

# CONNECTS

CASEY

WINTER 2002  
A REPORT FROM THE  
ANNIE E. CASEY FOUNDATION

IN THIS ISSUE: Conference Offers Practical Help for Those Working with Immigrants and Refugees; A Note of Recognition; Casey Foundation Headquarters Expands, Two CFS moves Under Way

## FOUNDATION GROUP LOOKS TO BOLSTER FAMILIES' BOTTOM LINE



Poster on a building in Louisville advertises free tax preparation services used as an entry point to help people claim tax credits and begin saving.

*What if you were trained for a job that didn't exist, or one with no potential to earn more than minimum wage?*

*What if you suddenly became ineligible for child care assistance, health insurance, and other services your family needed?*

*What if you had no reliable transportation and all the good jobs were outside the city where you live?*

*What if you had to pay exorbitant fees to cash your paycheck, pay bills, or send money to family members?*

*What if your credit history prevented you from opening up a checking account even if you had a regular paycheck?*

*What if you did manage to get ahead but lived in a neighborhood with no possibility of owning a home?*

Millions of working families face these challenges every day.

The Annie E. Casey Foundation's Neighborhood Transformation/Family Development agenda is predicated on the notion that families and neighborhoods need to be strong in order for children to achieve their potential. Expanding the network of supportive social contacts, human services, civic activities, and leadership opportunities available to isolated families are critical. But bottom line, families need a secure financial base for their children to thrive.

Since October, a work group of Foundation staff has been meeting under the leadership of senior program associate Bob Giloth to devise strategies to step up our focus on family economic success. Part of this work involves helping people find good jobs. But it also means finding ways to help low-income working families combine their wages with subsidies, tax credits,

CONTINUED ON PAGE 4

## REDUCING JUVENILE LOCK-UPS REAPS RESULTS

A decade of work on juvenile detention reform by the Casey Foundation and its grantees has demonstrated conclusively that communities can lock up fewer juvenile suspects without compromising public safety.

The three model sites in the Foundation's Juvenile Detention Alternatives Initiative (JDAI)—Multnomah County, Oregon; Cook County, Illinois; and Santa Cruz County, California—have reduced their reliance on secure detention by improving screening, streamlining case processing, and expanding community-based alternatives. At the same time, juvenile crime rates in their jurisdictions have dropped.

In addition, Multnomah County has apparently become the first jurisdiction in the country to eliminate disparities in the rates at which minority juveniles are detained, which is a problem nationwide. Across the United States, minority youth represent 64 percent of detained youth, but only 34 percent of the youth population.

Some 500 juvenile justice practitioners and elected officials from 40 states gathered in Portland, Oregon, in late January to hear about the Initiative's success at the second National Training Conference on Juvenile Detention Reform. Over three days, juvenile justice experts from around the country

CONTINUED ON PAGE 6

## CONFERENCE OFFERS SOLACE, PRACTICAL HELP FOR THOSE WORKING WITH IMMIGRANTS AND REFUGEES



### CASEY CONNECTS

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*The Annie E. Casey Foundation is a private charitable organization dedicated to helping build better futures for disadvantaged children in the United States. The primary mission of the Foundation is to foster public policies, human-service reforms, and community supports that more effectively meet the needs of today's vulnerable children and families. In pursuit of this goal, the Foundation makes grants that help states, cities, and neighborhoods fashion more innovative, cost-effective responses to these needs.*

*Making Connections participants from Boston at a recent conference exploring ways to connect immigrant and refugee families to economic opportunity.*

Vince Guest wiped tears from his eyes as he watched a Mexican family agonize over an impossible choice: Which of their six children will go to the United States and which will be left behind? The Flores family has already endured separation from their father for 13 years—separated by poverty, necessity, and immigration laws.

Though this family's struggle was captured in a documentary film, Guest may as well have been back in his New Jersey office at the Camden Center for Law and Social Justice. The Flores family could have been any one of his clients.

