



INDIANA  
COMMUNITY ACTION  
POVERTY INSTITUTE  
Research and Public Policy

# Tax Policy Messaging Workshop

December 3, 2024

# About the Institute

We believe:

when families are financially stable, they can achieve their full potential and better contribute to their communities. We understand that racial and economic inequities have contributed to economic insecurity for Hoosier families. Policy plays an important role in dismantling inequities and in building families' economic well-being.

The Indiana Community Action Poverty Institute promotes public policies to help Hoosier families achieve financial well-being. We value, gather, and translate quantitative and qualitative data to communicate the opportunities and challenges that Hoosiers experience. We advance well-being by promoting evidence-based solutions and building coalitions to engage in direct and strategic conversations with policymakers and the public.

Who Am I?

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**Tax and Budget Policy Analyst**  
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# INDIANA COMMUNITY ACTION AGENCIES

**1** AREA FIVE AGENCY ON AGING & COMMUNITY SERVICES, INC. (AREA FIVE)  
1801 Smith St.  
Logansport, IN 46947  
(574) 722-4451  
or (800) 654-9421  
[WWW.AREAFIVE.COM](http://WWW.AREAFIVE.COM)

**2** AREA IV AGENCY ON AGING AND COMMUNITY ACTION PROGRAMS (AREA IV)  
660 N. 36th St.  
Lafayette, IN 47903  
(765) 447-7683  
or (800) 382-7556  
[WWW.AREAIVAGENCY.ORG](http://WWW.AREAIVAGENCY.ORG)

**3** BRIGHTPOINT  
227 E. Washington Blvd.  
Fort Wayne, IN 46802  
(260) 423-3546  
or (800) 589-2264  
[WWW.MYBRIGHTPOINT.ORG](http://WWW.MYBRIGHTPOINT.ORG)

**4** CENTRAL INDIANA COMMUNITY ACTION PROGRAM (CICAP) JOBSOURCE  
222 E. 10th St., Suite C  
Anderson, IN 46016  
(765) 641-6501  
[WWW.JS-CICAP.ORG](http://WWW.JS-CICAP.ORG)

