



California Family Resource Association Notice of Funding Opportunity for Child Tax Credit Outreach

The California Family Resource Association (CFRA) is soliciting applications for **twenty (20) \$5,000 mini grants** funded through the David & Lucille Packard Fund, for **CFRA Member FRCs only** to conduct Child Tax Credit Outreach (CTCO) through their Family Resource Centers to connect families to the Federal Child Tax Credit (CTC). The timeframe for the implementation of this CTCO Notice of Funding Opportunity (NOFO) is March 28, 2022, through June 15, 2022.

CFRA is a statewide membership association of organizations that serve children and families. CFRA members pay annual dues to receive CFRA support and resources. The purpose of CFRA is to advocate for the programs, policies, and resources that enable Family Resource Centers (FRCs) to better serve families and communities. CFRA accomplishes this by building the capacity of our member organizations, convening partners for shared learning and planning, and supporting the development of networks and coalitions to achieve greater impact.

The Child Tax Credit (CTC) has the potential to be the largest-ever one-year decrease in child poverty in the history of the United States¹. This historic increase in cash aid to families with young children has already made a big impact, reducing child poverty by 29% in August 2021². However, an estimated 4 million families who are eligible are not receiving these benefits because the Internal Revenue Service (IRS) does not have their information³. The importance of the CTC is also demonstrated by a landmark November 2021 study in Pediatrics found that States' total spending on public benefits was inversely associated with child abuse outcomes. For each additional \$1000/person invested, child welfare involvement decreased 4.0% at the 95% confidence level⁴.

It is the goal of this NOFO, referred to as the CTCO, to promote the availability of the Federal

¹ Keshner, A., (2021, September 28). *Child tax credit payments are reducing hunger and child poverty. But can families keep banking on them?*. MarketWatch. [Child tax credit payments are reducing hunger and child poverty. But can families keep banking on them? - MarketWatch](#)

² Keshner, A., (2021, September 28). *Child tax credit payments are reducing hunger and child poverty. But can families keep banking on them?*. MarketWatch. [Child tax credit payments are reducing hunger and child poverty. But can families keep banking on them? - MarketWatch](#)

³ Cox, K., Caines, R., Sherman, A., and Rosenbaum, D. (2021, August 5). State and local child tax credit outreach needed to help lift hardest-to-reach children out of poverty. *Center on Budget and Policy Priorities*. 1.

⁴ Puls, H.T., Hall, M., Anderst, J.D., Gurley, T., Perrin, J., Chung, P.J. (2021, November 1). State spending on public benefit programs and child maltreatment. *Pediatrics*, 148(5), 1.

CTC through CFRA member agencies and Family Resources Centers to increase the number of families who apply for and receive their CTC. The 2022 tax season started on January 24, 2022. Families who did not receive the first half of the tax credit can claim the entire amount by filing a tax return. Families who may have missed out on last year's advance payments can claim up to \$3,600 per child through their 2021 tax returns. Families who received the advanced payments can claim up to \$1,800 per child. The deadline to file a tax return is April 18, 2022, to receive the second half of the 2021 expanded Child Tax Credit (CTC). However, families may request an extension, provided that they pay the taxes that are due. Generally, low-income families do not owe taxes, but receive returns. Families who are not required to file, can file anytime during 2022 to receive the 2021 CTC.⁵ As organizers and advocates continue to push for the future of the expanded CTC, it is particularly important to make sure families receive the full benefit of the 2021 expansion and that outreach continues past the April 18, 2022 tax filing deadline

For more information about CTC, please visit: [The 2021 Child Tax Credit | Information About Payments & Eligibility](#)

For more information about CTC Navigator Training please visit: [Becoming an EITC and CTC Navigator – Get It Back \(taxoutreach.org\)](#)

MINI-GRANT OPPORTUNITY

CFRA is awarding twenty (20) CTCO mini-grants for \$5,000 each to CFRA Member FRCs only to conduct CTC outreach campaigns to raise awareness about the CTC amongst families, with the intention of spreading the word to hard-to-reach families eligible for and not yet receiving the CTC. All CFRA Member FRCs in California are invited to apply for this \$5,000 CTCO mini grant, made possible by the David & Lucille Packard Foundation.

Child Tax Outreach Campaign (CTCO) Once successful CTCO NOFO applicants have been identified, and contracting is completed, CFRA will provide to successful CTCO applicants the following:

- Outreach materials through Coalition of Human Needs and Partnerships for America's Children,
- Webinar information for Child Tax Credit Outreach and training, and
- Access to Child Tax Credit Outreach Resource Toolkit.

Deliverable 1: Child Tax Credit Outreach (CTCO) Campaign grantees will conduct both level 1 and level 2 outreach.

