

Winter 2021 Newsletter

Note From Our President



This year's tax season is in full swing, and Golden State Opportunity was ready for its launch with an updated CalEITC4Me.org website, media and materials with updated messaging, and partners ready to help us spread the word not only about the CalEITC in general, but also that this year, for the first time, Californians who file their taxes with an ITIN (Individual Taxpayer Identification Number) may now qualify for the CalEITC.

“While we all await our turn to get the COVID vaccine, it is more important than ever that people access these tax credits that can get them money to buy the things they need for their families, like groceries and diapers. But we need to do more, which is why GSO supports the Golden State Stimulus.”

While we all await our turn to get the COVID vaccine, it is more important than ever that people access these tax credits that can get them money to buy the things they need for their families, like groceries and diapers. But we need to do more, which is why GSO supports the Golden State Stimulus. We know that people need money to help them through the economic crisis we are experiencing as a result of the pandemic, and we encourage you to contact your state legislator and [ask them to support the Stimulus](#).

We are hopeful that 2021 will bring policy changes at the state and federal levels that will not only help low-income working families, but also everyone experiencing poverty and its effects. We at GSO are going to keep working hard to make sure our vision of a country without poverty moves closer to reality, and we appreciate you being on this journey with us.



Amy Everitt
President
Golden State Opportunity

IN THE NEWS



January 29, 2021

**LOW-INCOME WORKERS
ENCOURAGED TO TAKE ADVANTAGE
OF THE EARNED INCOME TAX CREDIT**

[Read >](#)



December 16, 2020

**Coronavirus Erases Recent
Wage Gains for Many California
Workers, Report Finds**

[Read >](#)



January 11, 2021

**Editorial: Newsom is right:
Let's get more money in poor
Californians' pockets now**

[Read >](#)

Black and Latina women disproportionately impacted by job losses

➤ As the economy slowly begins to recover, Black and Latina women are being left behind. The December jobs report found that while White men and women and Black men gained jobs in December, 82,000 Black women and 31,000 Latina women lost their jobs. All of the non-farm payroll job losses reported in December belonged to Black, Latina, and Asian women. The report also showed that the unemployment rates of Black women (8.4%) and Latina women (9.1%) are much higher than White women (5.7%). Industries dominated by women of color -- such as the hospitality, restaurant, and retail industries -- were hit hard by the pandemic. Along with the pressures of increased caregiving, women are being pushed to the brink. The economic recovery must be equitable, which will require policymakers to invest in caregiving and a robust safety net.

Golden State Stimulus

➤ While Congress debates the timing and amount of an additional federal stimulus, people need help now. Governor Newsom proposed the Golden State Stimulus, a \$600 stimulus payment for 2020 recipients of the CalEITC. People, particularly Black, Latina and Asian women, have lost jobs and any emergency savings they had due to the economic impact of the pandemic. The Golden State Stimulus will help cover one of the gaps in our safety net because, unlike the federal EITC, this stimulus will go to people with ITINs, including undocumented immigrants who do not qualify for the federal stimulus and EITC. GSO joined a coalition of organizations demanding the state legislature pass legislation to authorize the payments right away and also initiated a grassroots advocacy effort to get people to contact their legislators and urge passage. GSO is also pushing for a larger stimulus payment for all and additional funds to ITIN filers who have been left out of federal payments. Low-income workers have waited long enough. It's time to pass the Golden State Stimulus.

“This past year has been unprecedented, with new challenges facing our County residents every day. As we enter this year 2021, many residents are still in need of financial relief amidst the economic downturn caused by COVID-19. If you are in need of relief, I encourage you to file your taxes as soon as possible.”



Sharing Updated Messaging Frameworks to Reach EITC Eligible Communities

➤ GSO and its media partner, Fraser Communications, conducted focus groups with CalEITC eligible- Californians, including ITIN holders, to find out the best way to reach them to share information about these tax credits. The focus groups were conducted in both English and Spanish and found that messages about working hard and earning the credits were very impactful, along with using the money to buy things a family needs and the ease of filing taxes. Relatable images are also important. GSO has been using this updated messaging in its outreach materials and media and held a webinar for grantees and partners so they could also learn about and use the messaging.



