

# Tax Checkoff Program - Colorado Cancer Fund



2018 ToolKit

Created by:



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# Why an Awareness Kit?



## What is a Tax Checkoff Program?

An income tax refund voluntary contribution program, commonly referred to as a "tax checkoff program", appears on the state individual income tax return form. The number of programs that appear on the form each year is capped at 20 and preference for placement on the form is given to returning programs.

## How do I contribute to a Tax Checkoff Program?

It's very simple. On the Voluntary Contribution Schedule form fill in each line with the amount of your donation for each cause (we are line 15 this year). Or you can have your tax preparer fill in the form for you. Just let them know which causes you want to contribute to.

## I'm not expecting a refund. Can I still make a donation?

Even if you aren't getting a refund, you can still contribute. Just follow the instructions on the form.



## About this Kit

This kit was created to raise awareness through social media about the Tax Checkoff Program and the Colorado Cancer Fund. We hope you use this guide to help spread awareness during tax season about the Colorado Cancer Fund, which is Line 15 on your Colorado State Tax form.

## Who Should Use this Kit?

This kit is for anyone who wants to help spread the word about the Colorado Cancer Fund and is interested in helping to support more vital programs for cancer patients and caregivers across Colorado.



# About the Colorado Cancer Fund

The Colorado Cancer Fund is a voluntary contribution program on the Colorado State Income Tax Form. The goal of the Colorado Cancer Fund is to help reduce the burden of cancer in Colorado by improving early detection and expanding existing education, screening and quality of life services throughout Colorado for populations who are currently underserved.

The Fund was developed by advocates who are passionate about preventing uninsured and under-insured people from falling through the cracks in the social safety net. The Colorado Cancer Fund evolved from the former Breast and Women’s Reproductive Cancers Fund. It is now a program under the Colorado Cancer Coalition, a statewide collaborative working to eliminate the burden of cancer in Colorado.

The Colorado Cancer Fund addresses the significant needs of Coloradans impacted by cancer. The intention of the Colorado Cancer Fund is to complement, not duplicate, current services.

The Colorado Cancer Fund revenues are distributed via a competitive grants program.

## Sample line on your Colorado State tax form:

 170104CH29999	DR 0104CH (10/23/17) COLORADO DEPARTMENT OF REVENUE Colorado.gov/Tax	
Name	SSN	
15. Colorado Cancer Fund		00



**Download the Tell Your CPA Form**

**Line 15! Donate to the Colorado Cancer Fund - the more we can raise, the more we can help!**

# 2018 - 2019 Colorado Cancer Fund Grantees

In 2018-2019, the Colorado Cancer Fund review committee identified 18 applications that were fundable. The Colorado Cancer fund prioritized 12 projects for funding, and the Colorado Department of Public Health and Environment was able to fund the remaining 6 projects through Cancer Plan Implementation funds from the Comprehensive Cancer Control Program\*. A total of **\$81,163** will be distributed through the following organizations to implement the Colorado Cancer Plan.

- **Motivational interview trainings** to increase HPV vaccination rates across the state provided by the HPV Vaccination Task Force.\*
- The use of Cross-Polarized Light (CPL) photography on the Western Slope to provide **skin cancer prevention focused outreach and education** among children, young adults and adults provided by St. Mary's Hospital Foundation.
- The Alliance of Colorado Community Health Workers, Patient Navigators and Promotores de Salud will work to improve knowledge, attitudes and behaviors of 75 Patient navigators who work on cancer screening programs in geographic regions outside the Metro Denver Area to **reduce barriers affecting cancer screening among underserved rural community members.**
- The Colorectal Cancer Task Force will conduct an Environmental Scan and facilitate a Symposium with stakeholders across the state to **create a plan for establishing a system of referrals for underinsured and uninsured individuals to improve access to colorectal cancer screening, diagnostic, and treatment services.**
- To support Clinica Tepeyac's goal to **provide human papillomavirus (HPV) testing and HPV immunizations for low-income, primarily Latinas and Latinos from the Denver metro region.**
- Rocky Mountain Cancer Assistance provides **temporary financial assistance to low-income Colorado cancer patients** so that they can maintain their dignity and quality of life while in treatment. Our objective is to reduce this stress whenever possible and help ensure that patients can continue their treatment.\*
- Native American Cancer Research Corporation will **encourage healthy behaviors for American Indian Cancer Survivors** through navigation, education, and support groups.

