



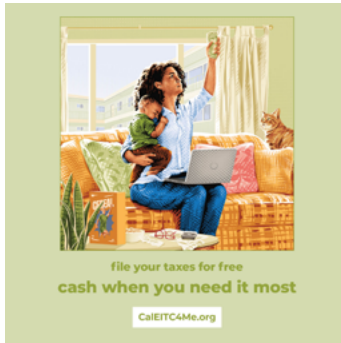
To connect with traditionally hard-to-reach communities, GSO is launching a statewide media campaign in English and Spanish designed to connect and inspire, a campaign that gives hope and dignity to all Californians struggling to make ends meet. GSO commissioned activist/artist Tracie Ching to illustrate five key representations of California's everyday heroes. These Californians are essential to the success and growth of our economy. They work in homes as parents and outside of the home, often in multiple jobs, and almost always for minimum wage. They are all struggling to make ends meet – to pay for food, rent, and utilities.

The statewide campaign is key to reinforcing the work taking place throughout the state by direct service providers, including GSO's Community Connect grantees. The paid media campaign includes multiple tactics but focuses on outdoor ads (bus shelters/billboards), as well as print, social media, and digital ads.

Our goal is to encourage all eligible Californians, including ITIN holders, to file their taxes and claim their tax credits.

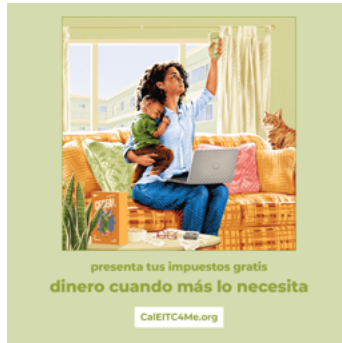
These social media posts are available to you in order to engage with and directly promote this campaign, including your own work.

Parents



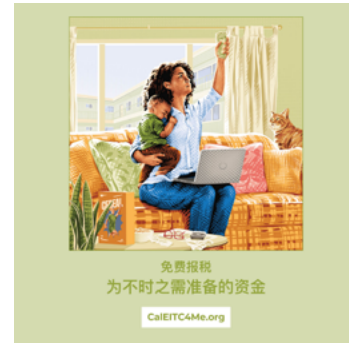
ENGLISH

Are you a parent who needs money to pay for formula, diapers, and daycare? Get up to \$1,000 through the Young Child Tax Credit. See if you qualify at CalEITC4me.org. It's your money. You earned it.



SPANISH

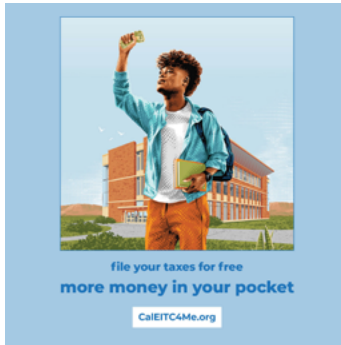
¿Tienes hijos y necesitas dinero para cubrir los gastos de renta, comida, o electricidad? Obtén hasta \$1,000 a través del Crédito Tributario por Hijos. Averigua si calificas en CalEITC4me.org. Es tu dinero. Te lo has ganado.



SIMPLIFIED CHINESE

您是需要钱来支付婴儿奶粉、尿布和日托费用的家长吗？通过幼儿税收抵免获得最高 1,000 美元。在 CalEITC4me.org 查看您是否符合条件。这是您的钱。您赚取的。

Students



ENGLISH

Check this out... You don't need to pay to file your taxes. Get the help of a FREE IRS-trained specialist. They're available in person or online and they can help you claim the California Earned Income Tax Credit. See if you qualify at CalEITC4me.org



SPANISH

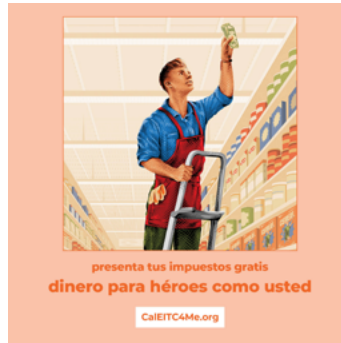
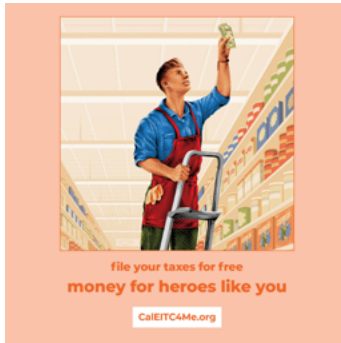
Esto te puede interesar: no tienes que pagar para presentar tus impuestos. Puedes recibir asistencia gratuita capacitada por el IRS. Se encuentran disponibles en persona o en línea y pueden ayudarte a reclamar el Crédito por Ingreso del Trabajo de California. Averigua si calificas en CalEITC4me.org