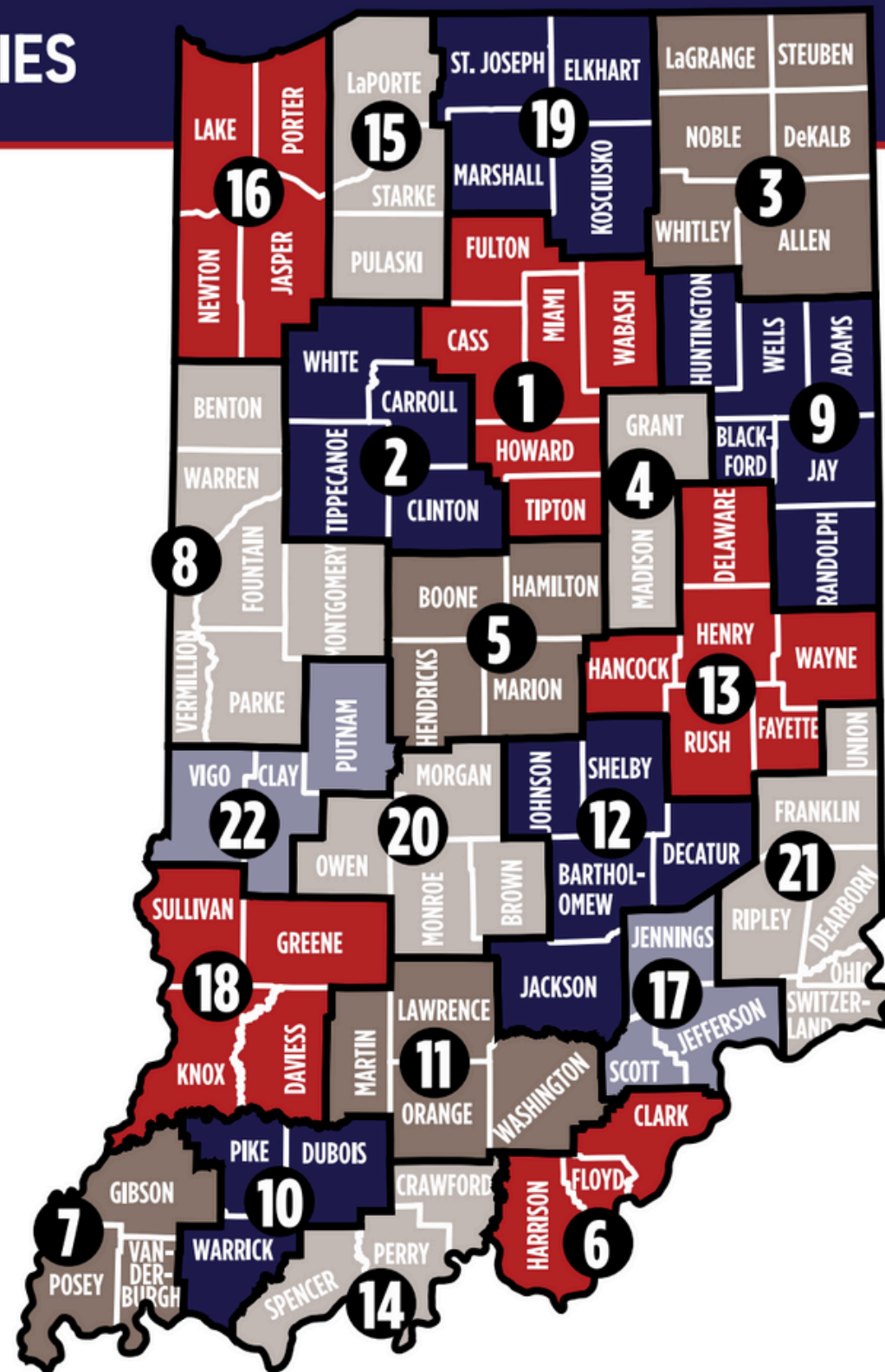
**5** COMMUNITY ACTION OF GREATER INDIANAPOLIS (CAGI)  
3266 N. Meridian St.  
Indianapolis, IN 46208  
(317) 396-1800  
[WWW.CAGI-IN.ORG](http://WWW.CAGI-IN.ORG)

**6** COMMUNITY ACTION OF SOUTHERN INDIANA, INC. (CASI)  
1613 E. 8th St.  
Jeffersonville, IN 47130  
(812) 288-6451  
[WWW.CASII.ORG](http://WWW.CASII.ORG)

**7** COMMUNITY ACTION PROGRAM OF EVANSVILLE AND VANDERBURGH COUNTY, INC. (CAPE)  
401 S.E. 6th St. Suite 001  
Evansville, IN 47713  
(812) 425-4241  
[WWW.CAPEEVANSVILLE.ORG](http://WWW.CAPEEVANSVILLE.ORG)

**8** COMMUNITY ACTION PROGRAM, INC. OF WESTERN INDIANA (CAPWI)  
418 Washington St.  
Covington, IN 47932  
(765) 793-4881  
[WWW.CAPWI.ORG](http://WWW.CAPWI.ORG)