The film aired at a recent conference in San Diego where Guest was able to share his challenges with others who provide services to immigrants and refugees or are grassroots community leaders.

The December 7–9 conference, *Strengthening Immigrant and Refugee Families and Communities: Making the Connections to Economic Opportunity*, was cosponsored by the Annie E. Casey Foundation's *Making Connections* initiative and the Sebastopol, Calif.-based Grantmakers Concerned with

Immigrants and Refugees. Its goal was to bring together the 22 *Making Connections* sites and other communities, policymakers, and international representatives to share experiences and gain practical tools to help immigrants and refugees improve their economic condition. Some 250 people attended.

"*Making Connections* sites were clearly thirsty for information and tools and resources to help the families they work with gain an economic foothold in their new homeland," said Daranee Petsod, director of Grantmakers Concerned with Immigrants and Refugees.

With the latest census data indicating that one in five U.S. residents are either foreign-born or first generation, the demand for services continues to increase. Conference workshops offered guidance on practical, successful programs, from case management models for working with immigrants and refugees to intensive English as a Second Language programs.

The conference inspired participants to bring new projects to their own communities. Guest is creating a series of local workshops that will inform immigrants and refugees of their legal rights and responsibilities. "The conference was about making connections to economic opportunity," he said. "If you don't have the legal status, you can't make that first step to getting a job."

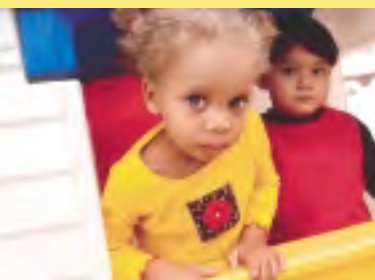
Legal challenges have only worsened since September 11. "As the climate becomes more restrictive, the undocumented are going further underground," said Gloria Mwase, Boston's *Making Connections* site liaison. It has become even more difficult to put them on the path of legalization and get them access to services.

CONTINUED ON PAGE 6

## NEW FAMILIES COUNT HONOREES NAMED

Two days after the September 11 terrorist attacks that destroyed the World Trade Center in New York City, a community organization called Alianza Dominicana shifted into high gear to provide 24-hour-a-day crisis intervention, day care services, and emotional support to families in the Washington Heights and Inwood neighborhoods. The personal touches are what families will remember most, like throwing a birthday party for a child who lost his father.

Alianza Dominicana's rapid response and ability to quickly draw on neighbors, local businesses, and government agencies to help families help themselves typify the work of eight organizations recognized recently as part of the Casey Foundation's FAMILIES COUNT: THE NATIONAL HONORS PROGRAM. The Casey Foundation launched FAMILIES COUNT three years ago to celebrate organizations that improve the odds for vulnerable children by strengthening their families and communities. Besides winning \$500,000 each, the honorees will have opportunities to exchange ideas and become resources and role models for policymakers and practitioners.



SUSIE FITZHUGH



CAROL HIGSMITH

Above, left and center, photos from Children of the Rainbow in San Diego and Bethel New Life in Chicago. Right, Grant Jones Jr., former Casey Fellow and former Casey/United Way Fellow Dolph Pulliam with Madelyn M. Levitt. Next page: John Barros, executive director of the Dudley Street Neighborhood Initiative.

This year's group also includes Bethel New Life of Chicago; Boston Chinatown Neighborhood Center; Children of the Rainbow of San Diego; Fatima Family Center of Cleveland; Latin American Youth Center of Washington, D.C.; Mar Vista Family Center of Culver City, Calif.; and Maternal Infant Health Outreach Worker Project of Nashville.

The awards were announced during National Family Week, which falls during the week of Thanksgiving. For more information, visit our website, [www.aecf.org](http://www.aecf.org).

