer. 4% of Low Income Taxpayers in California chose a RAL. 1% of Low Income Taxpayers in California utilized Free VITA services.

Source: The data that has been used was extracted from the SPEC Return Database TY2009. The 2009 data is most current data available.

# Questions?

- \* Please let us know if you have any questions about the need for EITC and/or free tax preparation services

# Free Tax Preparation Services

- \* Lower-income taxpayers have access to the following free tax preparation services:
  - \* IRS Free File (<\$58,000) and CalFile
  - \* IRS Service Centers
  - \* Volunteer Income Tax Assistance (VITA) site (<\$50,000)
  - \* Tax Counseling for the Elderly (TCE) sites
  - \* Self-help online software, such as I-CAN E-File

# List of CA VITA Coalitions with IRS SPEC Contacts

<b>TERRITORY: SACRAMENTO, CA</b>	<b>OFFICE ADDRESS: 4330 Watt Avenue, SA 5650 Sacramento, CA 95821</b>	<b>TM: Vacant</b>	
Asset Building Coalition of Butte County	Doug DeSoto, Housing Authority of the County of Butte (HACB)	<a href="mailto:douglasd@butte-housing.com">douglasd@butte-housing.com</a>	(530) 895-4474
Community Partnership for Families of San Joaquin	Lao Ly, CPFSJ	<a href="mailto:lly@cpfsj.org">lly@cpfsj.org</a>	(209) 444-4111
Sacramento Coalition for Working Families	Stacy Hart/SCWF	<a href="mailto:shart@communitycouncil.org">shart@communitycouncil.org</a>	(916) 447-7063
United Way of Fresno County	May Gnia Vang at United Way	<a href="mailto:mvang@unitedwayfresno.org">mvang@unitedwayfresno.org</a>	(559) 244-5710
United Way of Kern County	Carmen Bernal, United Way of Kern	<a href="mailto:Carmen.B@uwkern.org">Carmen.B@uwkern.org</a>	(661) 834-1790
Yolo County VITA Coalition	Erica Rodriguez, Office of Assemblymember Mariko Yamada	<a href="mailto:erica.rodriguez@asm.ca.gov">erica.rodriguez@asm.ca.gov</a>	(707) 455-8025
<b>TERRITORY: SAN DIEGO, CA</b>	<b>OFFICE ADDRESS: 1 Civic Center Drive, Ste. 400 San Marcos, CA 92069</b>	<b>TM: Barbara Kuhns barbara.m.kuhns@irs.gov</b>	<b>760-736-7340</b>
Community Action Partnership of San Bernardino	Carolyn Debevec, Community Action Partnership of San Bernardino	<a href="mailto:cdebevec@capsbc.sbcounty.gov">cdebevec@capsbc.sbcounty.gov</a>	(909) 723-1574
County of San Bernardino Transitional Assist Dept	C.J. Houston, Regional Manager, San Bernardino County TAD	<a href="mailto:chouston@hss.sbcounty.gov">chouston@hss.sbcounty.gov</a>	(909) 252-4859
Irvine EITC Collaborative	Lisa Henson, City of Irvine	<a href="mailto:lhenson@cityofirvine.org">lhenson@cityofirvine.org</a>	(949) 481-4221
Orange County Financial Stability Alliance	Natalie Bishop, United Way of Orange County and Jeanette Valencia, Legal Aid Society of Orange County	<a href="mailto:NatalieB@UnitedWayOC.org">NatalieB@UnitedWayOC.org</a> <a href="mailto:Jvalencia@LEGAL-AID.com">Jvalencia@LEGAL-AID.com</a>	(949) 263-6127 (714) 571-5269
San Diego Countywide EITC Coalition	Yolanda Valdez, County of San Diego Health & Human Services; Shaina Gross, United Way of San Diego County	<a href="mailto:Yolanda.Valdez@sdcounty.ca.gov">Yolanda.Valdez@sdcounty.ca.gov</a> <a href="mailto:Sgross@uwsd.org">Sgross@uwsd.org</a>	(619) 338-2872 (858) 636-4181
<b>TERRITORY: LOS ANGELES, CA</b>	<b>OFFICE ADDRESS: 300 North Los Angeles St., MS 6602 Los Angeles, CA 90012</b>	<b>TM: Connie Stewart connie.stewart@irs.gov</b>	<b>213-576-3439</b>
