San Benito County Community Services & Workforce Development

Enrique Arreola, Deputy Director
Leveraging Resources Through Partnerships

Maximize Efficiency
October 15, 2015
Essential Elements

Plan Early
Leverage Resources
Volunteer Recruitment & Trainings
Establish Partner Commitments
Marketing of the VITA and EITC
2015 Outcomes
Plan Early

August–Sep: Planning Meetings
September–Oct: Recruitment of Volunteers
Train the Trainers
November: Site MOU’s
October–Nov.: Partner Commitments
Sep & On-going: Marketing & Outreach
November–Dec: Training/Certification
February 1st: Kick–off the Program
**Leverage Resources**

**Community Action Agency (CAA)**

- $68K grant – CSBG for the purchase of equipment, staff support and supplies.
- Commitment of the CAB and staff
- Full support from Health & Human Services Agency

**Partners**

- Partner site resources such as rooms for tax preparation, staff support for marketing
WEX & Subsidized Employment

CalWORKs and Work Innovation & Opportunity Act (WIOA)
- Work Experience Program
  a. Volunteer training through CalWORKs
  b. Subsidized training through WIOA

- Subsidized Program:
  a. Short term hiring with VITA
  b. Paid directly to clients/tax preparers
  c. Leverage resources through other means
  d. Placement in a different work site at the conclusion of the program
  e. Career Pathway opportunity
Volunteer Recruitment & Training

**Recruitment:**
- Returning Volunteers
- Word of Mouth
- Social Media
- Local College
- Hollister Freelance: Local Newspaper
- Recruitment Flyers
- Email Blasts
- Websites
- Public Service Announcements

**Training:**
- IRS Lead
- Evenings and/or Weekends
- Tax Preparer Certification
- Advanced Certification
- Adequate training room and appropriate equipment
Partner Commitments

Community Action Agency (CAA)
IRS
Health & Human Services Agency
San Benito County Food Bank
Apartment Complexes
Hollister Elementary School District
Tres Pinos Elementary School District
Aromas Grange
San Juan Bautista Food Pantry
Marketing of VITA & EITC

BenitoLINK: Online media–Free
Local College: Free
Social Media–Free
Hollister Freelance: Local Newspaper–Free
Flyers–Minimal
Email Blasts–Free
Movie Theatres–Free
Grocery stores–Free
Apartment Complexes–Free
School Districts–Free
Websites–Free
Public Service Announcements–Free
Banners in visible high traffic areas–Minimal Cost
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Banners in visible high traffic areas–Minimal Cost
2015 Outcomes

Total Returns: 235

- Regular Returns: 59%
- Total EITC: 29%
- Total My Free Taxes: 12%

Total Refund: $262,845

- Total EITC: 43%
- Education Tax Credit: 41%
- Additional Tax Credits: 15%
- Total Other: 1%