## GRANT JONES JR. HONORED

Grant Jones Jr., a Casey Fellow, has won a Martin Luther King Jr. Humanitarian Award. The honor, bestowed by the Colorado Civil Rights Commission and the Martin Luther King Jr. Humanitarian Committee, recognizes people "whose passion for people or causes they serve pushes them to regularly go above and beyond their job duties."

Jones was in the 2000 class of the Casey Foundation's Children and Family Fellowship, a year-long program designed to increase the pool of leaders with the vision, skills, and tools to spearhead major reforms in children and family services. Jones once worked as an air traffic controller but was forced to take a new path when President Reagan fired striking controllers in 1981. He began volunteering in a program for at-risk kids and ended up becoming its director.

Jones worked for 13 years at the Piton Foundation in Denver, where he developed a community service initiative to develop the leadership skills of residents in poor neighborhoods and mobilize black churches to do community-building work.

While completing his Casey Fellowship, Jones helped launch the Metro Black Church Initiative as an independent commu-

nity nonprofit that makes grants to provide mentoring, counseling, and other programs for young people involved in the juvenile justice and social services systems. He later left Piton to become executive director of the Metro Black Church Initiative.



LINDA MCCONNELL/ROCKY MOUNTAIN NEWS, 2002



CASEY GRADISCHNIG/DRAKE UNIVERSITY

Jones draws a parallel between getting this award and his experience in the Casey Fellowship. "What both did for me was to inspire me to do

more, do it better, and bring what gifts and talents I do have to making a difference in community."

## UNITED WAY/CASEY FELLOW WINS AWARD

Dolph Pulliam, director of community outreach and development at Drake University in Des Moines, recently received the Madelyn M. Levitt Distinguished Community Service Award.



Pulliam is a participant in the United Way/Casey Family Strengthening Fellowship Program, a leadership program based at Harvard University's John F. Kennedy School of Government that has worked with 44 United Way senior staff and volunteers to help them assume leadership roles in community efforts to strengthen families and neighborhoods.

Pulliam is a 1969 Drake graduate who has worked for three decades to help inner-city young people. He has been involved in *Making Connections* in Des Moines and recently helped run a community action summit that involved 180 residents from diverse backgrounds in discussions about barriers and strategies to achieve results for families.

The United Way/Casey Fellowship and *Making Connections* “lit a fire under me,” he said. “I just know that if we can help strengthen families we are making our cities better and making children’s lives better.”

#### INDEPENDENT SECTOR LAUDS DUDLEY STREET NEIGHBORHOOD INITIATIVE

The Dudley Street Neighborhood Initiative (DSNI), a community-based nonprofit organization dedicated to revitalizing and strengthening one of the poorest neighborhoods in Boston, has received a \$10,000 leadership award from Independent Sector.



INDEPENDENT SECTOR

DSNI is the lead organization in the Casey Foundation's Rebuilding Communities Initiative in Boston. Independent Sector is a coalition of nonprofits, foundations, and corporate givers working to strengthen philanthropy and citizen action.

The “Leadership IS Award” was established in 1999 to recognize organizations investing in people as they work to build community.

More than 2,700 residents, businesses, nonprofits, and religious institutions in Boston's Roxbury/North Dorchester area work together through DSNI to improve the Dudley neighborhood, an area that was devastated by arson and neglect in the 1960s and 1970s. Since its formation in 1984, DSNI has helped clean up 600 vacant lots, build 600 new homes and housing units, establish parks and gardens, and generate new businesses.

“The Dudley Street Initiative epitomizes the true spirit of leadership in the nonprofit sector,” said Sarah E. Melendez, president and chief executive officer of Independent Sector.

## FOUNDATION GROUP LOOKS TO BOLSTER FAMILIES' BOTTOM LINE

CONTINUED FROM PAGE 1

and income supplements so they can support their children. The group's hypothesis is that low-income families can be helped to build brighter futures through a combination of workforce development, economic support, and community investment. To make a real difference, these strategies need to be coordinated, results-oriented, and sustainable over time.

