



Get Ahead Colorado is one of the largest and longest running Earned Income Tax Credit (EITC) outreach campaigns in the nation. Proven to lift families out of poverty and provide financial stability, the EITC puts more than \$700 million back into the pockets of Colorado families every year.

However, one out of four people in Colorado are missing out on the EITC—that’s why Get Ahead Colorado works with partners across the state to ensure working families can understand and access this valuable cash-back tax credit. The EITC helps families cover basic needs like housing, transportation, childcare, paying debts and more.

The EITC supports families at every stage of life



Improves infant and maternal health



Children do better in school



Increases earning potential

Each year, Get Ahead Colorado:

- Distributes ~750K pieces of collateral in English and Spanish
- Reaches millions through our digital marketing and text messaging
- Works with nearly 300 community, school, government and business partners
- Conducts training sessions with hundreds of direct service providers
- Connects thousands of families with free, trustworthy tax preparation
- Executes a robust advertising and earned media strategy
- Participates in numerous community events
- Provides elected officials marketing toolkits to share resources with their constituents

Who receives the EITC?

- Families with a median income of ~\$14,500
- 58% White, 28% Latino, 7% Black
- 45% high school degree or less
- 17% Spanish-speaking
- 25% work in retail or food industry



"I immigrated to the U.S. two years ago so this is my first time filing taxes. I plan to use my refund to buy clothes and shoes for my daughters, and to pay ahead on my rent."

-Niki works as a CNA and attends school



Partner with Get Ahead Colorado

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