



2010
**Census
Funder
Tool Kit**

**What Funders Can Do to Ensure
An Accurate Census Count**



FORD FOUNDATION

*Working with Visionaries on the
Frontlines of Social Change Worldwide*

This 2010 Census Funder Tool Kit provides helpful information, resources and guidance for grant makers who want to help ensure an accurate Census count, and explains why an accurate count is particularly critical for the communities you serve. It was developed by the Ford Foundation’s Democracy, Rights and Justice program as a part of our Promoting Electoral Reform and Democratic Participation initiative, which is led by Program Officer Thomasina Williams.

Several members of the Funders Census Initiative were instrumental in preparing this tool kit. A special thanks to Lorelei Williams, Terri Ann Lowenthal, Dr. William O’Hare and Mario Lugay. We would also like to acknowledge Susan Parker, founder of Clear Thinking Communications, who served as an editorial consultant on the project.

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2010 Census Funder Tool Kit

What Funders Can Do to Ensure An Accurate Census Count

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The 2010 Census is a once-in-a-decade opportunity for you to make a tremendous impact on the well-being of the people you serve.

Research has shown that people of color and young children are less likely to be counted in the census than are non-Hispanic whites and affluent people. As a grant maker, you have a unique ability to ensure that the census reflects an accurate picture of our nation and that historically undercounted populations are counted.

With only months to go, it's vital that you get involved to help increase the census count.

Take these three actions today:

- 1. Fund Census Outreach Efforts.** Make grants to organizations that are working to ensure that everyone is counted in the 2010 Census.
- 2. Educate Others.** Tell your colleagues and grantees about the importance of a complete census count.
- 3. Stay Informed.** Become more informed about the 2010 Census by joining the Funders Census Initiative and becoming a Census Bureau Partner.

In this tool kit, you'll find valuable resources to help you make a difference in the 2010 Census. It offers a snapshot of the 2010 Census, its implications and practical steps you can take to ensure that everyone is counted.

Introduction

In 2010 the Census Bureau will undertake a once-a-decade count of the entire U.S. population. Although April 1, 2010, is designated as Census Day, forms are mailed to residential addresses in March and the count will take place over a period of months. The Census Bureau will follow up through early July with households that did not promptly mail back their census forms, so there is still time to get engaged. As a grant maker, you have a unique opportunity to ensure that the census reflects an accurate picture of our nation and that historically undercounted populations are counted.

In ensuring a fair and accurate count, the stakes are high for nonprofits, funders, and the constituencies and issues they care about.

CENSUS DATA ARE USED TO ALLOCATE NEARLY \$400 BILLION A YEAR IN FEDERAL FUNDS FOR VITAL PROGRAMS IN EDUCATION, JOB TRAINING, HEALTH CARE, TRANSPORTATION, HOUSING, COMMUNITY DEVELOPMENT AND OTHER COMMUNITY NEEDS.

An accurate census count facilitates the flow of public, private and philanthropic resources to constituencies and regions most in need.

States rely on census data to distribute their own resources to cities, counties and service providers. Companies rely on census data to determine where to locate grocery stores, banks, retail stores and other businesses. Census data are also used to monitor and enforce social equity and justice issues.

It's vital that grant makers get involved. The Census Bureau can't do it alone. Foundations and nonprofits can provide the trusted community voices that can help people understand why the census is important, and that participating in it is simple and safe. Funding for communications, outreach and public education strategies are critical for an accurate census. Grant activities that raise awareness of the census and convert that awareness into actual responses are key to a successful count.

A powerful 2010 Census movement is building across the country. As a funder, you are in a unique position to be a part of that movement and to "Make the Census Count!"

