

Background:

- A group of community funders began the RealSense Prosperity Campaign five years ago for the purpose of:
 - Revenue maximization in Duval and surrounding counties
 - Bringing federal dollars back into the community in the form of Earned Income Tax Credit to those who have earned it but not claimed it (as much as \$10 million in Jacksonville alone)
 - Financial stabilization for people of lower-to-modest income through education and income leveraging opportunities to build long-term assets
- United Way agreed to be the lead partner; the coalition was announced (December 2003) and championed by Mayor John Peyton, Congresswoman Corrine Brown, and Councilwoman Suzanne Jenkins
- Coalition funders include the Jessie Ball duPont Fund, United Way of Northeast Florida, The City of Jacksonville, Wachovia Bank, Bank of America, SunTrust Bank, United Way of St. Johns, and the National Disability Institute
- More than 50 community partners participate
- Oversight Committee members include:
 - Barry Allred, Pres. & CEO of Elkins Constructors
 - Randy Evans, Former president of FreshMinistries USA
 - Bob Helms, President, Wachovia Bank, N.A.
 - Connie Hodges, President, United Way of NE Florida
 - Roslyn Phillips, Chief Community Officer, Mayor's Office
 - Bob Baldwin, VP, Comm. Dev., Jax Regional Chamber of Commerce
 - Sherry Magill, President, Jessie Ball duPont Fund
 - Kitty Phillips, Trustee Chair, Jessie Ball duPont Fund
 - Jake Schickel, Partner, Coker Law Firm
 - Jeff Whitson, VP and GM, CBS47 and FOX30

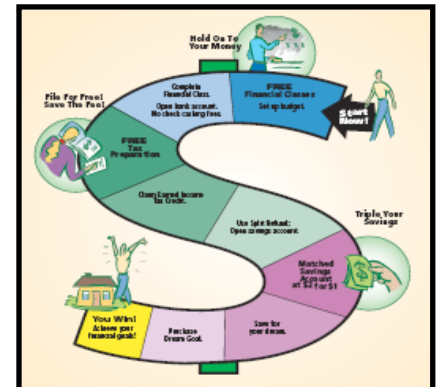
Mission:

To proactively provide resources to improve the prosperity of our community's most vulnerable and economically-challenged citizens.

Programs:

One Smart Move: The RealSense programs provided by strategic allies consist of the following core functions that help our target audience to:

- **Hold On To Your Money:** Free Financial Education Classes
 - Duval Co. Extension Agency, Jacksonville Urban League, Family Foundations, Northeast Florida Community Action Agency
- **File For FREE! Save the FEE!:** Free income tax preparation
 - 300 volunteers in 43 locations in 5 counties
 - AARP Tax Aide and IRS Volunteer Income Tax Assistance (VITA) Sites
- **Triple Your Savings:** Individual Development Accounts; matched savings at \$2 to \$1
 - Family Foundations and Northeast Florida Community Action Agency



Target Audience – Earned Income Tax Credit:

- Family/single w/ no child, income <\$18,440 – Refund up to \$ 457*
- Family/single w/ 1 child, income <\$40,463 – Refund up to \$3,043*
- Family/single w/ 2 child, income <\$45,295 – Refund up to \$5,028*
- Family/single w/ 3 child, income <\$48,279 – Refund up to \$5,657*

*Numbers are for married filing jointly, for income limit for single, subtract \$5,000

Target Audience - Individual Development Accounts

Household Size	Income Limit
1	\$ 21,600
2	\$ 29,140
3	\$ 36,620
4	\$ 44,100
5	\$ 51,580
6	\$ 59,060
7	\$ 66,540
8	\$ 74,020

*For family units of more than 8 members, add \$3,750 for each additional member.

Results:

In six years—\$19 million in direct spending power has been returned to lower-to-modest income citizens:

- \$18.5 Million into the community through Earned Income Tax Credit—federal dollars new to our community
- \$ 7 Million saved for our clients on paid tax preparers
- \$.6 Million in matching money to clients through Individual Development Accounts (matched savings)
- 290 enrollees in IDA accounts, 57 graduates (43 new home owners, 6 new business owners, 8 education)
- 47,500 student financial class hours
- ROI of \$19 returned to the community per grant dollar spent
- 833% increase in number of people helped per year

2009 tax season:

- 13,767 Total returns completed
- 3,172 EITC returns completed
- \$16,876,239 Total refunds in dollars
- \$ 4,535,318 Total EITC refunds in dollars
- \$ 2,356,894 Saved by Taxpayers by filing for free
- Mobile Tax Team completed 140 total returns
- Flat from last year
- 11% Increase
- 27% Increase
- 28% Increase
- 15% Increase
- 27% Increase