



2013 Income Tax Check-off Campaign

ENCLOSED IS THE FOLLOWING INFORMATION:

GENERAL INFORMATION

1. A list of the Statewide Regional Prevention Councils, with links to ACE and Federal Prevention
2. Child Abuse Prevention (CAP) Fund fact sheet
3. A list of commonly asked questions and answers about the CAP Fund
4. Child Abuse Prevention Fund Revenue Sources from 1983 to 2012

Please feel free to use any of the information found in the attached as you prepare your campaign.

PUBLIC SERVICE ANNOUNCEMENT MATERIALS:

1. Speech appropriate for the general public
2. Speech appropriate for income tax preparers
3. Letter to be sent to tax preparers
4. Cover letter to be sent to radio stations and two radio PSA's
5. Letter to be typed on your Council's stationery to be sent to local newspapers along with a copy of the paycheck stuffer, Check-Off logos, 3 Kids logo and CAP Fund logos.
6. E-mail you can send to Arizona residents asking them to donate on their AZ state tax form

Please customize the attached speeches and letters prior to delivering it to members of your community.



The Child Abuse Prevention Fund was established by the legislature in 1982



The purpose of the Fund is to promote child abuse prevention and to provide financial assistance to community agencies for the prevention of child abuse



The Fund receives its revenue from the following sources:

- The income tax check off on the Arizona tax form
- A percentage of the surcharges on fees for marriage licenses, dissolutions, and death certificates
- Private donations.



Since FY 1982, over 18 million has been collected and 50 different programs have been funded providing services to Arizona's children and families in the following areas:

- Healthy Families Arizona home visiting program and evaluation
- Annual Child Abuse Prevention Conference
- Regional Child Abuse Prevention Councils
- First Steps Programs
- Teen and adult parenting education
- Child sexual abuse prevention
- Parent aide programs
- Support groups for parents
- Telephone reassurance for latchkey children
- Child abuse prevention education programs



QUESTIONS AND ANSWERS ABOUT THE CAP FUND

HOW DOES THE CAP FUND RECEIVE MONEY?

The Fund gets money from several sources: The donation option located on the Arizona state income tax form, from a percentage of the surcharges from marriage licenses, dissolutions, and death certificates and private donations.

HOW MUCH MONEY IS USED FOR ADMINISTRATIVE PURPOSES?

The law allows for only 5% of the CAP Fund to be used for administrative purposes.

HOW CAN ORGANIZATIONS APPLY FOR CAP FUND MONIES?

A Request for Proposal process is utilized when soliciting proposals for child abuse prevention programs. The State of Arizona procurement code is followed during the entire solicitation and awards process.

WHO MAKES THE FUNDING DECISIONS?

An evaluation panel, which includes members of the community, is chosen to evaluate proposals and make funding recommendations to the Director of the Arizona Department of Economic Security who by law has the final authority over the Fund.



PUT THE CHECK ON CHILD ABUSE
CHILD ABUSE PREVENTION FUND
 MAKE A DONATION ON YOUR AZ INCOME TAX FORM

REVENUE SOURCES

YEAR	SURCHARGE	CHECK OFF	DONATIONS	ASECC	DEATH FEES	TOTAL
1983	113,156					113,156
1984	151,153	23,041				174,194
1985	183,277	150,154				333,431
1986	221,835	253,408				475,243
1987	190,504	278,754				469,258
1988	189,884	253,217				443,101
1989	186,641	281,996				468,637
1990	195,173	273,956	854			469,983
1991	234,532	188,007	8			422,547
1992	271,775	210,632	105	1,602		484,114
1993	273,975	169,589	2,163	7,356		453,083
1994	281,648	171,568	1,106	12,870	114,224	581,416
1995	293,035	177,782	550	14,813	162,290	648,470
1996	292,184	195,308	75	11,610	106,873	606,050
1997	354,866	192,551	40	20,864	192,931	761,252
1998	316,163	223,435	0	18,161	161,738	719,497
1999	323,377	210,355	331	22,150	169,383	725,596
2000	296,346	185,666	928	29,721	79,419	592,080
2001	300,625	222,325	72	35,585	288,779	847,386
2002	298,086	210,223	0	32,518	249,106	789,933

Exhibit A

YEAR	SURCHARGE	CHECK OFF	DONATIONS	ASECC	DEATH FEES	TOTAL
2003	310,090	202,941	0	0	153,866	666,897
2004	327,962	198,467	600	0	300,070	827,099
2005	322,988	200,870	0	0	161,965	685,823
2006	326,044	240,323	0	0	335,420	901,787
2007	341,655	250,683	0	0	147,364	739,702
2008	356,571	260,062	0	0	147,559	764,192
2009	471,809	232,949	0	0	5,522	710,280
2010	555,148	220,098	0	0	6,195	781,441
2011	535,714	159,694	0	0	7,403	702,811
2012	514,208	156,194	0	0	4,649	675,051
TOTAL	9,030,424	5,994,248	6,832	207,250	2,794,756	18,033,510

SPEECH APPROPRIATE FOR THE GENERAL PUBLIC

Child abuse is a problem in Arizona. In state fiscal year 2012 there were 40,548 reports of abuse and neglect involving over 64,236 children. Prevention is the only way to reverse this alarming trend.

