



# Social Venture Partners Portland Investee Team Annual Objectives 2008-2009

**Investee:** CASH Oregon

**SVPP Team Lead Partner:** Bruce Murray

**Other SVPP Partners Involved:** Scott Collins, Sue McGrath

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## **Investee Mission and Vision:**

CASH (Creating Assets, Savings, and Hope) helps working families and individuals create improved financial futures. CASH Oregon a) promotes the state and federal Earned Income Tax Credits; b) provides a free tax preparation service in partnership with AARP Tax-Aide; and c) is developing a financial coaching and education program.

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## **SVPP Investment and Objective:**

### **1. Amount of Grant: \$ 20,000**

#### ***Use of Grant Funds***

*In general, what does the Investee hope to accomplish with the program/project SVPP is supporting. What are the ultimate goals of the project? How will it make a difference for the populations they serve?*

CASH improves the financial status of lower income working people and seniors by 1] promoting the Earned Income Tax Credits; 2] providing free income tax preparation; and 3] providing a financial coaching and education program which will provide access to local assistance programs and services, and provide resources and skills needed for improved utilization of their resources.

The Earned Income Tax Credits are the most effective anti-poverty program in the U.S.

Through outreach and free tax preparation, the goal of CASH Oregon is to increase the number of taxpayers receiving these (and other) tax credits, thus increasing the average take home pay up to 10%. Free tax preparation also eliminates excessive tax preparation fees, and reduces high-cost refund anticipation loans. A financial coaching and education program will allow people to take additional steps toward personal income growth and asset development.

### **2. SVPP-Assisted Programs and Objectives**

*What are the primary projects of the SVPP team this year to support the mission and vision of this investment? Objectives should be clear, measurable and time limited. Can you also name a Partner(s) who will address each objective?*



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- A. Hire a new Volunteer Manager to increase certified volunteer tax preparers from 230 in 2008 to 400+ in 2009. Implement volunteer management web based software for volunteer management and communications, to be used by CASH, Tax-Aide management, and site coordinators.
- B. Review and consolidate training alternatives for tax certification into an integrated approach with emphasis on the IRS web based self-instruction Link and Learn module, supported by available on site instructors. A 40 hour classroom alternative will continue to be available. Both alternatives conclude with a one day software and Oregon tax law session.
- C. Expand to five super sites open five days per week, and to two mobile units in Multnomah County operating 3-4 days per week. Review other sites for consolidation and efficiency alternatives.
- D. Integrate Multnomah County and City of Portland funding and objectives into Tax Preparation program
- E. Expand Financial Advocacy pilot initiative, with a trial program of 3 to 5 volunteers working with 2/3 clients under direction of Program Manager.
- F. Expand funding sources to meet target budget of \$312,000; initiate relationships with other local counties and cities.

### **3. Client Outcomes:**

*What are the three or four key outcomes the organization or funded program intends to track this year and/or through the life of the SVPP investment? What is the current baseline measurement for these outcomes and what are the targets for the year?*

- A. Increase number of federal efile tax returns (16,172 prepared this year); increase number of EITC returns (3,160 in 2008).
- B. Increase number of certified volunteers to 400+.
- C. Increase number of super sites to five.
- D. Increase annual funding to \$300,000+.

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### **Comments:**

While number of prepared returns has increased to 16,172 from 8,229 before CASH, the system capacity (volunteer recruitment, training, site organization) has not. Principal efforts this year are to expand capacity and to increase funding to support this expansion. Additional objectives are to implement Financial Advocacy volunteer model, and to improve outreach to EITC eligible working families.