



CALIFORNIA  
DEPARTMENT OF  
EDUCATION

**TOM TORLAKSON**

STATE SUPERINTENDENT OF PUBLIC INSTRUCTION

February 24, 2017

Dear County and District Superintendents, Charter School Administrators, and Principals:

### **CALIFORNIA EARNED INCOME TAX CREDIT OPPORTUNITY FOR YOUR PARENTS AND TEACHERS**

I am excited to remind you of a statewide campaign I sponsor with other state leaders to help 600,000 California families. CalEITC4Me is a campaign to spread awareness of the state Earned Income Tax Credit (EITC) to benefit eligible families, increase use of the federal EITC, increase the availability of free tax preparation services, and ensure that the credit winds up in the hands of those who worked hard to earn it.

CalEITC is a cash-back tax credit that puts money into the pockets of California's working families and individuals. Last year CalEITC boosted the income of about 385,000 families who shared almost \$200 million combined.

Many families across the state struggle to earn enough to support the rising costs of housing, transportation, health care, and child care. This in turn affects each child's opportunity for success inside and outside the classroom. Our support of this campaign can directly help our neediest families thrive and assist the millions of school children who live in poverty.

We know the more people who talk about the EITC, the more likely we are to reach eligible filers! You are a critical point of contact for your families and communities.

Please join us as a CalEITC4Me champion today. Here's how you can help:

- Connect your community to valuable information about the EITC, including online tools to help determine eligibility and guidance regarding where Californians can access free tax help. You will find flyers and other tools at [CalEITC4Me.org](http://CalEITC4Me.org). Send a letter to your list-serves connecting them to their local Volunteer Income Tax Assistance site and reminding adults that they could qualify for free service.
- Include our Web site, [CalEITC4Me.org](http://CalEITC4Me.org), when distributing your communication materials, newsletters, social media, and so on.

February 24, 2017  
Page 2

Let's work together to make sure that each California student has all the tools they need to succeed. Thank you for joining me in committing to help lift up California's families.

If you have any questions, please contact Irene Garcia, Special Assistant to the State Superintendent, at [igarcia@cde.ca.gov](mailto:igarcia@cde.ca.gov) or 916-319-0617.

Sincerely,



Tom Torlakson

TT:ig