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# January 2010 Newsletter



*By 2010, the Latino consumer market will have reached \$1 trillion, if not sooner.*

**LEAD**  
Latino Economic  
And Development Center

## EARNED INCOME TAX CREDIT



The Earned Income Tax Credit (EITC) is a refundable federal tax credit created by the U.S. Congress in 1975 to reduce the tax burden on low- and moderate-income workers. In east Idaho, a large number of Latinos are seasonal farm workers and EITC is essential in raising the living wage for low income families. LEAD distributed over 3,000 informational pamphlets in Spanish as part of the Partners for Prosperity EITC (Creating Assets, Savings, and Hope) CASH campaign. LEAD visited several potato fresh pack plants, Latino businesses, and schools to inform employers about EITC and free tax preparation for their employees.

## LEAD PARTNERED WITH AARP TO HOST FREE TAX PREPARATION CLINICS

Two tax clinics were sponsored by LEAD in Aberdeen and American Falls. Sixteen low income families received free tax preparation in Spanish and several were referred to other AARP tax sites. AARP has not seen Latino families utilize free tax preparation workshops and these events served as a pilot project. Although there are bilingual tax preparers, families are charged on average \$200.00 for services. LEAD would like to thank Yvonne Perez, Laura Lora, and Pat Fernandez, bilingual volunteers for AARP for their efforts in providing free tax preparation in Spanish to American Falls families. Jayson Meline provided information on increasing credit scores.

## SMALL BUSINESS TECHNICAL ASSISTANCE



La Panaderia Esperanza located in American Falls was the featured business on Channel 12 public television for the month of January. Hank Gonzalez, LEAD board member and host of Voz Latina highlights a Latino business once monthly. Mario introduced the house specialty, a cream cheese filled pastry with jalapeños. He also gave away a Rosca de Reyes to a lucky viewer.

## FINANCIAL LITERACY

LEAD provided financial literacy classes in Jerome Idaho at Summit Elementary for the Spanish migrant school program, and for the Catholic Charities Migrant Head start program. Over twenty six families learned how credit affects their finances and how to safeguard against predatory lending.



Jayson Meline, LEAD Director  
Sonia Martinez, Board Member