The Child Abuse Prevention Fund, established by the Arizona legislature in 1982, provides financial assistance to community agencies for child abuse prevention programs. Although it is a statewide program, no state dollars are appropriated.

Individual taxpayers in Arizona have a unique opportunity to help prevent child abuse by making a donation to the Child Abuse Prevention Fund on their individual income tax return. Whether they get a refund or make a payment, they can still donate.

Since 1982, over \$18 million dollars has been collected and 50 different prevention programs have been funded including teen and adult parenting education, child sexual abuse prevention, support groups for parents, First Steps programs, annual child abuse prevention conference, Regional Child Abuse Prevention Councils, and Healthy Families Arizona programs and evaluation. Healthy Families Programs have proven dramatically effective in educating parents and keeping children safe from child abuse and neglect.

PERSONALIZE THE SPEECH BY SAYING SOMETHING LIKE THE FOLLOWING:

I live in this community with you and know that child abuse is a growing problem... right here where we live. We all need to work together to help prevent the tragedy of child abuse. The Child Abuse Prevention Fund funds programs that work to prevent child abuse. For every dollar spent on prevention services, six to ten dollars is saved in social costs. The Child Abuse Prevention Fund is funding programs right here in our community.

GO INTO DETAIL ABOUT YOUR PROGRAM

I am asking you, as a member of this community, to join in the fight to stop child abuse. Your help will absolutely make a difference this tax season. Please join the effort to help put the check on child abuse.

SPEECH TO BE GIVEN TO INCOME TAX PREPARERS

Child abuse is a problem in Arizona. In state fiscal year 2012 there were 40,548 reports of abuse and neglect involving over 64,236 children. Prevention is the only way to reverse this alarming trend.

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Since 1982, over \$18 million dollars has been collected and 50 different prevention programs have been funded including teen and adult parenting education, child sexual abuse prevention, support groups for parents, First Steps programs, annual Child Abuse Prevention Conference, Regional Child Abuse Prevention Councils, and Healthy Families Arizona Programs and evaluation. Healthy Families Programs have proven dramatically effective in educating parents and keeping children safe from child abuse and neglect.

You are in a unique position. Over one half of all taxpayers rely upon you and your colleagues for help when they file their taxes. You certainly won't guess at what figures to enter on your client's tax form...please...don't make a guess about whether they want to make a donation...ask them! Advising your client about the donation option allows them the opportunity to make an informed choice. Whether they get a refund or make a payment, they can still donate.

Please make the donation option more visible by listing it in the questionnaire you send out or just ask your client directly if they would like to make a donation. It has never been easier to make such a positive difference in the life of a child.

PERSONALIZE THE SPEECH BY SAYING SOMETHING LIKE THE FOLLOWING:

I live in this community with you and know that child abuse is a growing problem... right here where we live. We all need to work together to help prevent the tragedy of child abuse. The Child Abuse Prevention Fund funds programs that work to prevent child abuse. For every dollar spent on prevention services, six to ten dollars is saved in social costs. The Child Abuse Prevention Fund is funding programs right here in our community.

GO INTO DETAIL ABOUT YOUR PROGRAM (that the CAP Fund is currently funding or has funded in the past).

I am asking you, as a member of this community, to join in the fight to stop child abuse. Your help will absolutely make a difference this tax season. Please join the effort to help put the check on child abuse.

SAMPLE LETTER TO BE SENT TO TAX PREPARERS IN YOUR COMMUNITY

DATE

Tax Preparer
Any Town, Arizona

Dear Tax Preparer:

Child abuse is a problem in Arizona. In state fiscal year 2012 there were 40,548 reports of abuse and neglect involving over 64,236 children. **Prevention** is the only way to reverse this alarming trend.

The Child Abuse Prevention Fund, established by the Arizona legislature in 1982, provides financial assistance to community agencies for child abuse prevention programs. Although it is a statewide program, no state dollars are appropriated to it. The Fund relies heavily upon donations by individual taxpayers on the Arizona state tax form.

Since 1982, over \$18 million dollars has been collected and 50 different prevention programs have been funded including teen and adult parenting education, child sexual abuse prevention, support groups for parents, First Steps programs, annual child abuse prevention conference, Regional Child Abuse Prevention Councils, and Healthy Families Arizona Programs and evaluation. Healthy Families Programs have been proven dramatically effective in educating parents and keeping children safe from child abuse and neglect.