SIMPLIFIED CHINESE

看看这个.....您不需要支付报税费。获得受过 IRS 培训的免费专家的帮助。他们可以亲自或在线提供服务，他们可以帮助您申请加州收入所得税抵免。在 CalEITC4me.org 查看您是否符合资格

Essential Worker



ENGLISH

You take pride in your job and you do it well. For all you give, it's time to get something back. File your taxes and claim the California Earned Income Tax Credit. See if you qualify at CalEITC4me.org. It's your money. You earned it.

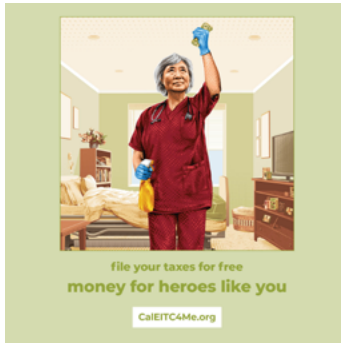
SPANISH

Estas orgulloso de tu trabajo y lo haces bien. Es hora de que recibas algo a cambio por todo lo que das. Al presentar tus impuestos, reclama el Crédito por Ingreso del Trabajo de California. Averigua si calificas en CalEITC4me.org. Es tu dinero. Te lo has ganado.

SIMPLIFIED CHINESE

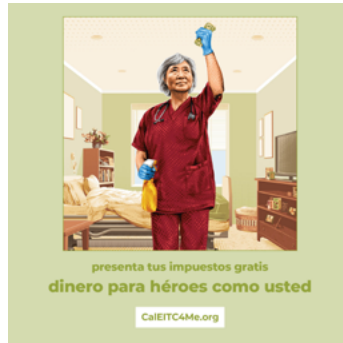
您为自己的工作感到自豪，并且做得很好。对于您付出的一切，是时候得到回报了。报税并申请加州收入所得税抵免。在 CalEITC4me.org 查看您是否符合条件。这是您的钱。您赚取的。

Healthcare Worker



ENGLISH

We know you work hard. For all you've given, it's time to get something back. File your taxes and claim the California Earned Income Tax Credit. See if you qualify at CalEITC4me.org. It's your money. You earned it.



SPANISH

Trabajas con esfuerzo. Es hora de que recibas algo a cambio por todo lo que has dado. Al presentar tus impuestos, reclama el Crédito por Ingreso del Trabajo de California. Averigua si calificas en CalEITC4me.org. Es tu dinero. Te lo has ganado.



SIMPLIFIED CHINESE

我们知道您很努力。对于您付出的一切，是时候得到回报了。报税并申请加州收入所得税抵免。在 CalEITC4me.org 查看您是否符合条件。这是您的钱。您赚取的。

ITIN Filers



File your taxes for free.
No SSN? No problem! ITIN holders may be eligible for hundreds of dollars in cash-back tax credits.
CalEITC4Me.org



Presenta tus impuestos gratis.
¿No tienes un número de seguro social? ¡No hay problema! Los titulares de ITIN pueden ser elegibles para cientos de dólares en créditos tributarios reembolsables.
CalEITC4Me.org



免费报税
没有社会安全号码? 没问题! 现在, 个人纳税人识别号的持有人在报税时可能资格获得 CalEITC 和幼儿税收抵免。
CalEITC4Me.org

ENGLISH

ITIN holders, you could have money waiting for you when you file your taxes. If you earned less than \$30,000 last year, you may qualify for the CalEITC tax credit. Don't miss out. Learn more at CalEITC4me.org. It's your money. You earned it.

SPANISH

Titular de un número ITIN: ahora puedes recibir un reembolso al presentar tus impuestos. Si ganaste menos de \$30,000 el año pasado, podrías calificar para el Crédito por Ingreso del Trabajo de California. No pierdas esta oportunidad, obtén más información en CalEITC4me.org. Es tu dinero. Te lo has ganado.

SIMPLIFIED CHINESE

ITIN 持有者, 当您报税时, 可能会有钱等着您。如果您去年的收入低于 30,000 美元, 您可能资格获得 CalEITC 税收抵免。不要错过。在 CalEITC4me.org 上了解更多信息。这是您的钱。您赚取的。