AIM Coalition	Kathy Dixon, AIM-IRS Organization	<a href="mailto:k.dixon1996@hotmail.com">k.dixon1996@hotmail.com</a>	(818) 298-9147
California Central Coast Tax Coalition	Eddy Quijano, Cal Poly	<a href="mailto:equijano@calpoly.edu">equijano@calpoly.edu</a>	(805) 756-1369
Greater Los Angeles EITC Campaign Partnership	Christine Marge, United Way of Greater Los Angeles	<a href="mailto:cmarge@unitedwayla.org">cmarge@unitedwayla.org</a>	(213) 808-6527
Ventura County Financial Empowerment Partnership	Susan Englund, United Way of Ventura County	<a href="mailto:senglund@vcunitedway.org">senglund@vcunitedway.org</a>	(805) 485-6288 x 226
<b>TERRITORY: OAKLAND, CA</b>	<b>OFFICE ADDRESS: 1301 Clay Street, 1520S Oakland, CA 94612</b>	<b>TM: Stella Lee stella.lee@irs.gov</b>	<b>510-637-2460</b>
Alameda County Earn It! Keep It! Save It!	Vanessa Muniz/ United Way of the Bay Area	<a href="mailto:vmuniz@uwba.org">vmuniz@uwba.org</a>	(510) 238-2424
Earn It! Keep It! Save It! Contra Costa County	Vanessa Muniz/ United Way of the Bay Area	<a href="mailto:vmuniz@uwba.org">vmuniz@uwba.org</a>	(510) 238-2424
Earn It! Keep It! Save It! Marin	Kelly Batson, United Way of the Bay Area	<a href="mailto:kbatson@uwba.org">kbatson@uwba.org</a>	(510) 238-2415
Earn It! Keep It! Save It! Napa County	Vanessa Muniz/ United Way of the Bay Area	<a href="mailto:vmuniz@uwba.org">vmuniz@uwba.org</a>	(510) 238-2424
Earn It! Keep It! Save It! Santa Clara County	Patrick Soricone, United Way Silicon Valley	<a href="mailto:patrick.soricone@uwsv.org">patrick.soricone@uwsv.org</a>	(408) 345-4337
Earn It! Keep It! Save It! San Francisco	Louise Carroll, Tax-Aid	<a href="mailto:kkoberna@kpmg.com">kkoberna@kpmg.com</a>	(415) 963-8911
Earn It! Keep It! Save It! San Mateo	Louise Carroll, Tax-Aid	<a href="mailto:kkoberna@kpmg.com">kkoberna@kpmg.com</a>	(415) 963-8911
Earn It! Keep It! Save It! Solano	Rhonda Smith, Children's Network of Solano County	<a href="mailto:rsmith@childnet.org">rsmith@childnet.org</a>	(707) 421-7229
Monterey Consortium	Erika Schoendofer	<a href="mailto:eschoendorfer@unitedwaymcca.org">eschoendorfer@unitedwaymcca.org</a>	(831) 757-3206 x 205
Redwoods Incentive Community Help for Economic Security	Bill Rodstrom - Redwood Community Action Agency	<a href="mailto:planning@rcaa.org">planning@rcaa.org</a>	(707) 269-2021
Santa Cruz Collaborative	Ellen Murtha, Santa Cruz Community Credit Union	<a href="mailto:emurtha@scrucuu.org">emurtha@scrucuu.org</a>	(831) 460-2345
United Way of the Wine Country	Darlene Fiscus - United Way of the Wine Country	<a href="mailto:darlene@unitedwaywinecountry.org">darlene@unitedwaywinecountry.org</a>	(707) 528-4485 x108

# What is a VITA Site

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- **Free Tax Preparation**
- **Tax preparers are trained and certified.**
- **EITC Outreach**
- **Tool for Financial Education and Asset Building Program**



# How to Start a VITA Site

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- **Establishing a VITA program**
- **VITA site open**
- **Operating a VITA Program**
  - **Establish a Site Location**
  - **Completing IRS Documents**
  - **SPEC assigns the SIDN and Orders Software**
  - **Recruit Volunteers**
  - **Promote EITC & VITA Site**