You are in a unique position. Over one half of all taxpayers rely upon you and your colleagues for help when they file their taxes. You certainly won't guess at what figures to enter on your clients' tax form...please...don't make a guess about whether they want to make a donation...ask them! Advising your client about the donation option allows them the opportunity to make an informed choice. Whether they get a refund or make a payment, they can still donate.

Please make the donation option more visible by listing it in the questionnaire you send out or just ask your client directly if they would like to make a donation. It has never been easier to make such a positive difference in the life of a child.

I live in this community with you and know that child abuse is a growing problem... right here where we live. We all need to work together to help prevent the tragedy of child abuse. The Child Abuse Prevention Fund funds programs that work to prevent child abuse. For every dollar spent on prevention services, six to ten dollars is saved in social costs. The Child Abuse Prevention Fund is funding programs right here in our community.

I am asking you, as a member of this community, to join in the fight to stop child abuse. Your help can absolutely make a difference this tax season. Please join the effort to help put the check on child abuse.

If you have any questions, please call me at *****.

Sincerely,
Jane Doe

**Child Abuse is a tough problem.
Helping to prevent it is easy.**

Not enough people know that you can add money to your AZ tax return that will go straight into the Child Abuse Prevention Fund.

This special fund supports community programs in Arizona, like Healthy Families, that have proven effective in educating parents and keeping children safe.

The rewards are obvious; no child deserves to be physically abused or neglected.

What's more, child abuse prevention pays off in the long term. For every dollar spent on prevention services, six to ten dollars is saved in social costs.

Please, make a donation to the Child Abuse Prevention Fund on your AZ tax return. It's so little to ask and so easy to do.



**PUT THE CHECK ON CHILD ABUSE
CHILD ABUSE PREVENTION FUND**
MAKE A DONATION ON YOUR AZ INCOME TAX FORM

Help Prevent Child Abuse. Make a donation on your AZ State Tax Return.

COVER LETTER TO BE SENT TO RADIO STATIONS AND TWO RADIO PSA'S

DATE

Dear Public Service Director:

The enclosed PSA's urge taxpayers to contribute to the Child Abuse Prevention Fund when completing their state income tax form.

This special Fund supports community programs in Arizona, like Healthy Families, that have proven effective in educating parents and keeping children safe.

Our REGIONAL CHILD ABUSE PREVENTION COUNCIL (FILL IN THE NAME OF YOUR COUNCIL) would appreciate it very much if you would air these spots as frequently as your schedule allows between now and the April 15 tax deadline.

Thank you for your help.

Sincerely,

Jane Doe
Regional Prevention Council
Phone number

SAMPLE RADIO PSA:

In state fiscal year 2012 there were 40,548 reports of abuse and neglect involving over 64,236 children. If, you think there's nothing you can do about it, you're wrong. On your Arizona state income tax form, you can contribute to the child abuse prevention fund. The fund supports programs working to keep children safe. Give a little. Help a lot!

LETTER TO BE TYPED ON YOUR COUNCIL'S STATIONARY TO BE SENT TO LOCAL NEWSPAPERS ALONG WITH A COPY OF THE PAYCHECK STUFFER, CHECK-OFF LOGOS, 3 KIDS LOGO AND CAP FUND LOGOS.

DATE

Newspaper
xxxxxxx
xxxxxxx

On behalf of the (fill in with your council name) Regional Prevention Council we would like to encourage you to publish the enclosed ads (PSA's) educating taxpayers about the opportunity to help prevent child abuse in Arizona.

Child Abuse is a problem in Arizona. In state fiscal year 2012 there were 40,548 reports of abuse and neglect involving over 64,236 children. Prevention is the only way to reverse this alarming trend.

The Child Abuse Prevention Fund receives money from the income tax check off option located on the Arizona income tax form. This money is used to fund child abuse prevention programs throughout the state including programs right here in our community.

For every dollar spent on prevention services, six to ten dollars is saved in social costs. It is imperative that individual taxpayers know they have the ability to prevent child abuse by making a donation to the Fund on their tax form.

I am asking you, as a member of this community, to join in the fight to stop child abuse. Your help will make a difference this tax season.

If you have any questions about our Regional Prevention Council or the Child Abuse Prevention Fund, please call me at xxxxxxxxxxxx.

Sincerely,

Jane Doe
Regional Prevention Council
Phone number



You can help prevent child abuse by making a donation to the Child Abuse Prevention Fund on your AZ State Tax Return form.



E-MAIL:

Below is a short message that can be sent to anyone via e-mail. Please send to everyone you know in Arizona and ask each recipient to forward it to everyone they know in Arizona.

Please keep track of all e-mails and report your progress on your quarterly report.

MESSAGE:

YOU can prevent child abuse. It's as simple as making a donation to the Child Abuse Prevention Fund on your Arizona Income Tax Return:

- Form 140 - Line 40
- Form 140A - Line 36
- Form 140PY – Line 42

Give A Little. Help A Lot!

Please pass this message on so others can help in the fight against child abuse.