



The Atlanta Prosperity Campaign promotes long-term solutions and innovative asset-development programs for working families.

When Working Families Win,
We All Win



the ATLANTA
PROSPERITY
CAMPAIGN

AN INITIATIVE OF THE ATLANTA
COMMUNITY FOOD BANK



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WWW.ATLANTAPROSPERITY.ORG

WHAT IS THE ATLANTA PROSPERITY CAMPAIGN?

Atlanta’s working families are finding it increasingly difficult to meet basic needs from their salaries alone. The Atlanta Prosperity Campaign (APC) was created to help these hard-working families not only meet those basic needs but also take steps towards financial security.

Through its collaborative efforts with businesses, financial institutions, social service providers and governmental agencies, the APC promotes long-term solutions. It links workers with existing economic benefits, such as the Earned Income Tax Credit (EITC) and federal nutrition programs, and then helps them build on those assets and save for the future. By focusing on financial literacy, retirement savings, home ownership and higher education, asset-building allows individuals and families to save and invest for the future, and ultimately transform their lives.

OBJECTIVES OF THE ATLANTA PROSPERITY CAMPAIGN

- Empower low to moderate-income residents of Metro Atlanta to increase their earnings, build assets and move toward self-sufficiency.
- Integrate and improve existing economic and educational support systems that promote long-term family self-sufficiency and food security.
- Promote greater collaboration among social service providers, government agencies and the business community.

SERVICES OF THE ATLANTA PROSPERITY CAMPAIGN

- **FREE tax preparation assistance** for eligible households, as part of the **Volunteer Income Tax Assistance (VITA) Program**. These services are provided at VITA sites located throughout Metro Atlanta. Sites are located in community-based organizations, churches, libraries, and businesses.
- **Benefits screening services** for eligible households, as part of the **Benefits Outreach Program**. This program screens working families for eligibility in economic support programs such as Food Stamps, Medicaid, PeachCare, energy assistance, and more. Screenings are conducted at selected VITA sites during the tax season and at several non-profit agencies throughout the year. The APC is also able to go mobile to business locations to screen employees on-site.
- **Introduction to other asset-building services** including down payment assistance programs for first-time homebuyers, credit counseling, rent/utility assistance, banking services, job skills/career training and financial literacy programs.

IMPACT ON THE COMMUNITY

WORKERS WIN

- Workers are connected to income supports that allow them to meet their families’ basic needs and invest for the future.
- Working families achieve financial independence by building and saving their assets.

EMPLOYERS WIN

- Employers have a stronger, more productive and stable workforce.
- By offering the Advance EITC, employers can provide a pay increase to employees without affecting their bottom line.

COMMUNITIES WIN

- Tax credits mean more money in the pockets of community residents who are able to purchase more local goods.
- Neighborhoods are better able to grow and develop, providing more tax revenue to be reinvested into the community.
- Communities are more financially stable as working families are able to purchase and keep their homes.
- Collaboration among the non-profit, public and private sectors continues to grow.

WAYS THAT YOU CAN GET INVOLVED

- Join the Prosperity Campaign Coalition.
- Host a VITA site and/or a benefits screening site.
- Recruit/provide volunteers for the VITA program and the Benefits Outreach program.
- Promote the EITC and Advance EITC to your employees and/or clients.
- Provide financial support.
- Provide technical support.

For more information, check out our website
www.atlantaprospersity.org