The Foundation can look to its own experience with the Jobs Initiative, welfare reform, and a new series of efforts tied to the expansion of the Earned Income Tax Credit and creation of savings mechanisms for the working poor for valuable insight on what works and what doesn't. But in what has become a Casey tradition, we're casting our net much wider to garner the best advice and guidance from the field.

In recent months, the Family Economic Success Work Group has held consultative sessions with financial experts, community development leaders, other foundations, and community lawyers. A key question we've been posing is how to weave together workforce development, economic support strategies, and community investments tailored to families in the nation's most isolated and vulnerable neighborhoods. These meetings have affirmed that this approach is the right one, but underscored the challenges.

The advice we've received reinforces that family economic success is truly a balancing act—tapping into regional employment opportunities while building on neighborhood assets; balancing investments that help people succeed—and maybe move on—with those that make neighborhoods worth staying in; and providing immediate economic relief to families while working for policies to help improve tax benefits and combat predatory lending.

In our INSITES section this month, we profile a series of strategies gathering steam in several cities to help families claim tax credits and begin to build savings.

## CASEY FOUNDATION HEADQUARTERS EXPANDS INTO SECOND BUILDING, TWO CFS MOVES UNDER WAY

After seven years at its St. Paul Street address, the Casey Foundation has dramatically enlarged its home operating space to include a second building on Charles Street in Baltimore.

Located within easy walking distance of each other, the Casey buildings have a similar interior design and feel.

The decision to augment its headquarters came two years ago as additional staffing needs arose with the progress of the *Making Connections* and Neighborhood Transformation/Family Development work.

“It became clear that we were outgrowing our existing building and would have to find additional space,” said Douglas W. Nelson, president of the Foundation. “This will be a sister building in every sense.”

Set in a busy retail and corporate section of downtown Baltimore, the newly renovated Charles Street building is a four-story, 30,000-square-foot structure that was built in 1911. Renovation of the rented building began in mid-2001, and personnel shifting to the new site relocated in January.

The building incorporates a number of technologies that will enhance meetings and conferences. The Foundation plans to make some meeting space available to local nonprofit groups.

Two other buildings are being renovated by the Casey Foundation for use by Casey Family Services, the direct-services arm of the Foundation.

The recently purchased 30,000-square-foot Sovereign Bank building in New Haven, Connecticut will become home to Casey Family Services administrative offices, currently located in Shelton. Renovations and build-out will begin in a few months and the relocation of CFS staff is expected to be complete by early 2003.

The four-story edifice, originally built in 1833, is one of New Haven’s oldest structures and was recently restored to its original design. It is located at 123 Church Street, on the Green facing Yale University.

“We are pleased that we have found a wonderful building, in a city with a wealth of civic assets and a genuine dedication to its residents,” Nelson said. “We look forward to adding to the strengths of the New Haven community.”

Construction is also under way for new Casey Family Services Rhode Island division offices in Providence. CFS will relocate from its current site in Warwick to the 30,000-square-foot structure at 1268 Eddy Street in Providence, which is a *Making Connections* city.

The new site, built in the 1920s and home to the Rhode Island Buckle Company most recently, will provide office space for about 35 people, including CFS Rhode Island staff and *Making Connections* team members. One floor will become a Family Resource Center planned with input from the community, and the refinished basement will serve as a meeting room for both Foundation staff and local residents. Construction began in March 2001, and the relocation is expected to be complete by June 1, 2002.

The new Casey building on Baltimore’s Charles Street is home to Policy Reform and Initiative Management staff, Casey Strategic Consulting Group, the Foundation Library, and some support personnel. The building includes a large conference room, reception room, lecture hall, and informal seating area with booths, tables, and computer connections.





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## CONFERENCE

CONTINUED FROM PAGE 2

Increased racial and ethnic prejudice and the sluggish economy have raised even more roadblocks for low-income immigrant and refugee families, who tend to hold low-wage jobs in such industries, like hospitality, hardest hit during economic recessions.

