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Survey Shows People Who Give to Nonprofits Want Their Money Stay in Colorado

Checkoff Colorado Lets Taxpayers Make Voluntary Contributions to Legitimate Charities That Support the Needs of Colorado Communities

(Denver, Colo. – March 28, 2011) – At a time when businesses are struggling to survive in a challenging economy, Colorado’s nonprofit organizations are also working diligently to continue providing services to communities throughout the state. The need is great and fortunately for the state’s nonprofits, one of the most important factors for people making charitable donations is whether or not the money will stay in Colorado.

According to a survey commissioned by [Checkoff Colorado](#) to measure taxpayers’ awareness of the tax checkoff program and their motivations to make charitable donations, 66 percent of the 787 participants said it’s important to them to know that their money is helping local communities. The survey was conducted by [Resolution Research & Marketing Inc.®](#).

Checkoff Colorado is a statewide grassroots public awareness campaign focused on educating taxpayers and tax preparers about check-off giving – the program that allows taxpayers to make voluntary contributions to their favorite charitable organizations when they file their state income tax return. This year, taxpayers can donate to 15 funds listed on the 2010 Colorado 104 individual income tax form.

“Another thing that people said was important to them when deciding to donate is knowing the funds listed are legitimate organizations,” said Jon Pushkin, spokesman for Checkoff Colorado. “Taxpayers can rest assured that each of the funds eligible for checkoff donations was established after a vigorous review process by the Colorado State Legislature. To become a part of the checkoff program, each fund must demonstrate that it provides an important service to communities across the state.”

Checkoff donations support a diverse range of charities, including the 9Health Fair, the Alzheimer’s Fund, Homeless Prevention, Military Family Relief, Adult Stem Cell Cure Fund, Make-A-Wish Foundation, the 2-1-1 First Call for Help Fund, Pet overpopulation, Special Olympics, Healthy Rivers and others. In 2010, taxpayers gave more than \$1.4 million to the charitable funds in the program.

Colorado was the first state in the country to allow a taxpayer to "check-off" a voluntary contribution to a charitable program from their state income tax return. In 1977, the Colorado Nongame and Endangered Wildlife Fund became the first state income tax check-off fund in the United States.

About Checkoff Colorado

In 2003, Checkoff Colorado became the first collaborative statewide campaign to raise awareness about tax checkoff programs. The campaign is a grassroots effort to educate tax payers and tax preparers. It is funded by contributions from participating funds and supported by a donation from the Credit Union of Colorado (www.cuofco.org).

Now in its ninth year, Checkoff Colorado is gaining the attention of other states, including California, which established Checkoff California in 2007, and Georgia. For a complete list of tax

checkoff funds and more information on the Checkoff Colorado campaign, go to www.checkoffcolorado.org.

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