



Children's  
Trust Fund

Michigan's  
chapter of  
Prevent Child Abuse  
America



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Department of the Treasury  
Internal Revenue Service

**Tax Withholding and Estimated**

SCHEDULE D  
(Form 1040)

Department of the Treasury  
Internal Revenue Service (See  
Instructions)

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OMB No. 1545-0047  
**2018**  
OMB No. 1545-0047  
OMB No. 1545-0047

Capital Gains and Losses

▶ Attach to Form 1040 or Form 1040EZ.  
▶ Go to [www.irs.gov/schedule](http://www.irs.gov/schedule) for instructions and the latest information.  
▶ Use Form 9949 to list your transactions for lines 1b, 2, 3, 8b, 9, and 10.

**Part I Short-Term Capital Gains and Losses—Generally Assets Held One Year or Less** (see instructions)

See instructions for how to figure the amounts to enter on the lines below.  
This form may be easier to complete if you round off cents to whole dollars.

1a Totals for all short-term transactions reported on Form 1099-B for which basis was reported to the IRS and for which you have no adjustments (see instructions). However, if you choose to report all these transactions on Form 9949, leave this line blank and go to line 1b.

1b Totals for all transactions reported on Form(s) 9949 with Box A checked

2 Totals for all transactions reported on Form(s) 9949 with Box B checked

3 Totals for all transactions reported on Form(s) 9949 with Box C checked

4 Short-term gain from Form 6252 and short-term gain or (loss) from Forms 4684, 6781, and 8824

5 Net short-term capital gain or (loss) from Form 6252 and short-term gain or (loss) from Forms 4684, 6781, and 8824

6 Short-term capital loss carryover. Enter the amount, if any, from line 6 in column (b) of your Capital Loss Carryover Worksheet in the instructions. If you have any long-term capital gain or (loss), go to Part II below. Otherwise, go to Part III on the back.

**Part II Long-Term Capital Gains and Losses—Generally Assets Held More Than One Year** (see instructions)

See instructions for how to figure the amounts to enter on the lines below.  
This form may be easier to complete if you round off cents to whole dollars.

7a Totals for all long-term transactions reported on Form 1099-B for which basis was reported to the IRS and for which you have no adjustments (see instructions). However, if you choose to report all these transactions on Form 9949, leave this line blank and go to line 7b.

7b Totals for all transactions reported on Form(s) 9949 with Box A checked

8 Totals for all transactions reported on Form(s) 9949 with Box B checked

9 Totals for all transactions reported on Form(s) 9949 with Box C checked

10 Long-term gain from Form 6252 and long-term gain or (loss) from Forms 4684, 6781, and 8824

11 Net long-term capital gain or (loss) from Form 6252 and long-term gain or (loss) from Forms 4684, 6781, and 8824

12 Short-term capital loss carryover. Enter the amount, if any, from line 6 in column (b) of your Capital Loss Carryover Worksheet in the instructions. If you have any long-term capital gain or (loss), go to Part III on the back.

13 Long-term capital loss carryover. Enter the amount, if any, from line 12 in column (b) of your Capital Loss Carryover Worksheet in the instructions. If you have any long-term capital gain or (loss), go to Part III on the back.

14 Long-term capital gain or (loss) from Form 6252 and long-term gain or (loss) from Forms 4684, 6781, and 8824

15 Net long-term capital gain or (loss) from Form 6252 and long-term gain or (loss) from Forms 4684, 6781, and 8824

# Michigan Children's Trust Fund 2021 TAX CAMPAIGN TOOLKIT

## Who We Are

The Children's Trust Fund is Michigan's only statewide nonprofit organization dedicated to the prevention of child abuse and neglect.

Serving as a voice for Michigan's children and families, we lead the way to better health, safety and well-being by funding over 100 effective community-based programs in all 83 Michigan counties.

CTF is funded by interest income from the trust fund, direct donations, grants, earned income, sales from the specialty license plate, fundraising events, and the income tax check-off campaign.

Help prevent child abuse and neglect and stand up to kids in YOUR community by donating to the Children's trust Fund on your state income taxes!

