



***Urban AZ w/ Power 98.3***  
***501(c)(3) Non-Profit Organization***  
***EIN: 82-1745647***  
***Arizona Government QCO Code: 22476***  
***The 2 Campaigns That Will Forever Impact Arizona***

**CONFIDENTIALITY NOTICE:** This document contains information belonging to the sender which may be confidential and legally privileged. This information is only for the use of the individual or entity to which it was intended. If you are not the intended recipient, any disclosure, copying, distribution, or action taken in reliance on the contents of the information contained in this message and any accompanying documents is strictly prohibited. If you have received this message in error, please contact the sender immediately and delete the message. Thank you.

## ***Quick Summary***

Urban AZ is a grassroots 501(c)(3) and 1 of the 5% of nonprofits in Arizona (along with the Salvation Army) classified by the Arizona government as a Qualified Charitable Organization. There is over 1 billion dollars that collected by Arizona taxpayers to help charitable causes and it won't cost them a single penny. Urban AZ will run 2 campaigns educating and inspire Arizona taxpayers to donate and receive a tax credit.

Urban AZ will help individuals suffering from cancer, sexual assault victims, individuals who can't afford their life saving medication, fund mental health treatment for individuals who can't afford it, foster children and homeless individuals.

Urban AZ will take each fundraiser a step further and host a free online sweepstakes that will encourage people to share the promotional content of the fundraiser.

Donors that are Arizona taxpayers will receive a tax credit for their donation (up to \$400) - which reduces their tax liability dollar-for-dollar. For example, if an individual owes \$900 in taxes, but donates \$400, they now owe \$500 dollars. **Urban AZ is giving taxpayers the option to redirect what they pay the state government to something more meaningful.**

Urban AZ is seeking out cash donations, assistance with advertising & in-kind donations

# ***Part 1: Overview***

## **The Best Christmas Ever**

- **Goal:** Raise over \$25,000
- **Timeframe:** December 1<sup>st</sup> – December 25<sup>th</sup>, 2022
- **Website:** [UrbanAZ.org/BestChristmas](http://UrbanAZ.org/BestChristmas)

## **Project Redirect**

- **Goal:** Raise over \$100,000
- **Timeframe:** January 1<sup>st</sup> – April 18<sup>th</sup>
- **Website:** [UrbanAZ.org/Redirect](http://UrbanAZ.org/Redirect)

## **About Urban AZ**

Urban AZ is a grassroots 501(c)(3) non-profit organization focused on bringing value to the Arizona community through philanthropy, media, and entertainment.

Urban AZ is 1 of the 5% of non-profit organizations in Arizona (along with The Phoenix Children's Hospital & The Salvation Army) that is classified as a Qualified Charitable Organization by the Arizona government. Our organization proved the commitment to providing aid to thousands of Arizona residents with chronic illnesses, physical disabilities, and low household incomes.

Being a Qualified Charitable Organization enables Urban AZ to give donors an Arizona tax credit for their donation up to \$400. For example: If a donor owes \$500 in state taxes, and donate \$300 to Urban AZ, they will receive a \$300 tax credit to apply to their taxes (owing \$200).

## **The Problem**

Urban AZ recognizes a discrepancy within Arizona communities. According to the Arizona Department Of Revenues annual report in 2021, 3.9 million individuals filed their tax return, and only 4% of those individuals used the Qualified Charitable Organization tax credit.

**In theory: there is over 1 billion dollars available to be collected from 3.9 million individuals, that can be used to provide for Arizona populations in need. It won't cost them a single penny!**

## ***Part 1: Overview (Continued)***

### **The Solution**

Urban AZ will educate and inspire Arizonans to redirect what they owe in state taxes to help make a change in their communities. From December 1st to April 18th, Urban AZ will create and manage 2 fundraisers. Both fundraisers will focus on raising money to help:

- Individuals suffering from cancer
- Women & men that are victims of sexual violence (Ex: rape)
- Individuals that can't afford their life saving medication or hospital bill (Ex: Insulin)
- Fund mental health treatment for individuals who can't afford it
- Foster children
- Homeless individuals

Both fundraisers will create the narrative of 'would you rather pay state taxes or help save/change a life'. Each fundraiser will be promoted with emotional guerilla marketing. In addition, Urban AZ will collect in-kind donations to distribute to the low-income community and foster children (Ex: Clothing)

### **Statistics/Facts**

- Cancer is the second leading cause of death in children ages 1-14 [Source: Cancer.org]
- Nearly 1 in 5 women have been raped in their lifetime while 1 in 71 men have been raped in their lifetime [Source: acesdv.org]
- In Arizona, 257,000 adults have a serious mental illness, 87,000 individuals age 12-17 have depression, 1,438 lives were lost to suicide and 237,000 adults have thought of suicide..." [Source: Nami.org 2021 Annual Report]
- In Arizona, as many as 500 homeless individuals died in the first half of 2020 [Source: Maricopa County Office]
- In 2021, 70% of children that are in the foster care system are in there because of neglect [Source: Arizona Department Of Child Safety]
- 1 in 4 Americans on medication struggle to afford their prescription drugs [Source: Pirg.org]

## ***Part 2: How Urban AZ Will Go About Helping Each Cause***

### **Individuals Suffering From Cancer:**

- While there are many amazing charities and hospitals raising money for research, we want to help these individuals now, as a cure may come too late for them, potentially saving a life. **Urban AZ will help cover the cost of their hospice care, treatment, as well as provide care packages.**

### **Women & Men That Are Victims Of Sexual Violence (Ex: Rape)**

#### **[Project Redirect]**

- The most important thing for any victim of sexual violence is to get justice, feel safe, and comfortable during the healing process. Every case will be different – **Urban AZ will provide funding for a temporary place to stay, rape kits, attorneys, and whatever necessary to help each victim.**

