**TEMPLATE PRESS RELEASE**

For Immediate Release

[Date]

[Contact & Phone Number]

***HELP HABITAT FOR HUMANITY [AFFILATE NAME] BUILD HOMES FOR FAMILIES WITH* YOUR STATE TAX RETURN**

***A Voluntary Tax Contribution on Your California Tax Return Helps Children & Families***

***Have a Decent Place to Live***

[CITY] – Habitat for Humanity [AFFILIATE NAME] is reminding Californians they can help build homes and hope through their state tax returns this tax season and help the many families and veterans in need of a decent place to live.

With as a little as $1, California tax filers have the opportunity to make a tax-deductible donation on their 2018 California tax return to the ***Habitat for Humanity Voluntary Tax Contribution Fund*** before Tax Day, April 15, 2019. Donations generated through the ***Habitat for Humanity Voluntary Tax Contribution Fund*** make homeownership a reality for the many California children, families and veterans who are caught in the housing crisis where one in three Californians can’t afford their rent and many are unable to afford a safe, stable home.

“A stable home is the foundation of our lives, and at Habitat for Humanity [AFFILIATE NAME], we see how a home empowers families and children changing not only their lives but also strengthening entire communities,” said Habitat for Humanity [AFFILIATE NAME] Executive Director [NAME]. “Along with the sweat equity that is vital to each home we build in [REGION/COUNTY], we are grateful for every Californian who shares a portion of their tax return, makes a donation and helps us build homes this tax season.”

The Habitat for Humanity Voluntary Tax Contribution Fund is line 437 on the California Resident Income Tax Return Form 540 – or ask the professional who helps prepare your taxes to note your contribution. Detailed steps on how to contribute – whether you file taxes on your own or receive assistance from a tax preparer – as well a donation reminder form can be found at [www.habitatca.org/taxfund.](http://www.habitatca.org/taxfund)

The Habitat for Humanity Voluntary Tax Contribution Fund has generated more than $509,000 to support families across the state build stable homes in communities where they work and where their children attend schools because contributions received from California tax filers in [COUNTY/REGION] are distributed to our local affiliate.

STATISTIC OPTION [If you have local stats, this will help improve release]

Locally, families supported through Habitat for Humanity California homes report significant improvements in their children’s academic lives and financial stability at home, including:

* XX%of families with school-age children have seen an improvement in study habits and school performance
* XX%of families have had at least one family member start or complete higher education or job-training programs
* XX%of families have more savings

STORY OPTION [Recommend adding family story to strengthen interest and quote from family]

Every year, Habitat for Humanity [AFFILIATE NAME] works with families like Tracy Owens, a mother of an 11-year-old boy, who after being diagnosed with breast cancer at age 35 also faced eviction and had to end her marriage. She feared she and her son might become homeless. Despite the many obstacles, Owens was determined to rebuild her life and turned to Habitat for Humanity for help.

“With the help of Habitat for Humanity, I will forever have a home and a safe neighborhood for my son to grow up in, and he will always have a home to call his own,” Owens said. “Habitat for Humanity is just an awesome organization that helps build not only homes, it builds self-confidence, self-worth and a vision for the future. I will forever be an advocate for Habitat for Humanity because it provides the foundation for success and it builds the walls for security and these homes become filled with love that will have a positive impact on the communities that surround them.”

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