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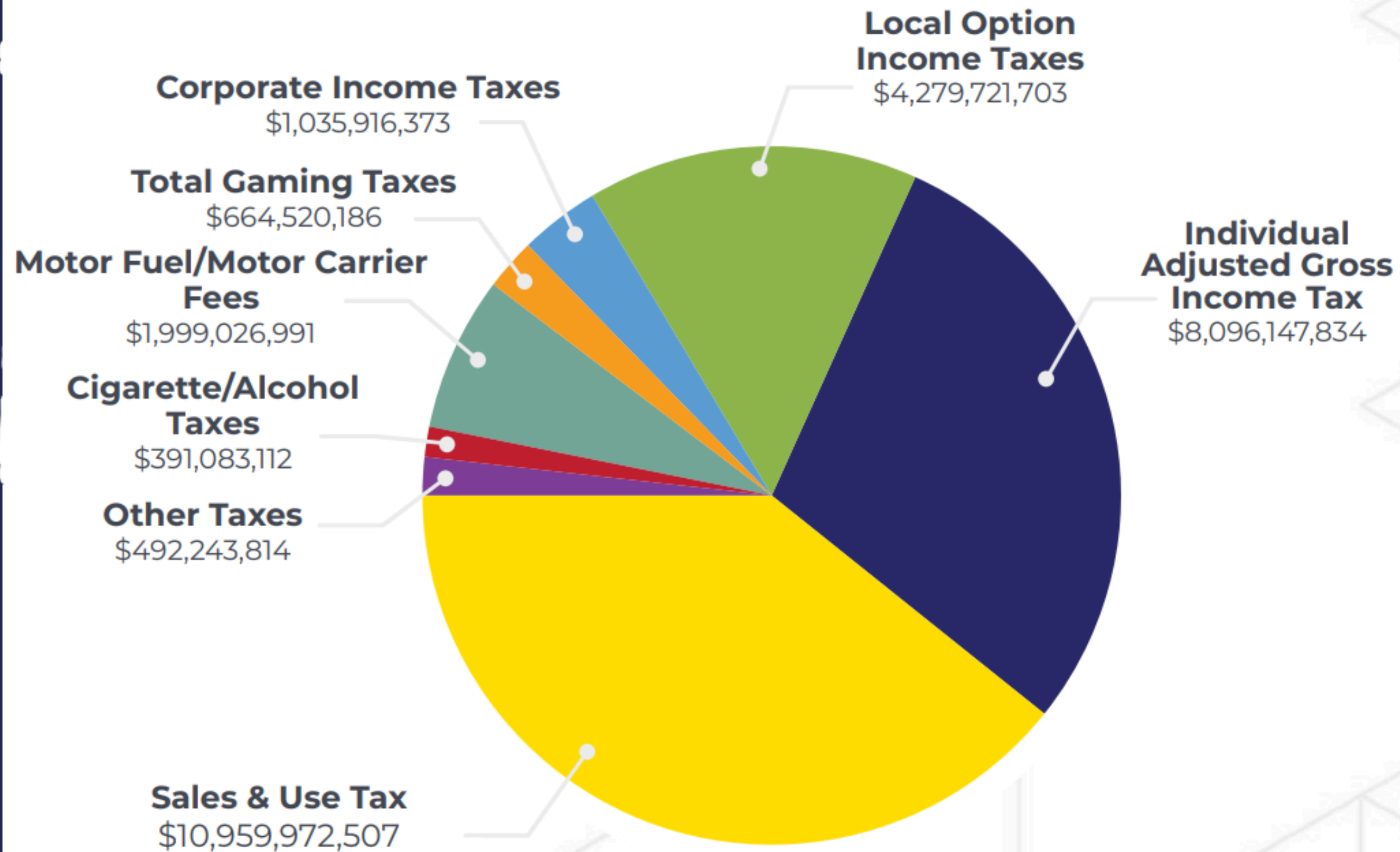


Indiana  
Community Action  
Association works  
to strengthen the  
capacity of  
**Indiana's  
Community Action  
Agencies** to  
address  
community needs  
and poverty.