Below are examples of outreach activities that can be funded by this NOFO⁶ :

Level 1 Outreach Activities: Raising Awareness

- One-Way: Outreach that provides communication to the community through general methods that do not require a response from individuals.
- Level 1 outreach includes but is not limited to:
 - Sending mass text messages or emails,

⁵ Fonseca, A., O'Reilly, C., Weinstein, D., Stein, D., Beebe, J. (2022, January 26). *Helping families claim the 2021 expanded child tax credit*. Coalition on Human Needs and Partnership for America's Children. Online.

⁶ Fonseca, A., O'Reilly, C., Weinstein, D., Stein, D., Beebe, J. (2022, January 26). *Helping families claim the 2021 expanded child tax credit*. Coalition on Human Needs and Partnership for America's Children. Online.

- Recording phone hold messages or video messages for waiting rooms/office screens,
- Hanging posters in waiting rooms (posters can be from the IRS, VITA, lightbox materials, etc.),
- Distributing flyers in backpacks, sent home from school in resources already going out to families,
- Including CTC related questions to exiting intake forms, and/or
- Including messages in newsletters or social media.

Level 2 Outreach Activities: Expanded Engagement with Families

- Two-Way: Outreach that requires responses/engagement from community members upon communication of information, providing opportunities to discuss/ask questions.
- Level 2 outreach includes but is not limited to:
 - Sending text messages to individuals (families send peer to peer texts),
 - Hosting Q&A sessions with a tax specialist, immigration attorney, or other subject matter expert,
 - Helping families schedule VITA appointments,
 - Working with local tax sites and partners to make tax preparation services available, and/or
 - Organizing tax filing or document preparation events.

Please see Appendix A for information on the Child Tax Credit.

Deliverable 2: Child Tax Credit Outreach (CTCO) Campaign grantees will attend a minimum of two webinars conducted by the Lightbox Collaborative or CFRA regarding the Child Tax Credit.

Lightbox Collaborative has partnered with the David & Lucille Packard Foundation to develop communication strategies and tools for the Child Tax Credit CTCO.

LightBox Collaborative is hosting biweekly communication workshops every other Wednesday from 11–12:30. Please see Appendix B for more information.

Once successful CTCO NOFO applicants have been identified, CFRA will confirm and communicate dates, times, and links to the CTCO required webinars.

ELIGIBILITY & PRIORITIES

All CFRA Member FRCs in California are invited to apply for this \$5,000 CTCO mini grant.

Eligibility is defined as:

- Applicant currently has an active CFRA membership.
- Applicant fits the definition of an FRC as follows: Operation of a Family Resource Center as defined by Senate Bill 436: "...an entity providing family-centered and family-strengthening services that are embedded in communities, culturally sensitive, and include cross-system collaboration to assist in transforming families and communities through reciprocity and asset development based on impact-driven and evidence-informed approaches with the goal of preventing child abuse and neglect

and strengthening children and families. A family resource center may be located in, or administered by, different entities, including, but not limited to, a local educational agency, a community resource center, or a neighborhood resource center.”⁷

- Applicant provides services to families with barriers to tax assistance and/or accessing the Child Tax Credit (as outlined in Question 11 below)

Priorities for Distribution: CFRA will award CTCO mini grants based on geographic distribution and services to racial/ethnic groups disproportionately impacted by poverty (Data source: 2021 Kids Count Data Book⁸). Preference will be given to CFRA member organizations that:

- Operate as a Volunteers Income Tax Assistance (VITA) site.
- Work in partnership with a VITA organization (Per the IRS VITA Locator): <https://irs.treasury.gov/freetaxprep/>; OR
- Operate in a zip code that lacks a VITA site (Per the IRS VITA Locator): <https://irs.treasury.gov/freetaxprep/>.

REPORTING REQUIREMENTS

CFRA will provide a simple tracker spreadsheet to CTCO mini-grant recipients to track and report outreach data monthly (submit by the 14th of the following month) including the following:

- Type of outreach activity or engagement (Level 1 or Level 2, activities provided);
- Numbers of individuals reached by each level of outreach activities (total # of individuals reached by Level 1 activities and total # of individuals reached by each type of Level 2 activities);
- Number of CTC Outreach informational webinars attended by grantee.

CTC MINI-GRANT INFO SESSION

On March 16, 2022 CFRA is hosting a webinar for all member FRCs interested in this CTCO Mini-Grant NOFO. (Attendance is optional and will not affect your application's status.)

Register for the webinar here:

<https://us06web.zoom.us/meeting/register/tZUkdO6tpjlsHNaTruiWukVbld9NrVlxJXA3>

SUBMISSION DEADLINE: The NOFO application must be submitted via the [electronic application form](#) by 5:00 pm on **Monday, March 21, 2022**.

