

Earn It! Keep It! Save It!
2020 Tax Season
VITA Education and Outreach Application

Earn It! Keep It! Save It! has applied for an education and outreach grant from the California Department of Community Services and Development to expand outreach and education strategies that promote the use of free tax preparation and educate the public about the Federal Earned Income Tax Credit and the expanded California Earned Income Tax Credit. If awarded, we may be able to fund new and expanded initiatives for canvassing (via text, in-person, and/or phone campaign), collateral messaging (print, posters/flyers, direct mail campaigns), and group events (including free tax preparation, outreach fairs, educational workshops, etc.).

Grant Requirements:

1. Report education and outreach efforts by the 10th of each month, November – June (when applicable) on templates provided by UWBA.
2. Adhere to all grant requirements listed in the Education and Outreach NOFA:
<https://www.csd.ca.gov/Shared%20Documents/2018-CalEITC-NOFA-Education-and-Outreach.pdf>

Application Questions:

1. *Organization Legal Name:*
2. *Region/County that you plan to serve. Please select all that apply:*
Alameda County _____
Contra Costa County _____
San Francisco County _____
San Mateo County _____
Santa Clara County _____
3. *Please select the type of outreach or education you are interested in doing around EITC/VITA. Please select all that apply:*
Canvassing _____
Collateral Messaging _____
Group Events _____
4. *Please describe your plans for each type of outreach:*
5. *If UWBA arranged a group rate for texting outreach would you like to participate? If yes, roughly how many phone numbers would you want to include?*

Education and Outreach Proposed Budget



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Please provide us with your **total** proposed budget. These numbers should reflect approximate expenses for the upcoming tax season. Enter expense description for each category. For example, for "Staff" you may write "Canvassing coordinator".

Expense Item	Expense Amounts	Description
Canvassing	\$	
Collateral Messaging	\$	
Group Events	\$	
<i>Other:</i>	\$	
<i>Other:</i>	\$	