



# News Release

## Maryland Comptroller Releases Report Highlighting the Success of Tax Credit Awareness Campaign

*Campaign supports increase in earned income and child tax credit uptake during 2025 tax filing season*

**ANNAPOLIS, Md. (July 17, 2025)** — The Comptroller of Maryland, in collaboration with the Governor's Office for Children, has released a report highlighting the success of its inaugural tax credit awareness and outreach campaign aimed at increasing the uptake of the Earned Income Tax Credit (EITC) and Child Tax Credit (CTC) in Maryland.

The Earned It Campaign, a joint effort with the Governor's Office for Children and other agencies in the Moore-Miller administration, launched in January 2025, during the tax filing season. This multimedia initiative aimed to educate eligible Marylanders about the state EITC and CTC, increase tax credit awareness, encourage tax filing, and boost the uptake of these credits.

The number and share of EITC-eligible tax filers who missed the state credit has decreased, from 99,000 (or 18% of eligible filers) in TY 2023 to 72,000 (or 14% of eligible filers) in TY 2024.

"Maryland is one of 31 states, including Washington, D.C., with a state-level EITC. We must ensure that Marylanders can utilize every available resource to build economic stability and wealth," said **Comptroller Brooke E. Lierman**. "Every unclaimed dollar is a missed opportunity to support our communities and grow the middle class, benefiting Maryland in the long term. I am grateful for the continued partnership with the Moore-Miller Administration in promoting equity in our tax system and securing a more prosperous future for Marylanders."

Collaborating agencies and community partners, including the Governor's Office for Children, the Maryland Department of Health, the Maryland Health Benefit Exchange, the Maryland Department of Labor, the Maryland Department of Human Services, Maryland Department of Service and Civic Innovation, and the CASH Campaign of Maryland, shared resources with Marylanders they serve, encouraging tax filing and

clarifying tax credit eligibility. This combined effort resulted in more than 3.2 million touchpoints at a total media campaign cost of \$14,277 across the agencies.

“The Earned Income Tax Credit and Child Tax Credit are two of the most effective tools we have to reduce poverty and promote economic mobility. But tens of thousands of eligible Maryland families are not claiming the credits, leaving money on the table that can help pay for food, child care, and other essentials,” said Carmel Martin, Special Secretary of the Governor’s Office for Children.” Under the Earned It campaign, the Governor’s Office for Children and the Comptroller’s Office brought state agencies together to raise awareness about these credits and connect more families to the support they’ve earned. We’re excited to build on this work and make sure every eligible Marylander gets the resources they need and deserve.”

Eligible Maryland taxpayers who claimed the EITC received an average of \$1,100, while the CTC provided eligible parents with \$500 for each qualifying child.

Phase 2 of the Earned It campaign will build upon its initial success by incorporating findings from a research partnership with the Urban Institute Tax Policy Center. The research project, which began in January, focuses on understanding who fails to claim refundable tax credits, the barriers to claiming those credits, and outreach strategies to help increase tax credit uptake. A full report on those findings will be released in December.

[Read the Earned It 1.0 Report](#)

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