

SAVEYOURREFUND

SAVE SMALL ★ WIN BIG

The SaveYourRefund campaign had another successful tax season in 2017. SaveYourRefund, a national campaign in its 5th year, encourages 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 [Commonwealth](#) to help Americans build financial reserves. Some highlights from the 2017 SaveYourRefund campaign include:

Impact



nearly
\$2.4 million
saved, an average of
\$859 per tax filer

Inspired Saving

48%

of savers reported
not planning to save
before knowing about
SaveYourRefund



Reach

940

Tax Preparer Sites



in

45

states + D.C.

Saving in Bonds



\$100,200

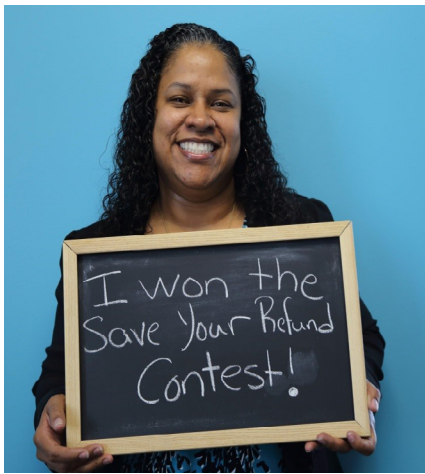
in U. S. Savings bonds were purchased

Prizes

100
weekly winners were
awarded

\$10,000
in prizes





"Education is expensive, so I hope to leave a cushion for my son when he grows up and wants to go to college. I just save for his future."

-Esmeralda

"I make conscious financial decisions and always like to save. My future financial goal is a house so I like putting some money into my piggy bank."

-Elsa Yanez



"I saved a portion of my refund to put a aside for a future house purchase. It was very easy to complete and staff helped me through the process."

-Ciara Alvarez Cruz

"We have a great reason to be motivated to save. Not only did we add a new child to our family this year, but we have decided to purchase a home!"

-Sadie and Scott
McCracken

