

Since 2002, DCA has coordinated the City's annual tax time campaign, which has two goals:

1. To make New Yorkers aware both of refund-boosting tax credits like the Earned Income Tax Credit (EITC) – in particular, the sizable refunds for which working families may be eligible – and free tax preparation options.
2. To motivate New Yorkers to file and get their refund ... for free.

New York City has assembled the most comprehensive Coalition in the country. View a list of our partners.

Public Awareness Campaign

Over the past 12 years, we have distributed tens of millions of pieces of EITC Campaign literature to City agencies, post offices, public libraries, schools, and others, and placed advertisements on the subways and buses, in bus shelters and phone kiosks, in McDonald's, and in dozens of newspapers, including community and ethnic media outlets, and on several television channels and radio stations. See our 2015 ads below and help us spread the word on social media.

Brochures. We offer a brochure in English and six different languages:

[Español \(Spanish\)](#) (link to: TaxCreditCampaign-Brochure-Spanish.pdf)

[বাংলা \(Bengali\)](#) (link to: TaxCreditCampaign-Brochure-Bengali.pdf)

[中文 \(Chinese\)](#) (link to: TaxCreditCampaign-Brochure-Chinese.pdf)

[Kreyòl Ayisyen \(Haitian Creole\)](#) (link to: TaxCreditCampaign-Brochure-HaitianCreole.pdf)

[한국어 \(Korean\)](#) (link to: TaxCreditCampaign-Brochure-Korean.pdf)

[Русский \(Russian\)](#) (link to: TaxCreditCampaign-Brochure-Russian.pdf)

Subway Ads. Click the images below to view ad in larger size.

(Media_Campaigns_Tax2015Mom.jpg) (Image link to: Media_Campaigns_Tax2015Mom.pdf)

(Media_Campaigns_Tax2015Dad.jpg) (Image link to: Media_Campaigns_Tax2015Dad.pdf)

(Media_Campaigns_Tax2015Family.jpg) (Image link to: Media_Campaigns_Tax2015Family.pdf)

Texting Service. Text “Refund” to 97779 from your cellphone to receive daily useful information during tax season from the Department of Consumer Affairs including tax credits and free tax prep eligibility and financial counseling. (Text and data rates may apply. Check with your cellphone provider).

Social Media. Did you claim the EITC or file your taxes at a VITA? Let us know on [Twitter](#) (link to: <http://twitter.com/nycdca>), [Facebook](#) (link to: <http://www.facebook.com/nycdca>) and [Instagram](#) (link to: <http://instagram.com/nycdca>) using the hashtag **#GotMyRefund**.

Donate to the City's Tax Credit Campaign

The City's Tax Credit Campaign is supported in part by the Mayor's Fund to Advance New York City. The Mayor's Fund is a not-for-profit organization established to strengthen public programs with support from individuals, corporations, and foundations. As a 501(c)(3) public charity, donations to the Mayor's Fund are tax-deductible to the extent permitted by law. [Learn more about the FUND or make a contribution](#) (link to: <http://www.nyc.gov/html/fund/html/home/home.shtml>)

New York Cares

New York Cares is recruiting Tax Prep volunteers to help clients file taxes at Volunteer Income Tax Assistance (VITA) sites. [Learn more on how to be a volunteer](#) (link to: http://www.newyorkcares.org/volunteer/volunteer_opportunities/taxprep.php)