



RealSense
A United Way Initiative
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Grassroots Outreach Raising Awareness of RealSense Opportunities!

When Felicia Johnson talks to volunteers about participating in the upcoming Grassroots Outreach, her enthusiasm is very real. “We served nearly 300 people at the Fairway Oaks Center RealSense Tax Site last tax season,” Johnson declares, “and I know for sure that many of them came as a result of our grassroots outreach program last fall!”

Johnson is Neighborhood Network Coordinator for the Jacksonville Housing Authority and, in that capacity, is partnering again this fall with United Way’s RealSense Prosperity Campaign to get the word out about the free tax services that are available. “A lot of people have saved a lot of money by getting their taxes done free by RealSense,” said Johnson, “and we’re hoping even more will know about it and do it this tax season!”

The Grassroots Outreach event on Saturday, December 5th will begin at 8:30 a.m. at the Brentwood Lakes Community Center and end at 2 p.m. at the Fairway Oaks Community Center, with volunteers in both of these Jacksonville Housing Authority neighborhoods passing out pamphlets and posters about RealSense.

“This is a great opportunity to partner with the Jacksonville Housing Authority and connect with citizens in these two areas who may be considering a Refund Anticipation Loan [RAL],” said Jeff Winkler, Director of United Way’s RealSense Prosperity Campaign. “There are so many better options available to them than a high interest RAL – and those include our RealSense VITA Tax Sites and Tax-Aide Tax Sites where they can get their taxes done free and, often, discover they are eligible for EITC [Earned Income Tax Credit] dollars!”

Volunteers are currently being recruited to help JHA and RealSense spread the word about filing for free and saving the fee! To learn more about the Grassroots Outreach Event on December 5th in the Fairway Oaks and Brentwood communities, please contact Felicia Johnson, JHA Neighborhood Network Coordinator at (904) 356-8280 or Kim V. Ouellette, Special Projects Coordinator, RealSense Prosperity Campaign, (904) 390-3276.

United Way of Northeast Florida works in partnership with volunteers, community organizations, and leaders to tackle critical issues facing children, youth, and families. United Way makes lasting changes that improve the lives of people in Baker, Clay, Duval, Nassau and northern St. Johns counties. In addition, United Way leads United Way 2-1-1, a 24/7 information referral hotline; Life: Act 2, a proactive response to an exploding senior population; Full Service Schools, a community approach to removing barriers to academic success. For more information, call 904-390-3200 or visit www.aboutunitedway.org. ###