# Agenda

- Indiana Tax and Budget 101
- Strategic Messaging on Tax Policy
- Upcoming Opportunities to Get Involved

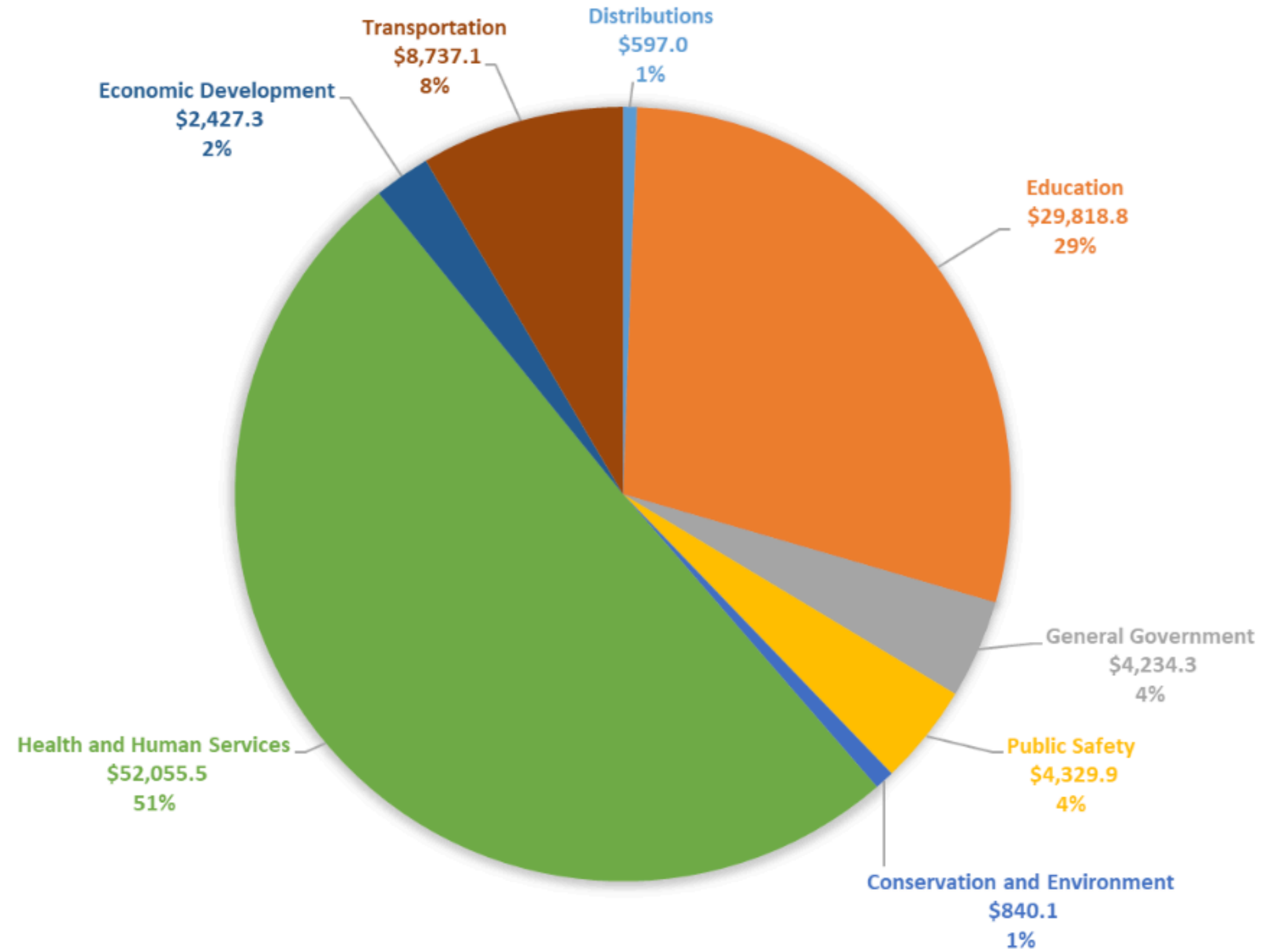
# SUMMARY OF FY24 TAX RECEIPTS



Indiana  
Department  
of Revenue  
collected  
over \$29.9  
billion in tax  
revenue in  
FY 2024

TOTAL APPROPRIATION BY FUNCTIONAL CATEGORY (IN MILLION DOLLARS)  
2023- 2025 BIENNIUM

**TOTAL APPROPRIATIONS: \$103.0 BILLION**



# Tax Tools: Credits, Deductions, and Exemptions

Deductions and exemptions reduce the total amount of your income that is taxable.