**Line 15! Support vital programs for cancer patients and caregivers!**

# 2018-2019 Colorado Cancer Fund Grantees

- Living Journeys provides **financial assistance** to cancer patients geographically isolated, with no radiation services at Gunnison Valley Hospital and limited oncology specialists. \*
- Hope Lives will provide guidance in **self-care, self-advocacy, and personal growth** in a supportive environment through professional coaching for **breast cancer survivors** who have recently finished cancer treatment (within the last 2 years).
- Servicios de La Raza will apply a promotora-based culturally and linguistically appropriate educational intervention in Denver, Adams and Pueblo Counties to produce **cognitive and behavioral changes that will reduce the risk of skin cancer and the diagnosis of advanced melanoma in Hispanic adults** in Colorado.
- Memorial Regional Health will provide **free cervical cancer screenings to women in Moffat County** who live at less than 100 percent of the Federal Poverty Level (FPL).
- Project Angel Heart prepares and delivers **nutritious meals**, at no cost, to Metropolitan Denver residents living with cancer.\*
- The Delta County Health Department will work to **prevent HPV through vaccination education** so that adherence to immunization schedules will improve and reduce cancer among the adolescent and young adult populations in Region 10 caused by HPV.
- The Survivorship and Palliative Care Task Force will work to **raise awareness of palliative care** and associated services among cancer patients and caregivers in Colorado.\*
- Blue Prints of Hope will provide workshops to **empower, educate, and arm patients & survivors with reachable tools and resources** to help them live value-based, enriched, & meaningful lives in **Southwest Colorado**.\*
- **Prostate screening education and supplies** in Huerfano County provided by the Prostate Conditions Education Council.
- Veula for Health will utilize Community Health Workers (CHW)/ “Promotoras de Salud,” to help **increase the knowledge of HPV vaccinations in children and women in the Latino and Immigrant communities** in the Denver Metropolitan area through culturally appropriate community outreach and education.

**Line 15! Support vital programs for cancer patients and caregivers!**

# Communicating #COCancerFund on Social Media

# 40

## years of giving!

Colorado was the first state to incorporate voluntary contributions in 1977.

### **Educate on the importance of donating.**

- Show the benefit this funding will bring
- Highlight past grantees
- Share stories of people grantees have helped
- Show why they can be a part of something bigger than themselves
- Demonstrate that a little can go a long way! Most people make a relatively small donation—an average of \$10—if a quarter of the population in Colorado donated \$10 this tax season that would total \$13 million dollars!
- It is a perfect time to remember your favorite charities and make a small contribution to help them continue making Colorado a great place to live and work
- Colorado was the first state to incorporate voluntary contributions in 1977. This year we celebrate 40 years of giving!

# Tips for **#COCancerFund** on Social Media

## Hashtags for the Colorado Cancer Fund:

#15on15  
#ColoradoCancerFund  
#COCancerFund  
#CheckoffCO  
#CheckoffColorado

## Follow these influencers:

Colorado Cancer Coalition

Twitter: @CoCancerFund

Facebook: <https://www.facebook.com/ColoradoCancerCoalition>

Web: <http://www.coloradocancercoalition.org>

Checkoff Colorado

Twitter: @CheckoffCo

Facebook: <https://www.facebook.com/checkoffcolorado/>

Web: <http://checkoffcolorado.com/>

# \$45

## million

Coloradans have contributed over \$45 million in voluntary contributions since 1977.

# Colorado Cancer Fund #15on15 Awareness Social Media Messaging

## Facebook Messaging

**Help us support more vital programs for cancer patients and caregivers throughout the state, by remembering to donate on line 15 of your state taxes and spreading the word to your networks via Facebook! Use the suggested messaging below:**



You can impact many different cancer related causes with one donation to the Colorado Cancer Fund! Line 15 on your state tax form  
#15on15 #coloradocancerfund #COCancerFund  
<https://www.coloradocancercoalition.org/colorado-cancer-fund/>

The Colorado Tax Checkoff Programs represent a diverse range of causes that provide critical programs and services to communities throughout the state. The Colorado Cancer Fund is a beneficiary of these funds. Funds go towards skin cancer prevention, cervical cancer screening services, survivorship services, financial assistance, meals, and much much more! Remember to donate on Line 15 on your taxes.  
<https://www.coloradocancercoalition.org/colorado-cancer-fund/>

Did you know? Even if you're not getting a refund, you can still make a Colorado Cancer Fund donation on your state tax form. Donations made on Line 15 will help provide cancer patients and caregivers with critical services.  
<https://www.coloradocancercoalition.org/colorado-cancer-fund/> #COCancerFund #15on15 #coloradocancerfund

The Colorado Cancer Fund is a program of the Colorado Cancer Coalition, a statewide collaborative working to eliminate the burden of cancer in Colorado.  
<https://www.coloradocancercoalition.org/colorado-cancer-fund/>

In 2018, the Colorado Cancer Fund granted St. Mary's Hospital Foundation with money purchase a special camera to provide skin cancer education. Don't forget to donate on Line 15 on your state tax form, so we can continue to fund innovative programs like this that can help stop cancer before it starts!