# VITA Site Client Flow

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- Taxpayers meets the Greeters
- Taxpayers completes Intake & Interview Sheet
- Taxpayers meets with Tax Preparer
- In-depth interview & Tax return preparation
- Return is quality reviewed
- Return is e-filed
- Taxpayers leaves w/completed package



# IRS SPEC Contact Information

- \* Sacramento Region: Vacant (Contact Iliana Macagno)
- \* 559-443-7667 or [Iliana.Macagno@irs.gov](mailto:Iliana.Macagno@irs.gov)
- \* San Diego Region: Barbara Kuhns
- \* 760-736-7340 or [barbara.m.kuhns@irs.gov](mailto:barbara.m.kuhns@irs.gov)
- \* Los Angeles Region: Connie Stewart
- \* 213-576-3439 or [connie.stewart@irs.gov](mailto:connie.stewart@irs.gov)
- \* Oakland Region: Stella Lee
- \* 510-637-2460 or [stella.lee@irs.gov](mailto:stella.lee@irs.gov)

# I-CAN!<sup>TM</sup> E-FILE

RETURNING MONEY TO YOU AND YOUR FAMILY

File Myself?



# STATISTICS

# SELF TAX PREP

## IRS Statistics for Filing Seasons 2008—2010

### Percent Change in E-filing Receipts

Filing Season	2008	2009	2010 (thru 3/12/10)
Self-Prepared	19.4%	19.3%	6.9%
Tax Professionals	9.6%	-.01%	-3.4%

I-CAN EFILE

# SELF TAX PREP



# OPPORTUNITIES

- **Increase Capacity**
- **Receive VITA Funding**
- **IRS Certified Volunteer**
- **Provide Online Referrals**



**VITA** | Volunteer Income  
Tax Assistance

# INCREASE CAPACITY

## Self-Tax Prep Increase Volunteer Ratio

### Self-Tax Prep Empowers Taxpayers

1 Volunteer per  
3-4 Taxpayers

Minimal Training  
Required



# REAL-TIME REPORTS

- Partner URLs
- Instant Update
- Office vs. Internet
- Alphabetical
- Zip Code Option

Partner	Count	Fed Refund	EIC Dollars	A.C.T. Credit	CA Refund
Abrazar	250	\$397,681	\$166,461	\$14,911	\$31,107
Access California Services- Anaheim	20	\$17,556	\$4,882	\$	\$1,308
Adwords CA	290	\$252,218	\$53,713	\$6,974	\$44,156
Adwords Post Season	421	\$656,114	\$213,196	\$32,993	\$15,446
Affinity Group Credit Union	1	\$2,334	\$	\$	\$
AIC / CEDAM	5	\$1,918	\$	\$	\$
Aliso Viejo Family Resource Center	1	\$132	\$	\$	\$
Allegan Community Credit Union	22	\$36,361	\$6,331	\$302	\$
Allegheny County - Employees	14	\$19,648	\$	\$1,000	\$
Alpena Alcona Area	64	\$114,750	\$29,932	\$2,758	\$



RETURNING MONEY TO YOU AND YOUR FAMILY

## What people are saying about I-CAN!™:

It was easy to use I loved it

## Welcome to I-CAN!® E-File

I-CAN!® E-File can help you prepare and E-File your taxes. Just answer simple questions on each screen and I-CAN!® E-File will complete your tax return.

You can prepare and E-File your federal return for **FREE**


When you prepare your federal return, I-CAN!® E-File can also help you prepare your state return if you lived and worked all year in one of the following states: California, Michigan, Montana, New York, or Pennsylvania. I-CAN!® E-File also supports Alaskan resident's dividends. You can always print and E-File your state return for **FREE** along with your federal return.

## You cannot use I-CAN!® E-File to prepare or E-File a state-only return.

Let I-CAN!® E-file do the paperwork for you and get your refund Fast, Free and Easy!

[CLICK HERE TO BEGIN](#)  Step 1 of 5.



[check my e-file status](#) 

## [i need my e-file pin](#)

[Get your PIN](#)

## [did i get an economic recovery payment?](#)

[Get your info](#)

## [where is my refund?](#)

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Choose a username and password for your 2010 account

Username

Password

Confirm Password

Email Address

You may choose any username, as long as it has not been previously selected. Do not include any spaces in your username or password. Make your password at least 6 characters in length.