Credits are dollar-for-dollar tax relief applied to the amount of tax you owe.

# Indiana Child Exemptions

Currently, a taxpayer is permitted:

- A \$1,000 exemption for dependents; and
- A \$1,500 exemption for children, or an enhanced \$3,000 exemption for each child who is being claimed for the first time.

Examples for a family in St. Joseph County	State Tax Relief (2024)	Local Tax Relief
A family raising a newborn	\$122.00	\$70.00
A family raising a preschooler	\$76.25	\$43.75



# OPPORTUNITY TAX CREDITS



## **EARNED INCOME TAX CREDIT**

The federal and state EITCs are available to many low- to moderate-income working families and individuals, acting as a wage subsidy by boosting earnings as workers increase their hours. These credits lift millions out of poverty and improve child well-being.



## **CHILD TAX CREDIT**

Similarly, child tax credits are available to families with children at the federal level and in some states – but not Indiana. CTCs mitigate the income volatility parents experience and help to offset the costs of raising a child.



## **529 TAX CREDIT**

State-level 529 Tax Credits reward saving for K-12 and higher education. Indiana offers a credit of 20% of the amount saved with a maximum credit of \$1500.

# Strategic Messaging

Only stories– with a beginning, middle and end, with conflict and resolution– have the power to capture our imagination and incite empathy.

Special thanks to the Center on Budget and Policy Priorities



Narrative

Message  
Frame

Talking Points  
Data  
Personal Stories

Special thanks to the Center on  
Budget and Policy Priorities

# VPSPA

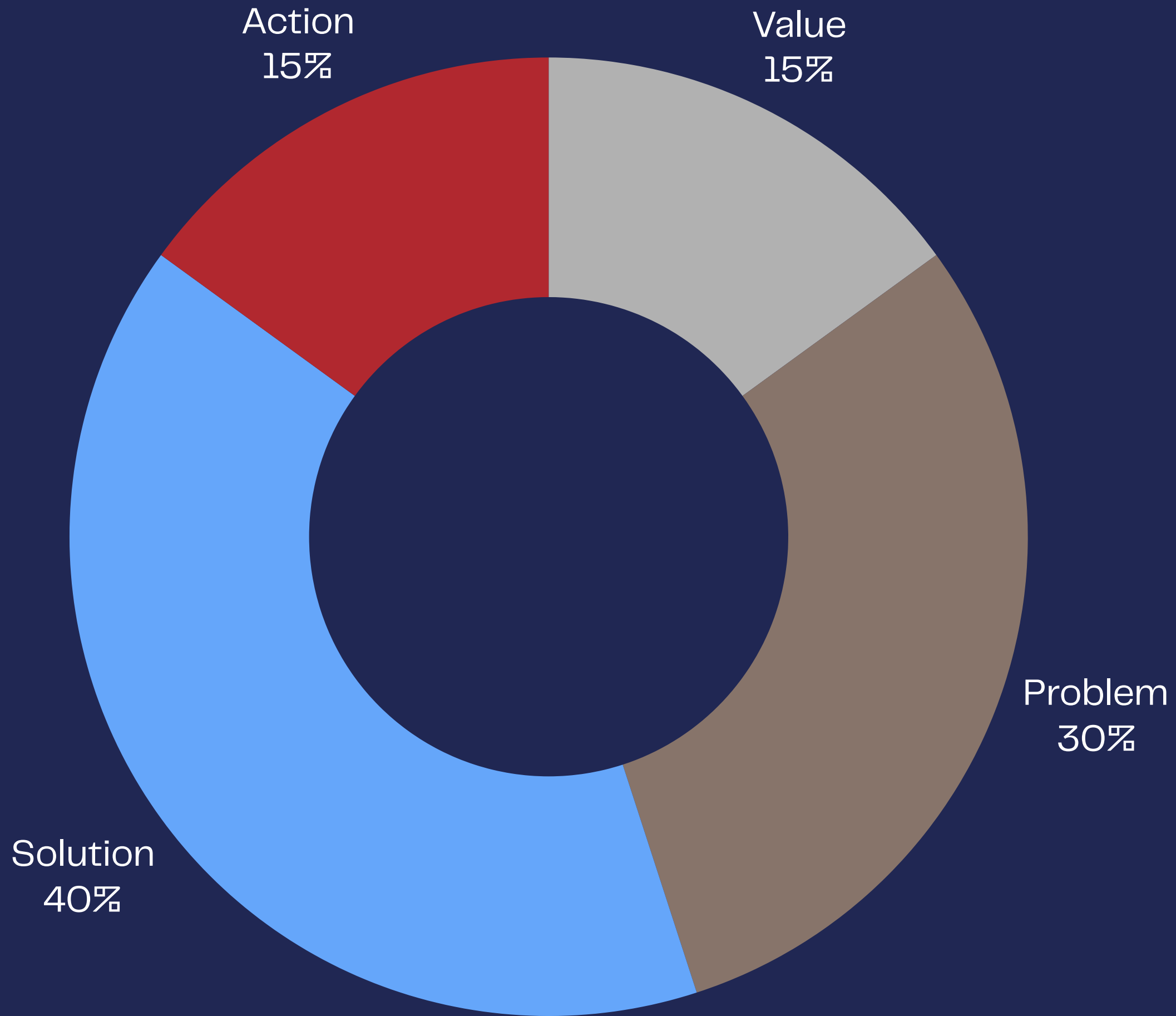
Value .....→ Connect over **shared values**

