



## IMPACT REPORT 2024

**READY, SET, GO!** As Golden State Opportunity approached its 10<sup>th</sup> anniversary, we knew the next decade was our time to achieve ambitious goals and take the organization to the next level. We launched a strategic planning process to chart that course and with guidance from a national consulting firm, our staff, partners, and stakeholders. We refined our mission, clarified our goals, and shaped a bold vision for GSO through 2035.

While our core mission to end poverty by creating financial security for low-income workers, remains unchanged, our agenda is more finely tuned to building the foundation for the power we will need to change policy at all levels of government.

We are deepening our advocacy at both the state and federal levels, strengthening our network of community-based partners, and continuing to put money in the pockets of workers.

As the cost of living continues to skyrocket and wages are no longer enough, we will be advancing efforts to raise wages, strengthen the EITC, and promote basic income so that every American can meet their needs. We are excited for this next decade and look forward to doing more good with your support. I hope you join us for the ride.

Amy Everitt  
President, Golden State Opportunity



## DRIVING ECONOMIC OPPORTUNITY ACROSS CALIFORNIA

In 2024, Golden State Opportunity wanted to reach more hard-to-reach workers and set a bold goal: increase the number of tax returns filed and ensure more eligible Californians receive the tax credits they earned. By the end of the year, **3.5 million households claimed more than 1.4 billion dollars in tax credit, an increase of approximately 7% from 2023.** By providing free tax preparation services and engaging directly with communities, more Californians claimed the credits they deserved.

From January through April, we took our Tacos & Taxes program and gave it rocket fuel—holding 17 events throughout the state!

The events brought free tax prep, tacos, and community resources, together with local trusted community organizations and legislative leaders. The Tacos & Taxes events opened the door for families to claim their tax credits and connect with the financial and wrap-around services available, setting many on the path to accessing the resources they need for financial security.

And the best part? ***We helped more than 14,000 households get their taxes done for free!***

## CALIFORNIA FOR ALL

GSO was proud to be part of California's Office of Community Partnerships and Strategic Communications (OCPSC) **network of trusted messengers** and leverage our proven outreach models and culturally responsive strategies to help ensure critical information reaches the people who need it most. We received \$300,000 to support the office's efforts to build statewide public awareness and community engagement for statewide initiatives like financial assistance and Individual Tax Identification Numbers (ITIN), mental health programs, and extreme heat initiatives.



## GET INVOLVED

Be the first to know about GSO events, policy wins, and ways you can take action to help end poverty in California. [Sign up for our newsletter to get the latest updates at goldenstateopportunity.org.](https://goldenstateopportunity.org)

Want to go a step further? Join the movement by taking action—send a message to your elected officials, share our campaigns, and help end poverty. It's quick, easy, and impactful.



