

Dear AARP Supporter,

National in scope. Local in touch.

AARP Tax-Aide is a program of the AARP Foundation, offered in conjunction with the IRS. AARP Tax-Aide is a program and a cause that directly touches over two and a half million men, women and their families in America every year. We have been providing a valuable service to communities across the country for over 40 years, helping people over 47 million times. *One person at a time.*

We are co-sponsored by AARP and the IRS, two of the most highly recognized brands in the country. Working together with us, you can:

- *Align with the largest volunteer non-profit tax assistance service in the U.S.*
- *Be seen supporting AARP Tax-Aide in the local community*
- *Be part of placements that will help provide positive messaging about your sponsorship and AARP Tax-Aide*
- *Connect with consumers via the AARP website*

While we focus our program delivery on those with low or moderate incomes, the reputation gained from services delivered and assistance provided ripples throughout many demographics and households. In particular, the 50+ population is more likely to favor family and friend's advice and recommendations than to believe information from ads or websites. Teaming with us can make your organization part of this positive referral network.

The 50+ population represents 45% of all the households in America. Most read a newspaper daily, use the Internet, have investments, eat at a sit down restaurant at least once a month and are responsible for \$2.3 trillion in spending each year. And AARP Tax-Aide touches everyone, not just those who are 50+, because our service has no age restrictions. In fact, we helped our clients receive over \$98 million in Child Care credits in 2008 in addition to over \$187 million in payments for Earned Income Tax Credits. We are the nation's largest free, volunteer-run tax assistance service and we have a special focus on older Americans.

Loyal to AARP Tax-Aide. Loyal to our sponsors.

Loyalty and a low rate of customer attrition is also a key attribute of the type of people we help and the demographics we influence. Satisfaction with AARP Tax-Aide is over 98%. No wonder, considering the program generates over \$1 billion per year in refunds, credits and tax preparation savings for our clients. The program's clients are fiercely loyal and supportive of the program with almost 50% having been referred by friends or family, and you can share that loyalty with your participation.

The opportunities to partner as a sponsor with us are almost endless. And they're available to you every year.

To find out more about the opportunities AARP Tax-Aide can offer to you and your corporation, please contact me at _____.

Sincerely,

visit: www.aarp.org/taxaide

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