

It is not “too good to be true” !!! The state’s guidelines are contained on a few brief pages, and the application form is quite short. Go to: <http://www.newpa.com/programDetail.aspx?id=62>.

Governments create “Enterprise Zones” to spur economic activity in specific depressed geographic areas. Pennsylvania government has also created the Education Improvement Tax Credit (EITC) program to spur the development of children who need an educational stimulus. Without economic help, some students will not reach their potential for their street address has them assigned to a school that does not meet their needs. We all know that low school achievement hurts society, present and future.

Institutions paying these taxes can participate – and it costs them very little, just a bit of initiative, time, and maybe a few bucks! Pennsylvania will issue a generous tax credit (averaging 90%) if they would take an interest in the students, to help them succeed.

Some institutions are not participating. Others are guiding their donations based upon the zip code of the scholarship organization’s office. Still others are giving to school-based scholarship funds rather than those which work with a state-wide pool of applicants (and have deserving students “everywhere”).

Bank managers can sense the opportunities to highlight local community involvement. KCEA offers an effective means of assisting worthy students in your community – and is already assisting students in 49 counties. We encourage YOU as a bank manager to influence the bank’s CEO and CFO to be involved in the EITC program and to include KCEA’s Scholarship Fund when making scholarship donations.

Bank Manager:

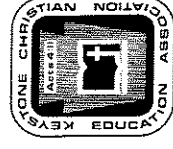
Which would YOU rather your bank decision-makers do?

Pay the taxes required of Pennsylvania financial institutions?

Bank and Trust Company Shares Tax
Mutual Thrift Institutions Tax

or

Use the same money to provide scholarships for students (while YOU as an institution get some GOOD PR for supporting a worthy cause in your service area)?



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