



Tax Credits for Working Families Public Information Campaign 1989-2008

THE PITON FOUNDATION



THE COMMUNITY INVESTMENT DIVISION OF
GARY-WILLIAMS ENERGY CORPORATION



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ABOUT US

The Piton Foundation is a private, operating foundation established in 1976 by Denver oil man Sam Gary. The foundation is supported principally by contributions from [Gary-Williams Energy Corporation](#) and is considered the community investment division of the oil company. Piton's mission is to provide opportunities for children and their families to move from poverty and dependence to self reliance.

As an operating foundation, Piton uses the majority of its private funding to develop and implement its own programs in its three areas of interest: pre-kindergarten–high school education, economic opportunities for families, and strengthening lower-income communities.

In addition to its operating activities, the foundation occasionally awards grants to organizations that play a strategic role in working with the foundation to implement its programs. The foundation's name was derived from the steel spike – a piton – used by mountain climbers to secure their lifeline – an essential support as they ascent difficult terrain.

Vision: A better future for the low-income children of Denver.

Mission: To provide opportunities for children and their families to move from poverty and dependence to self reliance.

Strategy: To develop and implement programs to improve education, expand opportunities for families and strengthen communities.

PROGRAM AREAS

Education

Economic Opportunities

Strengthening Communities

Purpose of the Tax-Credit Public Information Campaign

- Ensure all eligible families receive the EITC and other tax credits
- Reduce tax return preparation costs so families keep more of their tax refunds
- Protect/expand tax credits to aid lower-wage workers

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Highlights of the 2007/2008 Outreach Campaign



- More than 1,300,000 educational materials disseminated statewide through government agencies, social service providers and employers
- About 6,300 callers helped through the 211 hotline
- More than 30,000 tax returns prepared at free tax assistance sites statewide.

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Piton's Three-Part Outreach Strategy

Community Outreach

Workplace Outreach

Mass Media Outreach

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Community Outreach

Targeting Low-Wage Workers Through State, Local & Nonprofit Agencies

State Agencies

- Colorado Department of Labor & Employment
- Colorado Department of Education (GED program)
- Colorado Department of Human Services/LEAP

Local Agencies

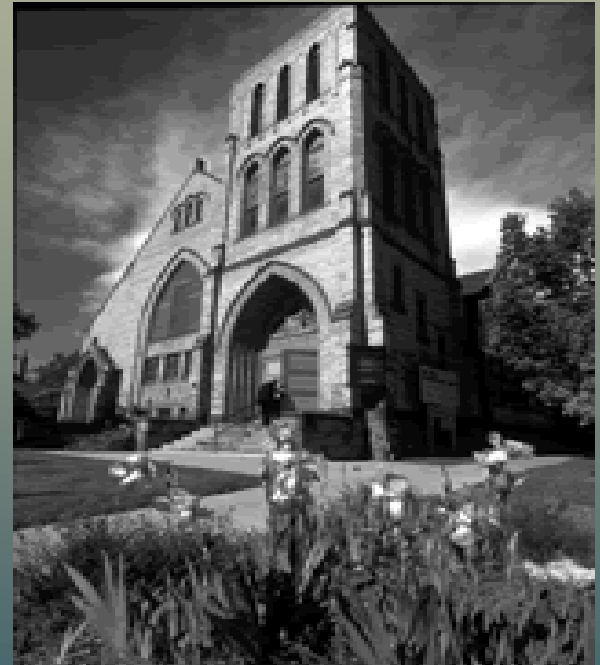
- County department of human services
- Housing Authorities
- Health depts., Indigent care programs, Community health centers, WIC, Child Find, Early Childhood Education, Head Start, Title 1
- School Districts

Community Outreach

Targeting Low-Wage Workers Through State, Local & Nonprofit Agencies

Nonprofit Organizations

- **United Way-funded agencies statewide**
- **Churches**
- **Food Banks**
- **Community Action Agencies**
- **Unions**



Community Outreach

Targeting Low-Wage Workers-Direct Mailings

- Direct mail into 68,000 low-income Denver households
- Direct mailings to licensed child care providers and foster care families statewide



Workplace Outreach

Reaching Lower-wage Workers Through Employers

- Government employers
- School districts
- Restaurants/hotels/retail
- Other large employers
- Grocery stores
- Temporary employment agencies
- Employers participating in United Way annual campaign
- Mayors send letters to area employers



Mass Media Outreach

- Newspaper ads
- Radio ads
- Bus ads
- Bus benches
- Television ads



**Tax Breaks Aren't
Just for the Rich**

Dial 211 {It's a Free Call}
to learn about tax credits for working families
and to find help filing your taxes

Paid for by The Piton Foundation www.piton.org

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Involving Utility Companies

- EITC stuffers in customer bills and newsletter articles
- Outreach to customers risking shutoff
- Include EITC information in LIHEAP outreach
- Sponsor and support VITA sites: PSA's, banners, billboards

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Involving Community Action Agencies and Other Nonprofits

- Include EITC stuffers in program information for rent, mortgage, utility, food, transportation, and medical assistance.
- Include EITC information when coaching self sufficiency through education, training, job, and savings programs.
- Include EITC information in newsletter articles.
- Assist clients with tax return preparation online/sponsor a VITA site.

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