



Office of

# Community Empowerment and Opportunity

CITY OF PHILADELPHIA

## Call for Proposals

October 31, 2022

The Thomas Scattergood Behavioral Health Foundation (Scattergood), in partnership with the City of Philadelphia's Office of Community Empowerment and Opportunity (CEO), seeks proposals from Philadelphia-based community organizations to conduct outreach activities to support our [Claim Your Money PHL](#) campaign to maximize the number of Philadelphians that claim the federal Child Tax Credit, Earned Income Tax Credit, and other tax credits that put money back into their pockets.

The Child Tax Credit provides eligible parents or guardians a maximum of \$2,000 for each child aged 16 and under for the 2022 tax year. The Earned Income Tax Credit provides up to \$6,557 in refunds depending on income and household size. To claim these refunds, Philadelphians must file their taxes with the I.R.S. beginning with the opening of the tax season in early 2023.

These refunds could make an enormous difference for lower-income families in Philadelphia in paying for housing, food, school supplies, medical care, transportation, clothing, and even saving for emergencies. But some Philadelphians are at risk of not receiving the CTC, EITC, and other credits for which they are eligible because:

- They don't file taxes because of fear, or because they don't know where to get help.
- The tax preparers or software they use to file taxes provided incorrect, misleading, or confusing information that led them to miss out on claiming the credits.
- The cost of hiring a paid tax preparer to file taxes doesn't seem worth it for the amount of the refund they will claim.
- They lack access to the Internet and a computer needed to file taxes easily.
- They need assistance from an expert to file taxes but can't afford it.
- They are mixed status immigration families that aren't aware they may be eligible, don't know how to get the proper identification, and/or have concerns about filing information with the IRS.
- They have limited English proficiency and need interpretation and/or translation services to learn about the credits and how to claim them.
- Someone else is claiming their child on their taxes and they don't know how to change it.

Philly families might also be confused in 2023 about the CTC and EITC because the credits were much more valuable in 2022 thanks to legislation signed by President

Biden. Unfortunately, those more generous credits expired for the 2022 tax year. If Congress renews the more generous credits for 2023, there will be even more Philly families eligible for millions of dollars in refunds. Even if legislation is not passed, the CTC and EITC in place for the upcoming tax year will still put millions in the pockets of lower-income Philadelphians if they claim the credits.

Scattergood and CEO are seeking to fund outreach activities in Philadelphia geared towards families that are at risk of not receiving the tax refunds they are owed to ensure they benefit from these poverty-fighting federal policies.

We are seeking proposals from community organizations to help us achieve the following goals as part of our Claim Your Money PHL campaign:

**Goal 1:** Educate the community about the EITC, CTC, and how to claim them.

**Goal 2:** Connect individuals to trusted organizations that can help residents claim the credits for free, such as the Campaign for Working Families and other providers of Volunteer Income Tax Assistance (VITA).

**Goal 3:** Mobilize Philadelphians to urge Washington to make the expanded CTC and EITC permanent, including by sharing their personal stories of how the CTC/EITC helped their families

Activities we seek to fund can include, but are not limited to:

- Distributing materials and/or making presentations at existing community events or meetings, or at new community events or meetings organized specifically for EITC/CTC outreach.
- Partnering with community institutions like libraries, health care institutions, banks, affordable housing providers, community service providers, or others for outreach/assistance at their locations.
- Outreach through grassroots methods such as canvassing, flyering, phone calling, texting, etc.
- Gathering the stories of families that claimed the EITC/CTC in testimonials that may be delivered via video, photographs, audio, or in writing to be used to demonstrate the importance of making the expanded EITC/CTC permanent and/or extending it for additional years (if combined with any of the activities above).
- Or any other activities that will reach and assist Philadelphian families at risk of not receiving EITC/CTC.

Activities we will not consider funding include:



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- The purchase of advertising such as radio, print, billboards, or web-based ads.
- Tax filing or preparation services, other than referring Philadelphians to local tax prep assistance.
- Activities that solely or predominantly occur on social media; proposals must include outreach using other methods to reach individuals in groups or in one-on-one settings. Social media activities can be included if they complement other direct outreach.
- Activities conducted outside of Philadelphia or targeted at families that do not live in Philadelphia.

## Who Should Apply

Philadelphia-based community organizations with 501 (c)(3) status, or a fiscal sponsor, that already serve low-income communities or groups that are at risk of not receiving the EITC or CTC are encouraged to apply.

We encourage applications from organizations whose staff, board, and/or volunteers include representation from the communities this project aims to reach.

## Timeline

Optional Briefing for Potential Applicants: November 3, 3:00 pm

Proposals Due: December 1, 2022

Funding Decisions Announced: January 9, 2023

Work Commences: mid- to late January 2023

Work Concludes: June 30, 2022

Reports Due: July 15, 2022

## Funding available

We expect to fund 10 – 20 organizations for proposals of \$10,000 to \$20,000 each. Proposals for greater than \$20,000 will be considered if they have the potential to make a significant impact in the number of Philadelphians reached. The total amount of funding available for all applicants combined is \$202,000.