

*irs-spec*

**Who are our Customers?**

- Approximately 122 million individuals
- Primary source of income is wages and investments
- The majority of their income is reported to IRS by third parties
- They file more than 94 million returns—electronic and paper combined
- Approximately 80% receive refunds and are highly compliant
- Compliance issues often result from tax code changes and the complexity of the tax law
- Technology-based matching programs detect most filing errors
- More than half of our customers prepare their own tax returns
- Many are entitled to tax credits “dollar-for-dollar reductions of taxes owed” which they do not claim

**IRS-SPEC** – Stop 44 W1  
401 W. Peachtree Street, NW  
Atlanta, GA 30308

**Who are our Partners?**

- Financial institutions
- Government agencies
- Large employers
- Community & volunteer organizations
- Educational institutions
- Native communities

**Where Are We?**

- Numerous offices across the country
- National Headquarters in Atlanta, GA

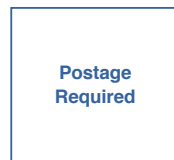
**Where to obtain information?**

There’s a place for everyone.

To learn more about partnering opportunities with IRS-SPEC send an e-mail to [partner@irs.gov](mailto:partner@irs.gov).

Visit us on the web at [www.irs.gov](http://www.irs.gov)

Keyword: *Community Network*



# coming together

The IRS wants to be your partner in local and national efforts to strengthen communities.

With our high quality tax products, research data, and marketing materials, we want you to think of us as your partner in your community.

Together we can better serve our mutual customers with the strength found in community partnerships.

for stronger communities



## starting point

With so many tax benefits available today, taxes can serve as the starting point leading to greater prosperity for many people. In 2000, the IRS changed its approach to meeting individual taxpayers' needs for tax education, awareness and assistance by establishing an office called SPEC (Stakeholder Partnerships, Education and Communication).

Since then, IRS-SPEC has cultivated a network of partnerships with national and local organizations and businesses that share our mutual goal in three key areas:

- Promoting tax understanding and awareness
- Preparing tax returns free for low- to moderate-income people
- Encouraging personal asset building and self-sufficiency through tax incentives

### Mission Statement

To assist taxpayers in satisfying their tax responsibilities by building and maintaining partnerships with key stakeholders, seeking to create and share value by informing, educating, and communicating with our shared customers.

## guiding principles

The Atlanta, GA headquarters staff and numerous offices across the country strive to achieve IRS-SPEC's mission by:

- Supporting volunteer-based initiatives to address underserved customer segments, primarily through awareness campaigns and free tax preparation
- Reaching out to our customers through intermediaries they trust
- Supporting our partnerships
- Leveraging our resources to reach rural as well as urban taxpayers

## our partners

Thousands of organizations nationwide are partnering with IRS-SPEC to make a difference in their communities. In addition to strengthening local relationships and offering valuable services, these partnerships:

- Bring dollars and other resources into the community
- Provide volunteers valuable personal skills and financial insights
- Satisfy community outreach goals or requirements

Join our partner network and provide your clients, employees and members with information and assistance they need, want and value.

IRS-SPEC has teams of national and local specialists who are actively forming alliances with organizations to reach these audiences:

### Low to moderate income population

If your organization reaches out to low- to moderate-income individuals, you can offer them tax credit assistance that puts more money into their pockets by partnering with us.

### Older American population

If your organization already has an audience or readership of older Americans, your group's participation with

IRS-SPEC can mean bringing tax help and information to a taxpayer group that often lives on a fixed income.

### Limited English Proficient (LEP)

If your organization has links to immigrant populations or LEP individuals, then you probably represent a trusted source of information for them. A partnership with IRS-SPEC can mean assisting your clients in understanding and meeting their tax responsibilities.

### General population

If your business or civic group reaches the general public through the services or products you offer, you can partner with IRS-SPEC to provide tax information to people who have just had a child, started their first job, bought a home, retired, etc.

### Employees

If your Human Resource function is seeking easy and simple ways to improve employee satisfaction, your partnership with IRS-SPEC can offer employees valuable personal skills and financial insights.

### Student population

If your organization already has ties to the academic community, then a partnership with IRS-SPEC can add volunteerism to the list of attributes held by these future taxpayers. Student volunteers provide valuable tax assistance and information to their parents and peers while learning more about the federal tax system.

### Military population

If your organization reaches out to servicemen and women, why not join with others in your community who assist military personnel in understanding and meeting their tax responsibilities.

### Disabled population

If your organization reaches out to the disabled, together we can make them aware of tax credits, alternative media and other tools available to assist them in understanding and meeting their tax responsibilities.

## interested?

Visit us on the web at [www.irs.gov](http://www.irs.gov)

Keyword: *Community Network*

We have specialists around the country to help you with initial program start-up including networking and marketing approaches.

## the strategy

There's no specific formula for reaching our shared goals through the strength of community based partnerships. We work with a variety of organizations to support local and national initiatives and offer support in the following areas:

- Technical tax expertise
- Research data based on tax filing statistics
- Customized tax education
- Marketing products and materials
- Access to local and national partnership networks
- Suggestions and support for building coalitions
- Ideas for local and national partnership models