# Colorado Cancer Fund #15on15

## Awareness Social Media Messaging

### Facebook Messaging, continued



In 2018, the Colorado Cancer Fund will provide hundreds of nutritious meals to cancer patients via Project Angel Heart. Don't forget to donate on Line 15 on your state tax form, so we can continue to ease the burden on cancer patients. <https://www.coloradocancercoalition.org/colorado-cancer-fund/>

In 2018, the Colorado Cancer Fund will provide free cervical cancer screenings in Moffat County via Memorial Regional Health. Don't forget to donate on Line 15 on your state tax form, so we can continue to catch cancer early. <https://www.coloradocancercoalition.org/colorado-cancer-fund/>

In 2018, the Colorado Cancer Fund will provide financial assistance to cancer patients via Rocky Mountain Cancer Assistance. Don't forget to donate on Line 15 on your state tax form, so we can continue to ease the financial burdens of cancer patients. <https://www.coloradocancercoalition.org/colorado-cancer-fund/>

In 2018, the Colorado Cancer Fund will provide ¡Vivir!: A Retreat for Latino Cancer Survivors and Their Caregivers, a project that provides a culturally responsive 2 day retreat designed to accommodate and educate Latino cancer survivors on healthy living. This retreat is hosted by Live by Living and the Latino Community Foundation. <https://www.coloradocancercoalition.org/colorado-cancer-fund/>

Still need to file your state taxes? Do a little good and join the thousands of other Coloradans who contribute on the voluntary contributions form. Download this form to give to your CPA and don't forget line 15 is the Colorado Cancer Fund. <https://www.coloradocancercoalition.org/wp-content/uploads/2018/01/2018-Tell-Your-CPA-Form.pdf>

# Colorado Cancer Fund #15on15 Awareness Social Media Messaging

## Twitter Messaging

**Help us support more vital programs for cancer patients and caregivers throughout the state, by remembering to donate on line 15 of your state taxes and spreading the word to your networks via Twitter! Use the suggested messaging below:**



Every dollar donated thru the @COCancerFund stays in CO to fund critical services for cancer patients & caregivers. Line 15! #ColoradoProud

Taxes on your to do list this weekend? Donate on line 15 to help cancer patients and caregivers. <http://bit.ly/CoCancerFund> @cocancerfund #CheckoffColorado

What is Checkoff Colorado? Check out the organizations that benefit. <http://checkoffcolorado.com/> Line 15 funds grants to cancer orgs in CO.

The great thing about #COCancerFund is that it's a simple way to give. A donation of just \$15 can make a huge impact. @cocancerfund Line 15

Did you know? Even if you're not getting a refund, you can still make a @cocancerfund donation on your state tax form. #checkoffco #CheckoffColorado

Haven't done taxes yet? Check off line 15, Colorado Cancer Fund, & donate to orgs that assist cancer patients. <http://bit.ly/CoCancerFund>

Doing your taxes soon? Don't forget Line 15, the Colorado Cancer Fund. <http://bit.ly/CoCancerFund>

Do you work with a CPA to file your taxes? Use this form and let them know which causes you care about: <https://www.coloradocancercoalition.org/wp-content/uploads/2018/01/2018-Tell-Your-CPA-Form.pdf> @CheckoffCO #CheckoffCo #CheckoffColorado

# Colorado Cancer Fund #15on15 Awareness Social Media Messaging

## Twitter Messaging, continued

In 2018, the @COCancerFund will fund #cervicalcancer screening for women in Moffat County who live at less than 100% of the Federal Poverty Level (FPL). Catch cancer early! Line 15. #15on15 #CheckoffCo <http://bit.ly/CoCancerFund>



In 2018, the @COCancerFund will provide hundreds of nutritious meals to cancer patients via @proj\_angelheart. Line 15. #CheckoffColorado <http://bit.ly/CoCancerFund>

In 2018, the @COCancerFund will provide #HPVVax education and awareness across the state. #15on15 #PreventCancer #CheckoffColorado <http://bit.ly/CoCancerFund>

In 2018, the @COCancerFund will provide financial assistance to cancer patients. Line 15 on your state taxes. #15on15 #CheckoffColorado #CheckoffCo

# Support the Colorado Cancer Fund when you file your taxes!

The Colorado Cancer Fund is proud to be included as one of 20 eligible funds to participate in Colorado's check-off giving program on our state income tax returns in 2018. This program allows taxpayers to make voluntary contributions to their favorite charitable organizations when they file their state taxes. This year marks the 40th anniversary of Colorado's tax checkoff program.

Last year, we raised more than **\$70,000** through check-off giving, which allowed us to grant 12 organizations with funding to carry out their vital programs for cancer patients and caregivers.

The great thing about check-off giving is the ease in which people can donate to worthy Colorado charities, such as Colorado Cancer Fund. A \$10 donation can make a huge impact, and every dollar donated stays in Colorado to support the critical services and programs we provide. For us, it allows us to grant more money to organizations across the state that work to help eliminate the burden of cancer in Colorado.

This year, we hope to raise additional awareness of check-off giving to encourage even greater participation in our community and ultimately more money raised to support vital programs for cancer patients and caregivers. To help spread the word, the Colorado Cancer Fund is participating in the Checkoff Colorado public awareness campaign where 11 of the eligible funds will join forces to educate taxpayers and tax preparers about the program. The campaign's goals are simple - to get more taxpayers to contribute and to increase the total number of donations each year. In 2017, nearly \$1.8 million was raised for the eligible funds.

**To learn more, visit  
checkoffcolorado.com.**

# Checkoff Colorado - Colorado Cancer Fund



2018 Toolkit

For more information:



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