

# BALTIMORE CASH CAMPAIGN

## *What do we do and offer?*

- Free Tax Preparation
- EITC Marketing and Outreach
- Money Helpline
- CASH Coach Program
- Benefits Screening
- Financial Fitness Workshops
- Money Power Day
- Baltimore Homeownership Preservation Coalition



**The Baltimore CASH Campaign—Creating Assets, Savings and Hope**—was formed in the fall of 2001 to implement strategies to increase financial stability opportunities for low-income Baltimore families. The campaign is the work of a coalition that includes foundations, nonprofits, community-based organizations, workforce development agencies, Baltimore City government, the Internal Revenue Service, and hundreds of volunteers. The campaign focuses on “making work pay” by leveraging the tax code as a gateway to financial services for working families.

The campaign:

1. Conducts marketing and outreach about the Earned Income Tax Credit (EITC) and other relevant tax credits for low-income workers;
2. Provides free volunteer income tax assistance (VITA) to help low and moderate income families file tax returns and claim the EITC;
3. Develops financial security opportunities for clients through financial education workshops, partnerships with financial institutions, and other asset development services; and
4. Advocates for issues impacting working families.

CASH has been recognized as a national leader in tax preparation and asset development coalitions. As a result, CASH representatives serve on national leadership groups and have participated in national demonstrations to expand tax preparation work.

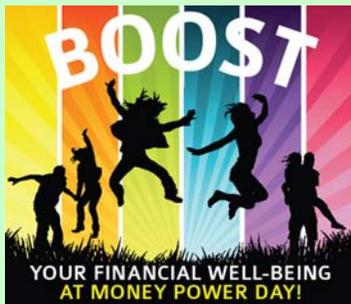
*Baltimore*  
**CASH**  
C A M P A I G N  
*Creating Assets, Savings and Hope*

**Earn It!**  
**Keep It!**  
**Save It!**



# Creating Assets, Savings, and Hope

## Money Power Day



An annual financial fitness fair which includes:

- Financial workshops
- Free credit reports and credit counseling
- Activities for youth of all ages in the Youth Zone
- Exhibitors providing financial information and services
- Free tax preparation Services
- Paper shredder for sensitive documents
- and much more!



### Marketing and Outreach:

Baltimore CASH conducts the city-wide marketing and outreach campaign about the Earned Income Tax Credit, or EITC, and other relevant tax credits for low-income workers. As part of this outreach effort, CASH develops and distributes marketing materials (flyers, posters, letter stuffers, etc.) directly to potential clients and through over 100 community partners. CASH works with local leaders (the Mayor, City Council President, MD Comptroller, Congressmen) to host press events to gain exposure. CASH also purchases significant time on local radio shows, television, billboards, and bus signs to promote the EITC and free tax preparation.



### Community Tax Preparation Assistance:



the tax sites from January through April.

Baltimore CASH supports 20 free tax preparation sites throughout Baltimore City and Baltimore County. CASH also provides technical assistance to partner organizations around tax preparation operations, training for staff and volunteers, and day-to-day operation support. In addition, CASH hires temporary employees to work at several of

### Asset Development Resources (Financial Services):

CASH helps coordinate and provide direct asset development programs. Programs include: tax planning workshops, Money Power Day (an annual financial fitness fair), financial counseling certification trainings, financial counseling hotline, partnerships with financial institutions to develop better products, and educational forums.



### Baltimore Homeownership Preservation Coalition (BHPC):

BHPC is a city-wide coalition that works to preserve homeownership opportunities by reducing the incidence and impact of foreclosures in Baltimore City. CASH has served as the co-chair of the coalition since May 2007. As a coalition, BHPC conducts a city-wide marketing, outreach, and education program.

Baltimore CASH Campaign  
[www.baltimorecashcampaign.org](http://www.baltimorecashcampaign.org)