FLORIDA CHAMBER Foundation | FLORIDA PROSPERITY INITIATIVE
Replacing Childhood Poverty With Self-Sufficiency

www.redirect1700forkids.com

Join with other employers to give Florida kids the education they need to excel.

A new federal tax credit lets your employees join thousands of others in directing real money into the Florida Chamber Foundation's Prosperity Fund —potentially over $1 billion statewide—to help Florida's poorest kids and families. It's a direct way for Florida Chamber members and stakeholders to invest in the education our future workforce, and our country's competitiveness, depends on.

Part of a bigger mission: today's learners are tomorrow's earners. The Florida Chamber Foundation's Business Alliance for Early Learning has set a goal of 100% of Florida's third graders reading proficiently by 2030, and the Florida Prosperity Initiative is working to cut childhood poverty in half. Right now, 711,576 children live in poverty across Florida's 983 zip codes, and more than half our children in poverty live in only 15%, or 152, of our zip codes. Education is the strongest bridge we know of out of poverty. Your employees' gifts help build that bridge for Florida kids.

Why offer this

Real dollars for Florida's kids in need

The Prosperity Fund provides reading and math tutors, after-school programs, transportation, technology, and more for Florida's poorest kids—public school students who are eligible for free or reduced-price lunch—at a scale one gift alone can't reach.

An investment in America's competitiveness

A stronger, better-educated workforce starts with the students in our classrooms today. This is a concrete way for your business and your employees to be part of that.

Virtually no cost to your company

The credit belongs to the employee. You're simply making it easier for them to access it through payroll.

Payroll-deducted tax liability redirect

Employees can payroll deduct their tax liability by redirecting up to the $1,700 annual max, spread across each paycheck.

What this looks like at scale

If 30,000 taxpayers in your county gave $1,700 each, annually, that would equal over $50 million every year into the Prosperity Fund for kids in your county alone.

Multiply that across all 67 Florida counties, and this Promising Practice becomes a billion-dollar-a-year commitment to Florida's kids—directly advancing the Florida Prosperity Initiative's goal of cutting childhood poverty in half.

How it works

1 **You turn on the option through payroll**

Coordinate with your payroll provider to add the Prosperity Fund as a payroll deduction option, up to $1,700/year. It's a gamechanger that costs nothing more than the time it takes to check a box. Participating will not reduce any charitable giving by employees.

2 **Each employee chooses whether to give**

Once the option is available, it's entirely up to each employee to opt in and set their own per-paycheck amount, up to the $1,700 annual max.

3 **Share it with your team**

Request a copy of our companion one-page flyer to introduce the benefit to employees — we'll also provide you with text you can drop into an email or open-enrollment materials.

4 **Employees claim the credit at tax time**

Starting with tax year 2027, each contributing employee claims a dollar-for-dollar federal tax credit, so their gift costs them nothing once they file—no action needed from your business at filing time.

Good to know

The credit begins with the 2027 tax year and only benefits employees who owe federal tax—it's not a payroll tax reduction or a benefit to the company's own tax position.

This is general information, not tax or legal advice. We'd recommend a quick check with your benefits counsel or payroll provider before rolling this out.

Bring this to your team.

Request a demo or more info to get the employer setup guide, employee communication templates, and early notice when the payroll deduction program opens for 2027.

Request Info / Demo | Ask for the Employee Flyer

Or learn more anytime at www.redirect1700forkids.com
Questions? Email helpkids@flchamber.com.

The Florida Chamber Foundation's Prosperity Fund

The Florida Chamber Foundation's Prosperity Fund is professionally administered by Step Up, Step Further, the official Scholarship Granting Organization. An individual taxpayer version of this flyer is also available to share directly with employees — request a copy at helpkids@flchamber.com.