[←BACK](#) | [NEXT→](#)

User 1 | Screen: 29- 29 | SEQ: 0- 0 | Partnered with: LASOC | Connected to:NEWLEGAL

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[ABOUT SSL CERTIFICATES](#)

Please enter the following information about yourself.

What is your name? (See below)

First Name

Middle Initial

Last Name

Daytime Phone Number

Social Security Number or Individual Taxpayer Identification Number (ex. 000-00-0000)

Date of Birth (MM/DD/YYYY)

Occupation

(If you filed your 2009 tax return under a different name) What is your former last name?

[← BACK](#) | [NEXT →](#)

Please only use the letters in the English alphabet for your name and throughout your return. Do not include accent marks or special characters (for example: ñ). If you include special characters, your e-filing will be delayed.

Enter your name exactly how it appears on your Social Security (or ITIN) Card. If your name does not fit, enter as much of your name as we give you space to enter.

When you see parentheses before a question (like the last question above), if the statement in the parentheses does not apply to you, you can leave the question blank.

Tip: Wait until each screen fully loads before clicking "Next". If you click "Next" before the screen loads, you may be exited out of the program. If you are exited out of the program, log back in with your username and password and you can continue making changes from the screen you were on.



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Wages, tips, other compensation (Box 1)

\$ 

Federal income tax withheld (Box 2)

\$ 

Social security wages (Box 3)

\$ 

Social security tax withheld (Box 4)

\$ 

Medicare wages and tips (Box 5)

\$ 

Medicare tax withheld (Box 6)

\$ 

Social security tips (Box 7)

\$ 

Allocated tips (Box 8)

\$ 

Advance EIC payment (Box 9)

\$ 

Dependent care benefits (Box 10)

\$ 

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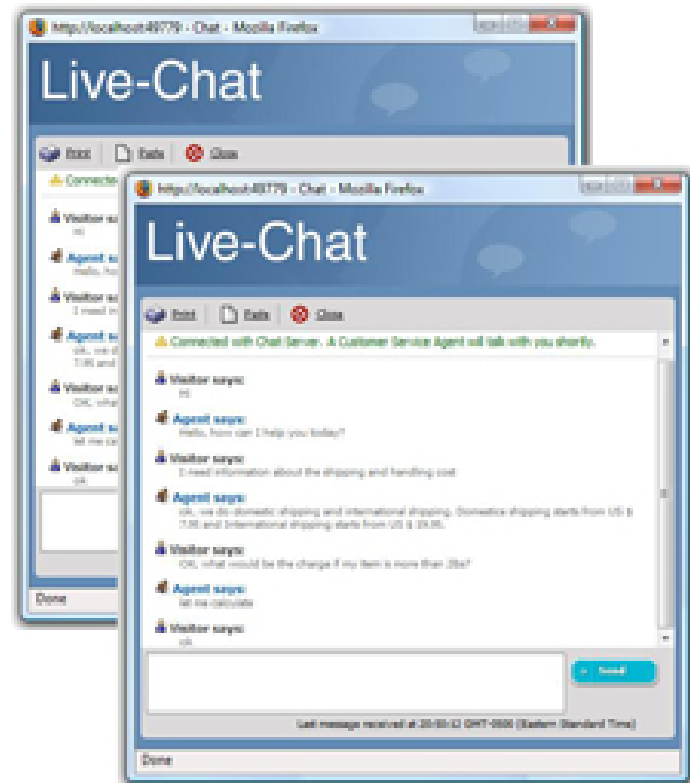
Enter the information from this W-2. If none, leave it blank or enter "0". When entering amounts that have cents, you may either:

- Round the value to the nearest whole dollar (Example: \$678.47 rounds down to 678, and \$678.74 rounds up to 679) or
- Use two decimal places (Example: \$12,345.60 would be entered as 12345.60).

If your employer withheld more than the maximum amount of Social Security tax for 2010 which is \$6621.60, you should ask them to refund you the amount over the limit and correct your W-2. If you had more than one W-2 and the amount withheld adds up to more than \$6621.60, I-CANI@ will allow you to take the amount over the limit as a refundable payment on your taxes.