Rachel Grob of the Yonkers, N.Y., Early Childhood Initiative is working on two ideas gleaned from the conference: an outreach program to educate immigrants and refugees about the Earned Income Tax Credit and a white paper recommending best practices on

strengthening immigrant and refugee families for local and national policy-makers.

“We went from zero to 100 in terms of our excitement,” Grob said.

## REDUCING JUVENILE LOCK-UPS REAPS RESULTS

CONTINUED FROM PAGE 1

talked about the benefits to communities of reducing the use of detention, including lower crime rates and better relations between police and communities.

The Washington-based Justice Policy Institute presented a study documenting Multnomah County’s success in reducing racial disparities. In 1994, minority juveniles in Multnomah were 31 percent more likely to be detained than white youths. With help from the Foundation, the county implemented a series of reforms. By 2000, the detention rate for all youth was down, and minority youth were no more likely to be detained than white youth.

“In the past, youth were jailed because we did not have anywhere else to address their problems,” said Elizabeth Welch, presiding judge of the Multnomah County Juvenile Court. “This county has successfully

reduced the barriers that kids of color once faced in getting treatment in their communities.”

“People were really energized by the fact that we now have a series of places that clearly have demonstrated the feasibility of reducing the reliance on detention safely,” said Bart Lubow, senior program associate for JDAI.

Besides being more humane, community-based alternatives are cheaper, a compelling benefit in an era of public budget tightening. By reducing its reliance on detention, Multnomah County was able to mothball three 16-bed detention units and divert roughly \$2 million a year to other needed services.

Blanca Alvarado, a supervisor for Santa Clara County, California, said her county would look to Multnomah County as a model in building “a fair juvenile justice system that doesn’t merely lock up our kids but that values our youth and supports them towards a better way of life.”

The initiative is currently assisting detention reform work in Ventura, Santa Clara, and San Francisco counties, California; Bernalillo County, New Mexico; Baltimore, Maryland; Ada County, Idaho; and Cuyahoga County, Ohio, and at a state level in Delaware, Georgia, Illinois, New Hampshire, New Mexico, and Maryland.



JDAI conference participants Tracy King, director of Safe Futures in Fort Belnap, Montana, and Clinton Lacy, associate director of Friends of the Island Academy in New York City. Both serve on the organizing council of the Community Justice Network for Youth.

# INSITES

WINTER 2002  
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## OPENING THE DOOR TO ASSETS FOR THE WORKING POOR

For 10 years, school cafeteria worker Renita Jackson-Keyes and her four children were stuck in a two-bedroom unit in a Chicago public housing project, enduring three break-ins. Jackson-Keyes took two classes on buying a home but never could find the money to start saving so she could make a down payment.

All that changed when she took advantage of a series of efforts under way in her city to use the federal Earned Income Tax Credit (EITC) as a gateway to begin building savings and assets.

Jackson-Keyes first heard about Individual Development Accounts (IDAs) through a local program called Save Up! IDAs are special savings accounts in which public and private institutions agree to match the money a person saves at least dollar for dollar, provided the money is going toward specific purposes like buying a home, starting a small business, or paying for education. After taking a Save Up! money management course and seeing a budget counselor, Jackson-Keyes opened an IDA and started making deposits. The matching funds for the IDA came from a mix of private



CHICAGO TRIBUNE/MICHAEL WALKER

Renita Jackson-Keyes looking through the door of her new home.

and federal dollars administered by the Steans Family Foundation.

The savings process would have gone a lot slower, but Jackson-Keyes also learned that she could get free help doing her income taxes from volunteers in her community, something that had cost her \$200 the year before at a tax preparation firm. Because she qualified for the EITC, she received a \$2,600 refund. She put \$1,200 of it in her IDA, prompting a four-to-one match and netting her another \$4,800. The resulting \$6,000 was enough for her to make a down payment on a four-bedroom brick house. She moved her family in just before Christmas, less than a year after enrolling

in her first Save Up! course. She is using another \$2,000 she has in her IDA for the first mortgage payments.