Children of Veterans Tuition Grant Program..... ☐ \$5 ☐ \$10

**Children's Trust Fund –  
Preventing Child Abuse in Michigan..... ☐ \$5 ☐ \$10**

Endowments of Michigan Fund..... ☐ \$5 ☐ \$10



32,738

Children in Michigan were confirmed  
as abused or neglected in 2019



32<sup>nd</sup>

Michigan ranks 32<sup>nd</sup> in overall  
child wellbeing

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February 2021

Dear Leaders in Prevention,

In 2019 alone, 33,060 Michigan children were confirmed as abused and/or neglected. With this sobering statistic in mind, it's great news that everyone has the opportunity to be a positive force of change in the life of a child. To help make great childhoods happen for all individuals, you simply must be willing to take action and Stand UP for our children. At this time of year especially, we ask for your support.

The Michigan Children's Trust Fund (CTF) sincerely appreciates your ongoing support of the annual tax campaign initiative. During the tax season, your direct contribution, as well as your assistance in promoting this initiative across and beyond your organization and networks is vital to the prevention of child maltreatment across the state. By utilizing the Michigan Charitable Contribution Form 4642 when completing Line 22 of your MI-1040, and donating ANY portion of your state income tax dollars, CTF can match your investment with the federal dollars we receive to stop child maltreatment in Michigan's 83 counties!

The tax initiative is one of CTF's longest-standing fundraising efforts. Since CTF was started in 1982, millions of dollars dedicated to the prevention of child abuse and neglect have been raised. Your help is needed to continue our work. Not only does contributing to CTF through this initiative ensure that funding and prevention programs will continue statewide, but it also allows for the prevention dollars raised in each county to be returned to those local communities where programming can be tailored to meet specific needs.

The 2021 Tax Campaign Toolkit has been created to provide you and your network with helpful resources to support this year's Tax Initiative. Toolkit documents include: Helpful Hints for a Successful Tax Initiative, Key Terms and Tax Initiative Language, Partners in Prevention, How to Utilize Media Effectively, a variety of specific sample materials, and more.

Your promotion in support of the Tax Campaign remains critical in ensuring Michigan's children live safe, nurtured, and healthy lives. The Michigan Children's Trust Fund thanks you for joining us as together we Stand UP for Kids.

With the best interest of children in mind,



Suzanne Greenberg  
Executive Director

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# How You Can Help

This year's 2021 Tax Campaign (2020 Tax Season) is intended to encourage Michigan citizens to contribute ANY portion of their State Income Tax Refund to the Michigan Children's Trust Fund in support of preventing ALL forms of child maltreatment. The contents of this toolkit are intended to serve as resources to help you promote this vital fundraising effort. The copy-ready materials are available on CTF's website at [www.michigan.gov/ctftaxcampaign](http://www.michigan.gov/ctftaxcampaign). Please use these documents to meet your local needs. You have permission to copy and/or reprint anything found in this Toolkit. Here are some ideas to get you started:

## Promote on Social Media

To family, friends, co-workers, neighbors, etc.

## Engage Your Community Partners

Reach out to institutions and organizations that you're involved with and ask them to participate in CTF's Tax Campaign and share promotional materials

## Make a Donation

You can always choose to donate to CTF yourself!

### Look for CTF on your Michigan Tax Form 4642

Simply choose a donation amount and your contribution will be used by local organizations to make a difference in a child's life.

### Tell your Tax Preparer!

If a tax professional prepares your Michigan income tax return, be sure to inform them of your wishes to contribute to CTF!

### E-Filing?

You can find the Children's Trust Fund under Contribution Funds right before you submit your return.

## Check the box to stand up for kids!

A **\$75** donation provides a home visit for an at-risk young mother.

A **\$139** donation provides one direct service such as parent/education support.

A **\$1,000** donation provides 25 hours of respite care for a parent of a child with special needs.



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# How to Effectively Utilize Media

Various forms of media can be helpful in the promotion of this year's tax campaign and the prevention of child maltreatment! Check out the ideas below and utilize the samples provided in the following pages.

## Social Media

Sharing status updates, photos, etc. wherever you're active online can help increase support for the tax initiative and the prevention of child maltreatment. Make your friends & family aware with your personal accounts and use your place of work's accounts to engage supporters and other organizations.