If you have any questions regarding this NOFO please contact:

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⁷ Office of Child Abuse Prevention. (2019, October 2). Welfare and Institutions Code: 18951.

⁸ The Annie E. Casey Foundation. (2021). 2021 Kids count data book. [aecf-2021kidscountdatabook-2021.pdf](https://www.aecf.org/2021-kids-count-data-book)



Information on How to Receive the Child Tax Credit and/or Earned Income Tax Credit

As part of President Biden's American Rescue Plan, many parents and guardians are eligible for the Child Tax Credit and many people are eligible for the Earned Income Tax Credit.

Everyone needs to file a tax return to get their full Child Tax Credit and/or Earned Income Tax Credit. Go to [ChildTaxCredit.Gov](https://www.irs.gov/childtaxcredit) for information on how to get free assistance filing your taxes.

Key Facts About the Child Tax Credit:

- **Parents can receive \$3,000 or \$3,600 per child ages 0-17 depending on the child's age.**
- **Income eligibility:** All eligible families can receive the full credit if they make less than \$150,000 for a married couple or \$112,500 for a single parent in 2021.
- **File your taxes to get your remaining credit or your full credit if you haven't gotten monthly payments:** Families, including those who received part of their Child Tax Credit as monthly payments last year, can get their remaining Child Tax Credit by filing a tax return this year. If you did not receive monthly Child Tax Credit payments, you will receive the full credit amount when you file your tax returns.
- **Non-taxable:** The Child Tax Credit, including the monthly payments received last year, is a tax cut. It is not income that will be taxed.
- **Does not affect other federal benefits:** Receiving the Child Tax Credit will have no impact on anyone's eligibility for, or lower the amount of, other federal benefits.
- **For parents and legal guardians:** Anyone, including grandparents, who are legal guardians may be eligible for the Child Tax Credit.

You can determine [if you are eligible here](#) or [find free resources to help you get](#) your Child Tax Credit.

Key Facts about the Earned Income Tax Credit:

- Filing taxes will mean many families who are eligible for the Child Tax Credit will also get thousands of dollars in additional tax relief through the Earned Income Tax Credit.

WHAT'S NEW IN THE AMERICAN RESCUE PLAN? The EITC for workers without dependent children is now \$1,500

- **Previously excluded young and older workers are eligible:** The American Rescue Plan made young workers who aren't half-time students eligible for the EITC for the first time and extended the credit to workers 65 and older.
- **Income eligibility:** Among those without dependent children, single workers with incomes below \$21,430 and married couples with up to \$27,380 can claim the EITC.

Help spread the word by telling your friends, family, clients, colleagues, and neighbors to visit [ChildTaxCredit.gov](https://www.irs.gov/childtaxcredit) to learn more on how to get the Child Tax Credit and/or Earned Income Tax Credit.

⁹ ChildTaxCredit.gov. (2022). Sharing Materials About These Tax Benefits. [Resources & Tools About the CTC | English & Spanish Downloadables \(childtaxcredit.gov\)](https://www.irs.gov/childtaxcredit).

California CTC Communications Hub

LightBox Collaborative is producing a series of materials to better support California organizations with communications and outreach around the Child Tax Credit. These include:

1. An ongoing and evolving information drive with ready-to-use CA-specific materials (including messaging, one-page explainers, sample social content, and more). You're here!
2. A weekly email with CTC updates and communications tips. If you are NOT subscribed and would like to be, please email eliza@lightboxcollaborative.com.

LightBox Collaborative is hosting biweekly communication workshops every other Wednesday from 11–12:30. *If you are a Packard Grantee and are interested in additional 1:1 support, please reach out to us at eliza@lightboxcollaborative.com and isobel@lightboxcollaborative.com.*

Hub Table of Contents:

1. Communications Hub Overview (this document)
2. [Links to Existing Resources](#)
3. [LightBox 2022 CTC Content](#)
 - 3a. Story Gathering Resource ([english](#), [spanish](#))
 - 3b. [Sample Story Post](#)
 - 3c. [Bilingual \(english/spanish\) Postcard](#)
 - 3d. [Bilingual \(english/spanish\) Poster](#)
 - 3e. [Newsletter Blurbs for Community Partners](#)
4. [LightBox Communications Workshop Resources](#)
 - 4a. 2022 Strategy Session (Dec, 2021)
 - 4b. Messaging Workshop (1/19)
 - 4c. Storytelling Workshop (2/2)
 - 4d. Media Workshop (2/16)
5. [2021 Retired Resources \(for reference\)](#)

¹⁰ LightBox Collaborative. (2022). California CTC Communications Hub. [California CTC Communications Hub - Google Drive](#)