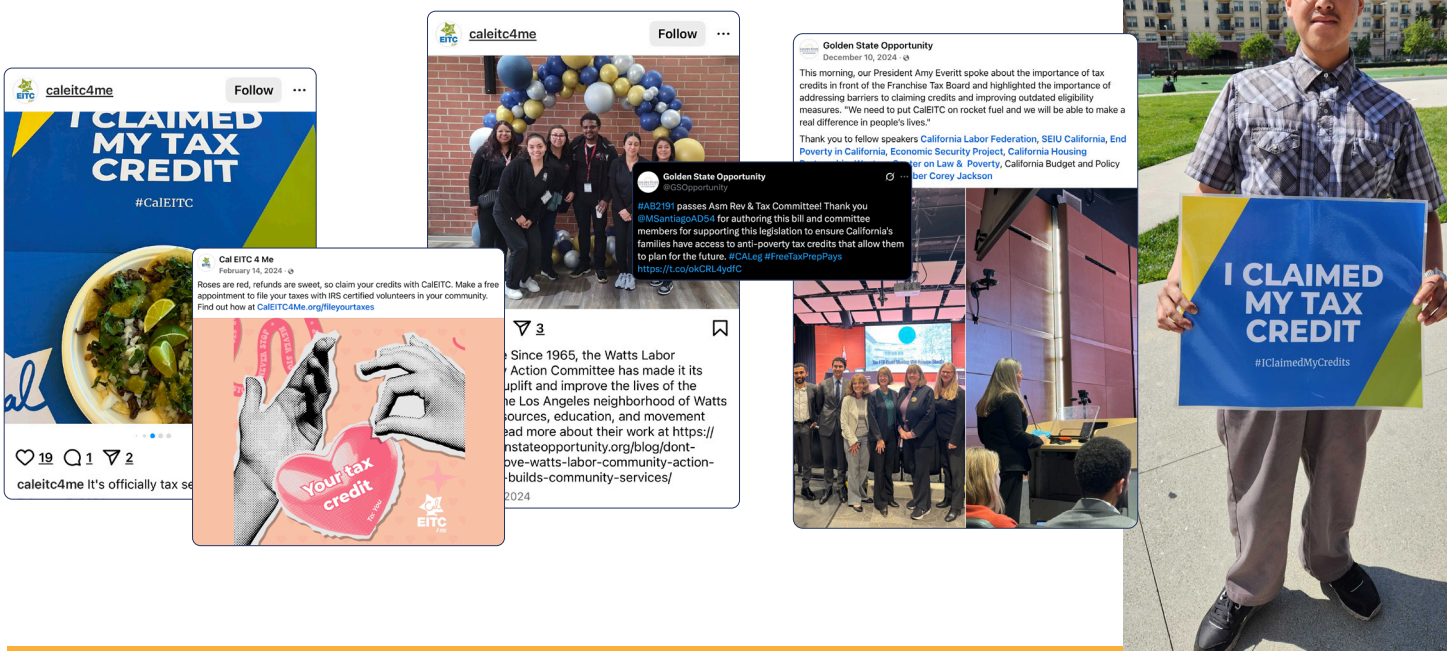
## EXCEEDING OUR GOALS

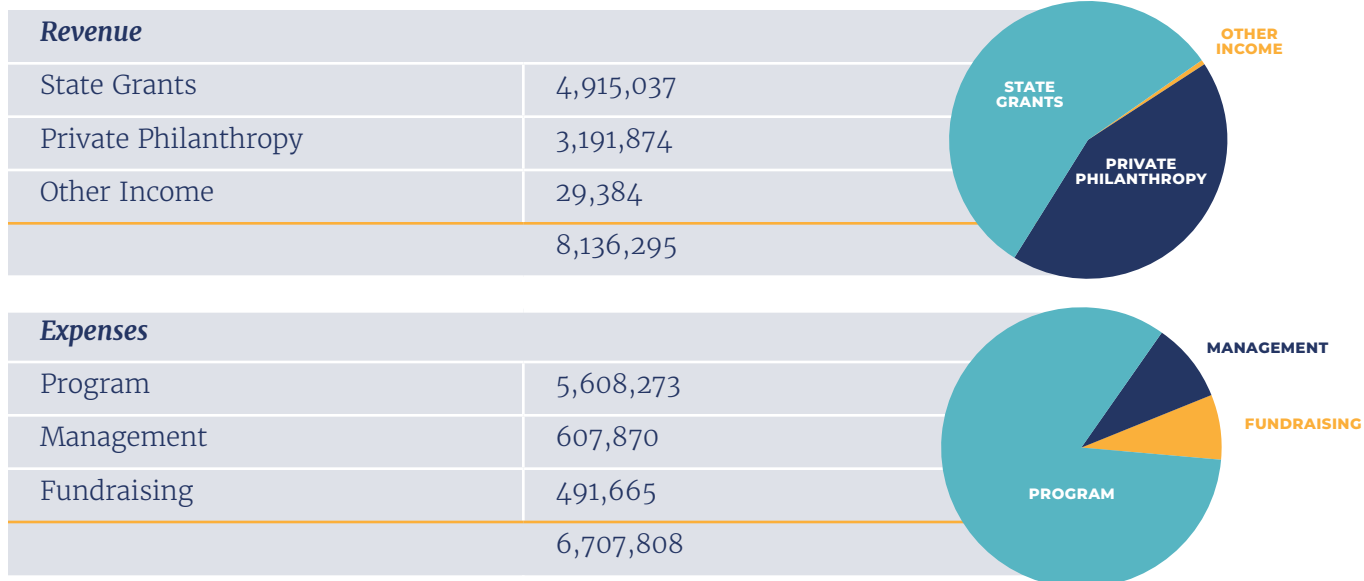
Overall in 2024, California saw an uptake in the number of people claiming the tax credits and in the amount of cash going back into the pockets of working Californians.

The results speak volumes! The CalEITC+ network of outreach partners across California delivered impressive results:

- **3.5 million households claimed the CalEITC, Young Child Tax Credit, and/or Foster Youth Tax Credit**—unlocking life-changing refunds.
- **\$1.4 billion in state tax credits claimed by working Californians**, helping families cover essentials like rent, child care, and food.
- **1 million+ visits to CalEITC.org**—empowering Californians with tools to estimate refunds and file taxes confidently.
- **2 million+ targeted text messages** sent to connect eligible households with free help and vital information.
- **1,672 community events held across the state**—bringing outreach directly to neighborhoods in every region.
- CalEITC4Me Social Media
  - Total Page Impressions 12,987,187
  - Page Reach 75,782
  - Followers/Fans 31,388
- GSO Social Media
  - Total Page Impressions 11,595,437
  - Page Reach 56,016
  - Followers/Fans 1,516

## POPULAR SOCIAL MEDIA





## INVEST IN CHANGE

Everyone should be able to afford life’s basic needs—food, housing, and healthcare. Your donation supports critical efforts to ensure everyone lives with dignity.

- Make an ongoing monthly gift to support GSO throughout the year
- Donate through a donor advised fund or family foundation
- Transfer stock
- Participate in your company’s matching program
- Become a business, foundation, or corporate partner

## DONORS & SUPPORTERS

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