# I-CAN EFILE

# LIVE CHAT



# I-CAN! Contact Information

**Jeanette Valencia**

Director of I-CAN! E-File Outreach  
Legal Aid Society of Orange County

714-571-5269

[Jvalencia@legal-aid.com](mailto:Jvalencia@legal-aid.com)

# EITC/VITA Coalitions

- \* Many coalitions have been formed to promote EITC and VITA services.
- \* Coalitions provide the following support to members:
  - \* Jointly market services
  - \* Recruit and train site coordinators and volunteers
  - \* Fundraise to support site operations
  - \* Assist in starting new sites
  - \* Provide complementary services at VITA site

Please go to the Cal/Neva website for contact information of EITC/VITA Coalitions and IRS SPEC representatives throughout California.

# EITC/VITA & Asset Building

- \* Tax refunds are an excellent tool to help clients begin building assets
- \* Many coalitions and VITA sites provide asset building services to clients, including:
  - \* Financial education and housing counseling
  - \* Bank accounts
  - \* Individual Development Accounts (IDAs)
  - \* Outreach for other complementary services

# CAPK Super VITA Site

- \* Accomplishments in Tax Year 2010
  - \* Completed over 3,700 tax returns
  - \* Secured \$2,332,479 IN EITC
  - \* Secured \$5,602,925 in federal refunds
  - \* Secured \$406,427 in state refunds
  - \* Trained/managed 34 volunteers logging 4,731 volunteer hours
- \* Operates 1 primary and 2 satellite offices
  - \* Primary office is open year round

Community Action Partnership **of Kern**



# CAPK Super VITA Services

- \* Banking Services: Wells Fargo onsite everyday to open bank accounts for taxpayers
- \* Debit Cards: US Bank and Western Union
- \* Certified Acceptance Agent for ITIN Applications
- \* Resource Tables Available for Partner Agencies:
  - \* Greater Bakersfield Legal Aid
  - \* California Insurance Company & Lifeline Program
  - \* Angel Food Ministries
  - \* Teen Challenge
  - \* Fatherhood
  - \* CAPK Clinic



# CAPK Contact Information

**Sandi Truman**

Asset Development Coordinator

Community Action Partnership of Kern

661-834-1724

[struman@capk.org](mailto:struman@capk.org)



# Group Discussion Questions

- \* How did your community start its EITC and/or VITA coalition? What services does your coalition provide?
- \* How are you utilizing your EITC and/or VITA program to help clients build assets?

# Next Steps to Start a EITC/VITA Program

- \* Contact your local IRS SPEC officer
  - \* Get information about the local need
  - \* Find out what organizations are providing free tax services in your community
- \* Contact a local EITC/VITA coalition
  - \* Identify the support coalitions can provide
  - \* Identify opportunities to partner with existing sites

# Next Steps to Start a EITC/VITA Program

- \* Contact I-CAN! EIC
  - \* Register to become an I-CAN! partner
- \* Evaluate your resources available to launch a free tax preparation site
  - \* Site coordinator and trainer
  - \* Volunteers
  - \* Computer lab, internet access, printer, copier

# Additional Resources

- \* Cal/Neva Earned Income Tax Credit Resource Guide

<http://www.cal-neva.org/programs/documents/EITCManualEd3Final.pdf>

- \* IRS VITA Website

<http://www.irs.gov/individuals/article/0,,id=107626,00.html>

- \* Asset Building Resource Guide 2010 by the National Community Tax Coalition

[http://tax-coalition.org/our-coalition/our-coalition/affiliates-room/premium-content/ABPP\\_Resource\\_Guide\\_Abbr\\_2009.pdf/at\\_download/file](http://tax-coalition.org/our-coalition/our-coalition/affiliates-room/premium-content/ABPP_Resource_Guide_Abbr_2009.pdf/at_download/file)

# Upcoming Webinars

- \* Webinar 2: Customizing VITA to Leverage Resources & Serve Clients
  - \* Thursday, September 22, 2011 @ 10am
- \* Webinar 3: Volunteer Management & Program Marketing
  - \* Thursday, October 6, 2011 @ 10am
- \* Webinar 4 : Funding & Partnerships
  - \* Thursday, October 20, 2011 @ 10am



Community Action  
FULFILLING the PROMISE



California / Nevada Community  
Action Partnership

# Upcoming Symposium

- \* California EITC & Asset Building Coalition Annual Symposium
  - \* Tuesday, November 15 @ Burbank Marriott
  - \* Policy & Practitioner Tracks



California / Nevada Community  
Action Partnership



Community Action  
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