

JOIN CPAS *for a* HEALTHY BAY

VISIT WWW.CBTRUST.ORG TO REGISTER, OR COMPLETE AND RETURN THIS FORM.

Yes, count us in to help save the Bay. Please send me the free program enrollment kit and _____ copies of the client mailing insert.

NAME OF PRIMARY CONTACT

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL ADDRESS



Chesapeake Bay Trust • 60 West Street, Suite 405 • Annapolis, MD 21401
Phone 410.974.2941 • Fax 410.269.0387 • WWW.CBTRUST.ORG

FOR MORE INFORMATION CONTACT:

- J. Thomas Hood, III, CPA
Maryland Association of CPAs

"Please support this important new initiative of the Chesapeake Bay Trust. If we all do our part, we can save this precious natural resource for generations to come."

Improving water quality and the Chesapeake Bay is the number-one environmental concern of Marylanders. That means your clients and employees will respond positively to any recognition your firm receives for demonstrating its commitment to the Bay.

HOW DOES IT HELP YOUR BUSINESS?



CPAS *for a* HEALTHY BAY

HOW CAN YOU HELP THE CHESAPEAKE BAY AT TAX TIME?

FIND OUT WHAT YOU CAN DO...

CPAS *for a* HEALTHY BAY



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WHY DOES THE BAY NEED OUR HELP?



The Chesapeake Bay is under threat from stormwater runoff and other pollutants that cause large “dead zones” each year. From natural disasters to low oyster populations, the issues plaguing the Chesapeake Bay are daunting.

WHY THE CHESAPEAKE BAY TRUST?

The Chesapeake Bay Trust provides funding for vital community-based education and restoration programs that help restore precious wetlands, shorelines, native plants and trees to improve water quality. The Trust’s funding comes from three sources: generous donations from individuals and corporations, the Maryland Treasure the Chesapeake license plate, and the Chesapeake Bay and Endangered Species Fund on the Maryland state income tax form.

WHAT CAN MARYLAND TAX AND ACCOUNTING PROFESSIONALS DO?

“CPAs for a Healthy Bay” is a new program designed to encourage CPAs and other tax professionals to take a few simple steps to raise awareness of the urgent need to support the Chesapeake Bay through the voluntary check-off on Line 35 of the Maryland tax form.

Research shows 52% of Marylanders are “likely” and 19% are “very likely” to give to Bay restoration efforts through a voluntary check-off, if reminded at tax time. They can give any amount and it’s tax deductible the following year. Yet only 1.4% give today.

We’re offering this program in partnership with the Maryland Association of CPAs to publicly recognize and reward those Maryland accounting and tax professionals who want to help.



Benefits to Joining:

As a partner in “CPAs for a Healthy Bay” you will receive:

- **Publicity Throughout the Year:** Exposure to tens of thousands of people on the Chesapeake Bay Trust’s websites, with links to your business.
- **Recognition in CBT’s Electronic Newsletters,** which reach more than 10,000 subscribers three times a month.
- **Promotional Opportunities** via four social media outlets, reaching thousands daily.
- **Recognition at Special Events** hosted by the Trust and through printed materials distributed by the Trust.

WHAT WE ASK OF YOU IN RETURN:

- Display Trust-provided point-of-sale marketing materials on the Line 35 tax check-off (brochures and/or signage) in your office.
- Distribute Trust-provided materials on the Bay Fund tax check-off to clients as an insert in tax organizer mailings.
- Utilize any other methods of communicating with clients and/or employees (through newsletters, on your company website, etc.) about the importance of supporting the Bay Fund.
- At your option, provide the Trust with baseline data regarding the percentage of your clients currently using the voluntary check-off. Use the link on our website to make it simple and easy.

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Please
Place
Stamp
Here

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