Clarity and Direct Language is Needed

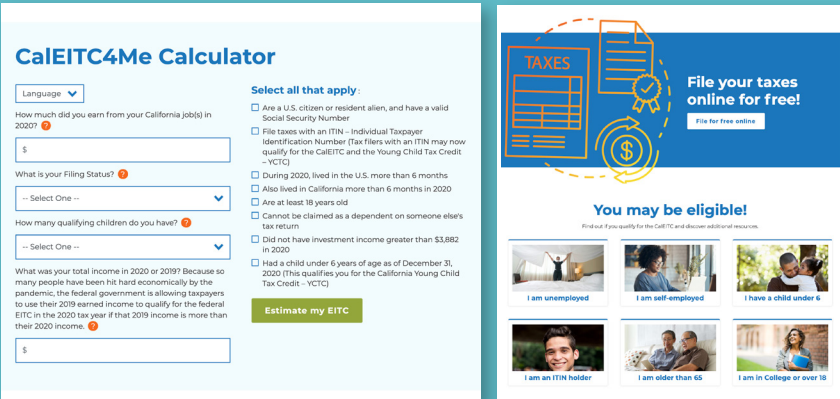
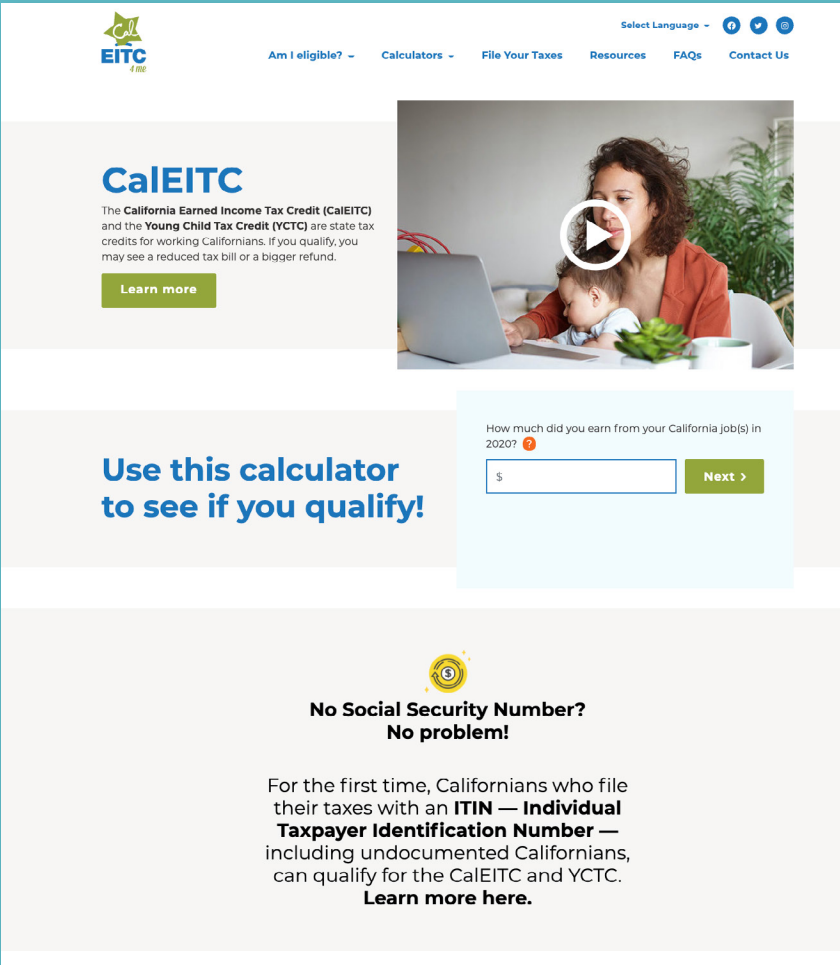
- Taxpayers – especially Non-Users and those with an ITIN – say it is important that messaging about the EITC clearly defines the acronym and makes it clear what the tax credit is, who can qualify and how to apply.
- Ensure that information about the EITC is offered in a variety of channels to ensure that all interested taxpayers can obtain more information.
- Messaging in newspapers, TV and radio and through direct mail will also be helpful in reaching less tech-enabled taxpayers.

CalEITC4Me.org Launch

➤ GSO launched the revamped CalEITC4Me.org website in January with more information to help low-income workers this tax season. It contains information for ITIN holders who are eligible to claim the CalEITC for the first time, and the calculator includes the ability for ITIN holders to estimate their CalEITC. Outreach materials for our grantees and community partners have also been updated and can be found on the Resources page, which includes toolkits with sample emails, social media posts and flyers. Stand-alone flyers on a range of tax and CalEITC eligibility topics are available in thirteen languages. The Frequently Asked Questions page has answers to questions we hear most often from people who may qualify. Even though we just launched, CalEITC4Me.org already has more than 229,000 page views and counting!



GSO is proud to partner with **Clínica Romero** on CalEITC4Me outreach to underserved communities in the predominantly Latino neighborhoods of Boyle Heights and Pico-Union in Los Angeles. Founded in 1983 by Salvadoran refugees, Clínica Romero is named after Monseñor Oscar Romero, the Archbishop of San Salvador known for his commitment to social justice and uplifting the poorest and most marginalized. Clínica Romero works to uphold his legacy by providing affordable and culturally-sensitive health care regardless of a patient’s ability to pay, along with advocacy training and community resources.



Juan Villa presentation with Mexican Consulate

➤ Inland Region Coordinator Juan Villa recently delivered a presentation about the CalEITC as part of the Consulate of Mexico's "Ventanillas de Asesoría Financiera San Bernardino (VAF)" program. Juan explained the process for claiming the CalEITC and the YCTC, shared information about the ITIN expansion, and answered community questions. The VAF provides free Spanish-language financial education and counseling for families living

in the Inland Empire in collaboration with the El Sol Neighborhood Education Center. Due to the pandemic, the VAF has gone virtual and now hosts VAF on Zoom and on its [Facebook page](#). "We were grateful to have Juan provide this much-needed information in our community," VAF Coordinator Alicia Cortes said. "This presentation helped us tell more San Bernardino families about these new tax credits they may qualify for."



EITC Awareness Day

➤ EITC Awareness Day was created 15 years ago to make sure that people know how they may qualify for the EITC. About one-third of the EITC eligible population turns over each year due to changes in income that make people either newly eligible for the EITC or no longer eligible for it. On January 29, GSO organized community partners and government leaders to post social media messages raising awareness about the federal EITC

and CalEITC. We delivered 600 EITC masks to our partners and texted more than 51,000 people to let them know they may qualify for the EITC and/or CalEITC and to encourage them to use the calculator on CalEITC4Me.org to estimate their credit. GSO President Amy Everitt also did a news interview about this important day. Thanks to everyone who helped us spread the word across California.



12,000+

CalEITC4Me.org
WEBSITE VIEWS



51,000

TEXTS SENT



3 dozen+

ELECTED OFFICIALS ENGAGED
ON SOCIAL MEDIA