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Colorado Nonprofits Seek Critical Donations

Nonprofits Join Forces for Annual Checkoff Colorado Campaign to Increase Voluntary Donations on 2011 State Tax Form

(Denver, Colo., Dec. 15, 2011) – A diverse group of Colorado nonprofit organizations eligible for voluntary *check-off* donations from taxpayers has joined forces for the 10th annual Checkoff Colorado campaign. The campaign is a statewide effort aimed at educating taxpayers and tax preparers about check-off giving and the critical need for these donations; more than \$1.5 million was raised in 2011 with an average donation of around \$10. Goodwill Industries Fund will be included as a beneficiary for the first time on the 2011 Colorado 104 individual income tax form and will join the collaboration for the 2012 campaign.

“The donations we receive through the tax check-off program will support our efforts to help thousands of Coloradoans who benefit from Goodwill’s job training, placement and retention programs,” said Goodwill Industries of Denver CEO Jesse Wolff.

The funds represent a diverse range of causes that provide critical programs and services to communities throughout the state. The participating organizations in the collaborative campaign include:

- Colorado Domestic Abuse Program Fund
- Special Olympics Colorado Fund
- Pet Overpopulation Fund
- Colorado Healthy Rivers Fund
- Alzheimer's Association Fund
- Military Family Relief Fund
- Make-A-Wish Foundation of Colorado Fund
- Colorado 2-1-1 First Call for Help Fund
- Goodwill Industries Fund

“The great thing about check-off giving is the ease in which people can donate to worthy Colorado charities,” said Jon Pushkin, spokesman for Checkoff Colorado. “A \$10 donation can make a huge impact, and every dollar donated stays in Colorado to support the critical services and programs these nonprofits provide.”

In a survey commissioned by Checkoff Colorado earlier this year, participants said one of the most important factors in their charitable decisions is knowing that they’re giving to credible organizations. “Taxpayers can rest assured that each of the funds eligible for check-off donations was established after a vigorous review process by the Colorado State Legislature,” said Pushkin. “To become a part of the check-off program, each fund must demonstrate that it provides an important service to communities across the state.”

The Checkoff Colorado campaign was initiated in 2003, when the charitable organizations eligible for voluntary donations in Colorado decided to take the bold step of banding together because their voices would be louder if spoken in unison. The result has been increased awareness for check-off giving in general.

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 10th 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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