

2019

CAMPAIGN HIGHLIGHTS



Get Ahead Colorado is a program of The Piton Foundation that provides resources to families in Colorado who qualify for the Earned Income Tax Credit and free tax preparation through Tax Help Colorado.



A new name and brand is providing an opportunity to increase visibility among our target audience and share more resources that move families forward.

Through strategic partnerships and the use of innovative technology, Get Ahead Colorado was able to reach new audiences.



Get Ahead Colorado featured on podcasts hosted by Denver Community Credit Union.



Participated in a Facebook Live event with Connect for Health Colorado.



Messages shared through robo-calls and email blasts in partnership with Tri-County Health Department.



Guest appearances on the New American Neighbors radio program, which reaches refugee and immigrant populations in seven languages.

Hundreds of community partners helped distribute more than **750,000** pieces of collateral and reach **300,000** people with digital content.



The Get Ahead Colorado YouTube channel features fun and informative videos!



HaciaAdelanteColorado.org
A newly launched, Spanish-language landing page received 5,419 unique pageviews.

The Earned Income Tax Credit in Colorado

148,000
Coloradans lifted out of poverty by the EITC and Child Tax Credit

1 in 4
families missing out

\$150M
unclaimed EITC refunds



“Getting a refund relieves financial stress and allows us to cover things we can’t pay for during the rest of the year.”

– Tania, Denver, CO



A Program of
THE PITON FOUNDATION

