

## Heidi Heitkamp Launches Saving America's Family Enterprises (SAFE) to Say No to the Double Death Tax

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**Washington, D.C.** – U.S. Senator Heidi Heitkamp (D-ND) today announced the launch of the Saving America's Family Enterprises (SAFE), a non-profit educational organization advocating against the imposition of new transfer taxes such as the Sensible Taxation and Equity Promotion (STEP) Act, which would tax the gifting of homes, small businesses, family farms and other assets to family members upon the death of a loved one. As part of the launch, SAFE is announcing an initial six-figure paid media campaign to educate persuadable voters, as well as new polling data demonstrating the broad, bipartisan opposition to new transfer taxes such as the STEP Act. The data released today shows that 85 percent of all voters agree that the double death tax would affect hardworking middle-class families the most.

*"When you look at what has made America an economic powerhouse, it's been a combination of entrepreneurship—the willingness to take a risk on yourself and your business, and the access to capital to make it happen," said Senator Heidi Heitkamp. "These principles have been focal points of the American Dream for generations, and taxing decades of ingenuity and hard work will serve as a detriment to economic growth and prosperity."*

From August 10<sup>th</sup> to August 13<sup>th</sup>, 2021, [SAFE conducted a nationwide, online survey of likely voters](#) about the STEP Act. [The results show that voters believe the wealthiest families will still find loopholes](#) to avoid the effects of the STEP Act, while middle-class families and small businesses will face massive new tax bills. Only 20 percent of Americans believe inheritances should be taxed immediately upon receipt, with strong majorities opposed across every region, demographic and political affiliation:

- 85 percent of voters agree that the STEP Act will affect hardworking middle-class families the most.
- 83 percent of voters – including 77 percent of Democrats – believe that the STEP Act will ruin family businesses and endanger jobs.
- Voters believe that the STEP Act blocks social mobility. 86 percent of voters are concerned that the STEP Act would impact historically disadvantaged groups who are finally finding financial security for their families.
- Nearly 6-in-10 firmly oppose this legislation – including a near majority (47 percent) of Democrats. In an effort to educate voters about the STEP Act and the dramatic impact it would have on the way in which capital gains are assessed and taxed on estates, trusts, and assets that would make it harder for middle-class Americans to pass on what they build to their kids, SAFE is sharing real world stories from families around the country. The initial six-figure paid media campaign will be focused on the Washington, DC, market as well as numerous politically relevant media markets around the country and can be viewed [here](#).

### About SAFE

Saving America's Family Enterprises (SAFE) is a non-profit educational organization advocating against new transfer taxes like the STEP Act, a double death tax which will hurt small businesses, farms, homeowners, and middle-class American families. Learn more at [DoubleDeathTax.org](https://DoubleDeathTax.org).

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