### **Individuals Who Can't Afford Their Life Saving Medication OR Hospital Bill (Ex: Insulin For Diabetes) [Project Redirect]:**

- Individuals could get denied medication or treatment if they can't afford it, which could result in death. **Urban AZ will help cover the cost of their medication and/or hospital bill.**

### **Fund Mental Health Treatment For Individuals Who Can't Afford It:**

- We want to help individuals suffering from a mental illness now, as research may come too late for them, potentially preventing suicides. **Urban AZ will help cover the cost of psychotherapy for 1-2 months for those individuals.**

### **Foster Children [The Best Christmas Ever]:**

- Children in the foster care system are provided used clothing, used toys, used backpacks, and personal items without anything to truly call their own. **Urban AZ will provide these kids with NEW items to create a much-needed sense of comfort, and pride in ownership.**

### **Homeless Individuals [The Best Christmas Ever]:**

- **Urban AZ will create and provide care packages to homeless individuals that include bikes, toiletry items, sunscreen, food, water, cash and more.**

### ***Part 3: Taking It A Step Further [Project Redirect]***

Urban AZ will host a giveaway via Gleam to help promote each fundraising campaign. It will be free to enter.

- For individuals to enter, there will be a list of actions to complete including: a retweet, a tweet, share a post to your Instagram story, refer a friend to the giveaway, etc.
- Winners will rank each item they want and receive which is available.
- Winners will have the option to donate the prize back.
- When donors complete their donation, they will be redirected to the giveaway and will have instructions on their receipt on how to enter the giveaway
- **Gleam works the same as an online raffle.**

## ***Part 4: How It Won't Cost Arizona Taxpayers A Single Penny To Donate To Our Campaign.***

Arizona taxpayers will receive a tax credit: a dollar-for-dollar reduction on the state income tax they owe – up to \$400 for individuals and \$800 for those filing jointly.

An individual who makes over \$12,550 in adjusted gross income yearly, is required by law to pay state taxes. **Urban AZ is enabling donors to choose to either pay what they owe in state taxes or redirect what they owe to help a charitable cause of their choice.**

Below are real time examples of how their donation can apply to them with the lowest state income tax rate of 2.59% (We multiply adjusted gross income by 0.0259)

	Example 1	Example 2	Example 3
<b>Adjusted Gross Income Claimed (Year):</b>	<b>\$17,184</b>	<b>\$21,817</b>	<b>\$26,450</b>
<b>State Tax Due:</b>	<b>\$120</b>	<b>\$240</b>	<b>\$360</b>
	<b>Donating \$120 Would Reduce State Tax Liability To \$0</b>	<b>Donating \$240 Would Reduce State Tax Liability To \$0</b>	<b>Donating \$360 Would Reduce State Tax Liability To \$0</b>

\*\*The table is only accurate if taxes are filed individually, standard deductions are taken without any increases, and the Urban AZ tax credit is the only one used.

If an individual withholds taxes from their paycheck and receives a refund, the amount that is withheld was greater than the amount owed. Donating for the Urban AZ tax credit will increase this refund. Example: If \$500 in state taxes is owed, have a \$400 tax credit, and withheld \$600 total from an individual's checks, they will receive a \$500 refund!

Urban AZ State tax credit is non-refundable. It will not create a tax refund when there is not one already available. Example: If you only owe \$100 in taxes, the \$300 tax credit will only bring what you owe down to \$0 and won't enable a refund

## ***Part 5: Additional Points***

### **How Urban AZ Will Find Individuals To Help:**

- **If the \$10,000 donation threshold is crossed before the end of each fundraiser, Urban AZ will open up a detailed application where individuals seeking assistance can fill out. The application will be promoted on all social media platforms and Urban AZ will reach out to different organizations to seek out individuals that need assistance.**
- **Each individual in our fundraising campaign video will be our first priorities to help in each demographic.**

**Donors will have the choice to pick which charitable cause they want their donation to go to. They also have the option of choosing to split their donation evenly to each cause.**

**Donors will have the option to have their employer match their donation on the fundraiser donation form.**



## ***Part 6: What Urban AZ Is Seeking Out***

**Cash Donations (Ex: Individual/Company Donation, 15% of sales, ask customers to round up, etc.)**

**Company/Individual to match the fundraiser(s) amount up to a certain amount (Ex: If a fundraiser raises 10K, the company matches to make the fundraiser 20K total, each retweet equals a dollar donated, etc.)**

**Incentives to give all of our donors (ex: All donors receive a 15% off coupon to XYZ)**

**Donations for our giveaway (Ex: Gift Cards)**

**Assistance On Advertising (Ex: Social media share, email blast inclusion, etc.)**

**Peer To Peer Fundraising - Will split up to 50% to the fundraisers own personal cause (Ex: Add fundraiser to profile on Instagram)**

**On site promotional material (Ex: Poster on door, set up promotion table, etc.)**

### **Physical/In Kind Donation Items**

- **Clothing**
- **Bicycles**
- **Duffle Bags/Backpacks**
- **Small Camping Tents**
- **Hydro Flasks**
- **Toys**
- **Youth/Children's Books**
- **Toiletry Items (Ex: Toothpaste, deodorant, lotion, etc.)**
- **Non-Perishable food items**
- **Tennis Shoes**
- **Glasses (Sunglasses)**
- **Hair care products (appropriate combs/conditioner/bonnets)**
- **Umbrellas**
- **Undershirts**
- **Skin care products (for adolescent youth in care)**
- **Footlockers**



**Picture Of A Homeless Individual To Help Paint The Picture Of Our Fundraising Campaign**