The strategies Jackson-Keyes was able to take advantage in Chicago are part of a movement spreading in cities to help the working poor attain the financial stability and upward mobility they need to raise strong families and build for the future. Inspired by work in cities like Chicago and Tulsa, the Casey Foundation has been lending support to similar campaigns in other cities to combine strategies such as IDAs, bank accounts, EITC outreach, and volunteer tax preparation services in ways that help put working poor families on the path to a more promising economic future.





The Louisville Asset Building Coalition worked with Tricon Global Restaurants, Inc., owner of several fast-food chains, to serve up flyers at local Kentucky Fried Chicken outlets advertising free help in claiming tax credits. The coalition is an alliance of more than 30 diverse organizations coordinated by the Center for Women and Families.

These efforts are part of a broader Foundation effort to promote family economic success (see *Casey Connects*, page 1) through a wide range of strategies, from improving access to secure jobs with futures to providing financial literacy and money management training, financial counseling, credit repair, and microenterprise and business development training. These strategies also involve improving access to banks and credit for the poor and combating the predatory practices and price gauging that too often siphon off their incomes.

For agencies used to thinking only about the work they do, this approach requires a new outlook, says Chuck Palmer, who heads the EITC outreach and asset-building campaign in Des Moines, Iowa. “Banks like to do banking, advocacy groups fight predatory lending, affordable housing tries to help renters move up to houses,” he says. Now they also have to think about a family’s other needs and work with other groups.

To coordinate different organizations and strategies, coalitions have formed in some 15 cities, from big to small, generally consisting of community-based groups,

These efforts are part of a broader Foundation effort to promote **FAMILY ECONOMIC SUCCESS** through a wide range of strategies.

faith-based organizations, banks, IDA sponsors, businesses, social service providers, the Internal Revenue Service—which organizes Volunteer Income Tax Assistance (VITA) sites across the country—and others. In most, a nonprofit agency is taking the lead role.

The Casey Foundation began working in earnest to link the EITC and asset-building strategies together two years ago, when a study showed that EITC filers were concentrated in its *Making Connections* neighborhoods. The Foundation held meetings in these neighborhoods in Milwaukee and Camden, New Jersey, inviting those pursuing different ways of aiding the working poor.

Amanda Fernandez, a program associate at the Foundation, says she advised those assembled in Milwaukee, “Look, you guys are all doing this work separately, nobody is coordinating. It would be so much more powerful if we all worked together and connected a lot of this work . . . and focused it on neighborhoods that are most in need.”

Most coalitions have since concentrated their efforts on *Making Connections* and other economically isolated neighborhoods; a few have citywide efforts. Many of the neighborhoods contain thousands of refugees and immigrants, putting a premium on bilingual volunteers, innovative outreach strategies, and materials in several languages.



The IRS, which had been seeking more community outreach to spur EITC filings and use of VITA sites, proposed a partnership with Casey because of the Foundation's grassroots connections. In turn, Casey got the IRS interested in concentrating VITA sites in low-income neighborhoods.

The Casey Foundation's idea is to make free tax preparation sites the fulcrum of activities to help the working poor, since these services can help people get a cash windfall in the form of tax refunds. The EITC may be worth several thousand dollars to low-wage workers, while the Child Tax Credit is worth up to \$600 this year for each dependent child under age 17. Most low-wage families qualify for both; many will be eligible for the Child Tax Credit for the first time when they file this spring.

When families are filing for these refunds is the perfect time to approach them about using their money wisely, says Fernandez. "It's a time in their life when they're thinking about money, and . . . when they're going to get significant money," she says. Free tax preparation can open the door to other financial services. Increasingly, VITA sites have on hand representatives of banks, credit unions, and IDA programs; financial literacy training is even planned in the waiting room of one site.