Try these ideas for creating social media posts:

- Discuss local programming and share child-centered stories that illustrate the use of funds to improve a person's life
- Add a photo or logo from organization to your status update
- Provide a link to your organization's website and/or other social media page(s)
- Share testimonials from community leaders about the importance of supporting the strengthening of families to protect against child maltreatment
- Insert a link to Line 22 of the MI-1040 and the Michigan Charitable Contribution Form 4642

## Press Release

A longer document that provides a more detailed explanation of the tax initiative, your local council, CTF, and the prevention of child abuse and neglect.

## Public Service Announcement

Used as filler by media; can be very powerful, however, there's no guarantee it will run during a beneficial timeslot.

## Letter to the Editor

Can be a great way to reach a general audience; keep them short and focused and be sure to include a call to action.

## Op Ed

Widely used to represent a column containing a strong, informed, and focused opinion on a specific issue such as CTF's tax initiative.

## Whichever form you use, the most important things to remember are:

- Emphasize that CTF's Tax Campaign supports the wellbeing of children and strengthening of families throughout Michigan
- Use CTF's branding: Stand UP For Kids
- Stay on topic
- Provide an achievable call to action the audience will identify with
- Utilize real data and statistics

# Sample Social Media Posts

## Facebook

In 2019 alone, 33,060 Michigan children were confirmed as abused and/or neglected. With this sobering statistic in mind, it's powerful knowing that **everyone has the opportunity to be a positive force of change in the life of a child.** To help make great childhoods happen for all individuals, **you simply must be willing to take action.** Together we can **Stand UP for Kids!**

By utilizing the **Line 22 of your MI-40** and the **Michigan Charitable Contribution Form 4642** and donating state income tax dollars, CTF can then match your investment with the federal dollars we receive to stop child abuse and neglect statewide. This initiative is crucial in the effort to **Stand UP for Kids!**

**Thank you** for supporting the effort to **build strong and resilient children and families to protect against ALL forms of child maltreatment.** Your help is critical in ensuring Michigan's children live safe, nurtured, and healthy lives. Your choice to **Stand UP for Kids** is a powerful one.

## Twitter

Join @CTF\_Michigan and *(insert local council/program)* as we #StandUPforKids in *(insert county)* and across Michigan

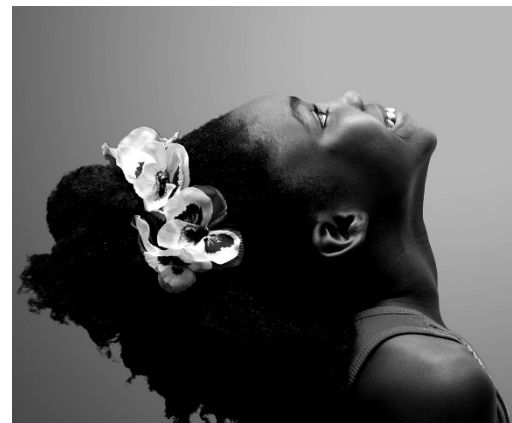
#BeTheChange in the lives of all children and #ChooseToGive during the @CTF\_Michigan Tax Campaign

Help build strong children and families to prevent child maltreatment in *(insert county)* and across Michigan by giving to @CTF\_Michigan on your 2020 tax return

In 2020, *(insert # from your local KIDS COUNT data—information on pg. NUMBER)* children were affected by maltreatment in our #community. Together we can change that staggering statistic in 2021 and beyond!

You can use your taxes to help keep Michigan kids safe and nurtured so they can grow up to reach their full potential! #StandUPforKids by donating to the @CTF\_Michigan Tax Campaign

Don't forget to follow us on Facebook (@MichiganCTF) and Twitter (@CTF\_Michigan) share/retweet our campaign posts!



STAND UP FOR KIDS.



CHECK TO SAVE A CHILD.

## Cobranded Graphics

Tax Campaign Social Media Graphics can be found online at [Michigan.gov/ctftaxcampaign](https://Michigan.gov/ctftaxcampaign)  
If you need assistance placing your logo on these graphics please email Taylor Williams at [WilliamsT41@michigan.gov](mailto:WilliamsT41@michigan.gov)



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# Sample Public Service Announcement

Last year, over thirty-three thousand children in Michigan were abused and/or neglected. Our community of *(insert county)* County and the Michigan Children's Trust Fund are teaming up in the effort change this sobering statistic. Together we can Stand UP for Kids and ensure that they grow up to reach their full potential.

