SAVEYOURREFUND

SAVE SMALL ★ WIN BIG

PRESENTED BY D2D FUND

The SaveYourRefund campaign had another successful tax season in 2015. SaveYourRefund, in its 3rd year, is a national campaign encouraging savings at tax time, when households making less than $50,000 claim $100 billion in federal tax refunds. The campaign creates a fun and rewarding experience to inspire Americans to use the moment of claiming a refund as an opportunity to save. SaveYourRefund is part of a broader portfolio of work by Doorways to Dreams Fund ("D2D") to help Americans build financial reserves by making savings easy and fun. The 2015 SaveYourRefund campaign was a great success:



Over $2 million saved – an average of $726 per tax filer.

37% of savers reported that they were not planning on saving when they entered the tax preparer's office.





$256,000 in U. S. Savings bonds were purchased.

Over 200 tax preparer sites in 41 states – including 77 new sites in 2015 – participated in the campaign.





A total of 109 winners were awarded $39,000 in prizes.

"Saving money is very difficult, especially when unplanned and unexpected things happen that affect your loved ones or your living situation. I'm a real example of this." Over the past couple of years, Jessica's family has seen their fair share of difficulties, almost entirely caused by unforeseeable medical emergencies. After her son was hospitalized just before Christmas last year, he was diagnosed with type 2 diabetes. Additional health scares to both Jessica and her mother, coupled with ongoing medical bills, have caused Jessica and her family to put a lot of their dreams on hold.

-Jessica, Ohio





"I remember that day like yesterday," Ayana said. After buying groceries a few blocks from her house, Ayana's 1991 Cadillac DeVille stopped working. Financially unprepared for emergencies, Ayana paid out-of-pocket for the repairs because she didn't have a savings account and lived paycheck-to-pay-check. It was a major financial blow for Ayana, who works full-time and raises three daughters.

-Ayana, Minnesota



Jorge has always tried to save a little extra money for emergencies, and unexpected expenses. This tax season, he was encouraged to save part of his tax return to help fund his two major goals: he wants to finish his car payments as soon as possible, and eventually save up enough money to purchase his own house.

-Jorge, California



Growing up, Audrey of Brooklyn Park, Minnesota watched her parents go through bankruptcy, almost lose their house, and cash out their 401Ks. "Seeing them go through all of that, I couldn't do it to myself," she said. From an early age and to this day, her parents' financial decisions have influenced how Audrey saves and spends her money.

-Audrey, Minnesota