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Participants at a recent kickoff event for the Milwaukee Asset Building Coalition. The campaign to help low-income working families claim tax credits and build assets is being championed by Mayor John Norquist and U.S. Representatives Jerry Kleczka and Tom Barrett.



RAYFELD JOHNSON

Starting from scratch, several cities have organized full-fledged outreach campaigns for the working poor within a few months—in time for the current tax season. All campaigns seem to do certain things—heavy outreach, recruitment of volunteers, establishment of free tax preparation, and referral of people who visit tax assistance sites to other sources of economic support.

The campaigns also have different strengths and different twists. In New Orleans, for example, about 50 college students have volunteered to perform a variety of tasks, and much of the campaign outreach consists of personal contact with church members, parents of school children, and small business customers. In Des Moines, many economic services—from money management to micro-enterprise training—can be found under one roof, that of the nonprofit Institute for Social and Economic Development, the campaign's lead agency.

In Chicago, EITC education and outreach is citywide and championed by Mayor Richard Daley's office, which works with employers and grassroots organizations. In its first year, the publicity included notices in four million utility bills, hundreds of radio spots, and messages on transit cards, movie trailers, and grocery bags. Word of mouth proved the most powerful tool, though. Tax refunds at VITA centers alone rose by \$3 million that year.

In some cities, coalitions are reaching working families through their employers as well as their neighborhoods. In Milwaukee, Aurora Health Care and the Marcus Corporation (hotels, restaurants, movie theaters) are encouraging their many low-wage employees to claim the EITC; Aurora also plans to be a VITA site next year. In Chicago, a number of large public and private employers that either are located in target neighborhoods or hire from them are telling their workers about the EITC and VITA sites. In Des Moines, the coalition so far has recruited Iowa Health Systems to do the same.

In a part of Baltimore with only check-cashing shops, work is under way to set up free tax preparation while attracting a credit union and launching a community-owned check-cashing service in the same building. The aim is to help residents get the tax credit first, provide a

less costly check-cashing operation, and help them set up accounts in the credit union. Behind the project is Bon Secours Community Foundation and a neighborhood coalition called Operation Reach Out Southwest.

Many of the working poor are barred from opening bank accounts because of bad credit or lack of documentation. Many also distrust financial institutions and, costly as check-cashing shops are, like them for their convenience and speedy transactions, notes Baltimore coalition coordinator Janet Raffel. A community-owned check-cashing service that competes with the high-fee shops, she says, can “get people in the door,” the first step to doing business with the credit union.

The Baltimore coalition is also taking its campaign directly to low-wage workers, including those on the welfare-to-work track. Goodwill Industries, for example, which places about 1,200 people a year in jobs, plans to try to contact everyone they’ve placed in recent years and is training staff to prepare the taxes of these former clients. Goodwill also intends to set up two VITA sites, where its own employees can have their taxes done.

In some cities, politicians actively support the EITC campaigns. Their local economies benefit from the significantly increased flow of federal and state dollars, and they get some of the credit for the financial help people receive. In Louisville, the campaign has the support of the mayor and aldermen as well as the commissioners and judge executive in adjacent Jefferson County. Two aldermen arranged for the local government cable TV channel to film a press conference about the campaign that will be rebroadcast many times through April.

“The set of people doing EITC outreach tend to be traditional social service providers and there’s a set of people doing IDAs, financial literacy,” noted Irene Skricki, a program associate at the Foundation who, along with Fernandez, has spearheaded much of the work to combine and link these strategies. “When you bring them together and help them realize what they can do for each other, it’s quite powerful and you see a lot of interesting things happen.”

Several cities have  
organized full-fledged  
**OUTREACH CAMPAIGNS**  
for the working poor within  
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the current tax season.



ISAAC JONES

Community volunteers learn to prepare taxes from Internal Revenue Service personnel at a training session at Goodwill Industries in Baltimore. Goodwill is setting up two Volunteer Income Tax Assistance sites.