While completing your 2020 Michigan Income Taxes, when you reach **Line 22 of the MI-1040**, please utilize the **Michigan Charitable Contribution Form 4642** to contribute ANY portion of your return to the Michigan Children's Trust Fund. Your contribution will aid in building strong and resilient children and families to protect against ALL forms of child maltreatment across the State of Michigan and in our local community of *(insert county)* County.

For more information about the Michigan Children's Trust Fund (CTF), how you can contribute, or how to participate in local fundraising and prevention initiatives, please visit [www.michigan.gov/ctf](http://www.michigan.gov/ctf). The *(insert county)* County local council and CTF sincerely thanks you for generously contributing to keeping our kids safe.

## Sample Letter to the Editor

### **An Opportunity to Increase Child Maltreatment Prevention Funding in *(insert county)* County**

We are writing to request that our friends in *(insert county)* County give special consideration to making a contribution to the Michigan Children's Trust Fund (CTF) when completing their Michigan Income Tax forms this year. Not only do tax check-off contributions to CTF increase funding dedicated to building strong and healthy families across the state of Michigan, but dollars raised in *(insert county)* are returned back to the local community through our CTF grant.

On a statewide basis, grants from the Michigan Children's Trust Fund support a wide range of programs, education, and direct services through a network of Local Child Abuse and Neglect Councils (CAN Councils). Based on locally identified needs, funding for initiatives such as infant head trauma prevention, safe sleep education, parent support, child sexual assault education and prevention, providing tangible support for newborn babies, and community-wide education. Strengthening individuals and families in these ways and more enables every child to reach his or her full potential.

Here in *(insert county)*, we use these funds to *(insert information about local organizations and prevention programming)*. Please take advantage of this opportunity to be a positive force of change in the lives of our children when filing your 2020 Michigan Income Taxes. As you complete your MI-1040, Line 22 allows you to utilize the Michigan Charitable Contribution Form 4642 to donate ANY portion of your tax-return to the Michigan Children's Trust Fund.

For more information about CTF, how you can contribute, or how to participate in local fundraising and prevention initiatives, please visit [www.michigan.gov/ctf](http://www.michigan.gov/ctf). The *(insert county)* CAN Council and CTF sincerely thanks you for choosing to Stand UP for Kids and prevent ALL forms of child maltreatment.

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## Sample OpEd

In 2019, 33,060 Michigan children were abused and/or neglected. Our county alone was the home of *(insert local KIDS COUNT data)* of those kids. Research confirms that a safe, stable, and nurturing setting is essential so that a child can reach his or her full potential and contribute to a thriving society. The Michigan Children's Trust Fund (CTF) supports the strengthening of families through prevention programming and education, direct services, and collaboration with our *(insert county)* County local council(s): *(insert organization name(s))*. The tremendous toll that abuse and/or neglect has on a child and his or her future and our community has been recognized. It's time that together, we Stand UP for Kids to prevent it abuse at grassroots level.

Your generous decision to contribute ANY portion of your Michigan State Income Tax Return dollars to CTF when completing **Line 22 of the MI-1040** and utilizing the **Michigan Charitable Contribution Form 4642** is a vital component in protecting our children. The money raised through CTF's Tax Initiative provides essential funding for strengthening children and families. Your donation not only helps prevent ALL forms of child maltreatment across the State of Michigan, but it also allows for the return of those dollars directly back to our local community through CTF grants. Here in *(insert county)* County, we can then develop programming that meets our specific needs.

Whether you file your 2020 taxes online or by traditional paper methods, your contribution to the Michigan Children's Trust Fund will make a positive difference in the lives of our children. If you hire a tax preparer, please communicate your desire to contribute. CTF can then match your investment with federal dollars they receive to stop child abuse and neglect.

It's a sobering notion that every year, thousands of our children are not treated in the way that they deserve. However, it's powerful to know that everyone has the opportunity to be a positive force of change in the life of a child. To make great childhoods happen for ALL individuals, you simply must be willing Stand UP for Kids!

THANK YOU FOR HELPING US PROMOTE OUR 2021 TAX CAMPAIGN!

Contact us at [ctfinfo@michigan.gov](mailto:ctfinfo@michigan.gov) with any questions!