



CHRISTIAN EMPLOYERS ALLIANCE
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Trump's Child Tax Credit Can Make American Families Great Again

I too often hear—particularly in the context of the upcoming tax package—people pitting business tax cuts and family tax cuts against each other. Yet, as the president of an organization that unites, equips, and represents Christian-owned businesses, I know that to be a false choice.

Recently, a group of conservative leaders, including former Speaker Newt Gingrich, former Senator Rick Santorum, and myself, sent a letter to Speaker Johnson and Majority Leader Thune urging them to prioritize expanding the Child Tax Credit (CTC) in the upcoming tax negotiations. The CTC is a fantastic example of how pro-family and pro-business policy can overlap: by helping American families thrive, policymakers are also bolstering the future workforce.

At my organization, the Christian Employers Alliance (CEA), we understand the link between flourishing businesses and flourishing families. Our businesses know that place matters. Our businesses are all from somewhere. They are businesses in local communities—communities made up in large part of families. They have a stake in seeing their communities thrive, which means they have a stake in seeing families in their communities thrive as well.

Of course, businesses of all stripes are also concerned about finding quality employees, and families play an important role here too. When it comes to education, family is the first 'school.' Businesses are rightly concerned about potential employees developing soft skills — things like conflict resolution, communication, and time-keeping — all skills children can learn first in flourishing families.



Perhaps above all, businesses are rightly concerned about having enough employees. To be totally straight-forward, that starts with having enough people who could be employees in the first place. Indeed, today's employees are yesterday's children, and today's children are tomorrow's employees.

Yet, America's baby bust is deepening and, largely due to a plummeting birth rate, the American labor force is [projected](#) to grow by only 0.4% annually from 2023-33, less than a third of the 2013-23 growth rate of 1.3% and the slowest growth ever recorded. Put simply, we need more families, and we need far more men and women to get married and start families. In a very real sense, the future of American business passes through the family.

It's why President Trump's resounding election victory was historic, because it included the mandate he received to make America work for working families — to make American families great again. After years of insidious inflation and hostility toward Christian companies and people under the last administration, there is a new dawn that can put families first.

It's why President Trump, Vice President Vance, and Senate and House Republicans are putting so much energy into delivering tax cuts for working families and businesses. It's why businesses support tax cuts for working families like the CTC. Businesses understand the need for investment to secure long-term returns. What's more, these returns often have positive externalities, benefits that "spill over" beyond the original investor to the wider community. The same is true of flourishing families. The benefits to our nation of strong and flourishing families go far beyond any one particular family.

This is why I signed a letter by pro-family conservative leaders to Congress calling for a strong CTC to be a part of the upcoming tax bill. As the letter says:



“As longstanding conservative pro-family leaders, we look forward to supporting and assisting your strong action to strengthen American families and children by strengthening and making permanent the Child Tax Credit.” [...]

In order to maintain its 2017 value, the credit should be increased to at least \$2,500 (we applaud Vice President JD Vance’s suggestion of \$5,000) and made permanent. To prevent similar loss of value in the future, it should also be indexed to inflation going forward.”

Tax cuts like the CTC, which strengthen families and are tied to work, are essential to making American families great again. This tax bill will be big, and if Republicans put families at the center, it will be beautiful as well!

Margaret Luculano serves as the President of the Christian Employers Alliance (CEA), where she sets the organization’s strategic direction, focusing on policy initiatives, programs, and development efforts that empower Christian business leaders in the political landscape. Previously, Margaret served as CEO of TechSherpas, a prominent technology company, for eight years, and then as Executive Vice President at FreedomWorks in Washington, D.C.

Established in 2016, Christian Employers Alliance is a national 501(c)(3) non-profit organization. We serve as the voice for America's top Christian CEOs, spanning from Wall Street to Main Street. Our mission is to advocate for biblical values in business and to promote these principles, values, and virtues within the workplace.

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