Problem .....→ Introduce the problem and explain **how it threatens your values**

Solution .....→ Quickly transition to how it **can be solved**

Action .....→ Give **specific examples of actions** your audience can take

**VP**  
**SA**



Special thanks to the Center on  
Budget and Policy Priorities

# Values

Family

Liberation

Justice

Ingenuity

Care

Shared Prosperity

Community

Freedom

Opportunity

Faith

Special thanks to the Center on  
Budget and Policy Priorities

Legislators

Parents

Nonprofit organizations

Faith-based groups

Taxpayers



What  
values  
connect  
best with  
which  
audience?

## **Today, in Indiana, parents are struggling:**

.... they're worrying about how to pay for rent and groceries while trying be present for the most precious moments.

... they're worrying about how to pay for rent and groceries and wondering why they're scraping by in one of the wealthiest countries.

... they shouldn't be forced to choose between taking care of their family, a job, and putting food on the table.



**Examples +**

**Practice**

Say this:

**Mothers were able to go back to school, pay their bills, and save for emergencies.**

Not that:

**The Child Tax Credit gave parents cash to spend on whatever they need.**

Say this:

**Families' economic well-being**

**or**

**Ability to put food on the table and support our  
families**

Not that:

**The economy**

Say this:

**Making the rich pay what they owe**

Not that:

**Making the rich pay their fair share**

Say this:

**Resource our schools**

**or**

**Provide the supports and services our families need**

**or**

**Funding our communities and lives**

Not that:

**Generate \$X million dollars**

**Investing in...**

“People are to blame for their own choices.”

Corporations are making record profits but haven't increased wages.

“People should be required to work.”

Parents shouldn't have to choose between taking care of their families and work.

“This program won't help.”

People went back to school, paid bills, and bought things their kids needed.

Get all the details on our blog!

## To Build a Budget

- Biennial budgeting process has already begun!
- Revenue Forecast release in mid-December
- Legislative Session begins January 8th

# The Road Ahead

# Upcoming opportunities

Sign up for our  
newsletter

Get added to our PN3  
Google Group

Press Conference  
Thursday, January 16th  
9:30 am



**Questions?**

Reach us on social media

Facebook @in.institute

Twitter @ininsitute

Instagram @in.institute

or

Email me!

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