2010 CENSUS: WHAT'S AT STAKE?

The U.S. Constitution requires a national census once every 10 years. By law, all U.S. residents must be counted, regardless of age, national origin or citizenship. The 2010 Census [form](#) will be the shortest in history, with only 10 questions that include asking for the name of the person completing the form and for that person's gender, age, date of birth, race, ethnicity, relationship to the head of household and whether his or her home is owned or rented. All responses are confidential. In addition to English, census forms will be available in five languages.*

**The other languages are Spanish, Korean, Vietnamese, Simplified Chinese and Russian. In addition, [assistance guides](#) available in a wider range of languages provide help for completing the English form.*

Despite the Census Bureau's extensive outreach efforts, many groups are historically undercounted and at risk of disproportionately not being counted. They include:

- **PEOPLE OF COLOR, ESPECIALLY YOUNG BLACK MEN**
- **YOUNG CHILDREN, ESPECIALLY CHILDREN OF COLOR**
- **IMMIGRANTS AND PEOPLE WITH LIMITED ENGLISH PROFICIENCY**
- **LOW-INCOME POPULATIONS AND RENTERS**
- **HOUSEHOLDS WITH NONTRADITIONAL RELATIONSHIPS**
- **HIGHLY MOBILE PEOPLE**
- **PEOPLE DISPLACED BY NATURAL DISASTERS AND FORECLOSURES**
- **ADULTS WITHOUT A HIGH SCHOOL DIPLOMA**
- **PEOPLE RECEIVING PUBLIC ASSISTANCE**
- **PEOPLE WHO ARE UNEMPLOYED**
- **PEOPLE WHO ARE HOMELESS**

Many of these people are just the ones you and your grantees support.

Hard-to-Count Groups

The 2000 Census undercounted the population by 4.5 million, but overcounted 5.8 million others, according to former Census Bureau Director Ken Prewitt. Those who were not counted tended to be people of color and lower income, while those who were counted more than once were often non-Hispanic whites and higher income.

Ranking of Hard-to-Count States

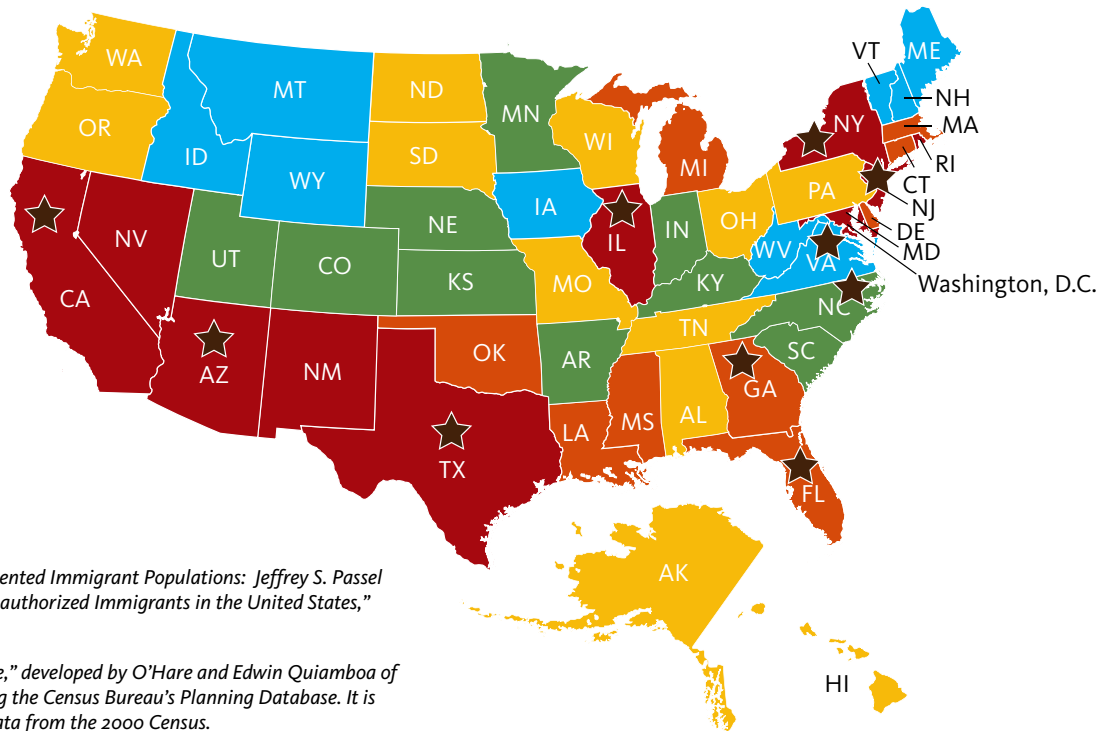
★ Top 10 states with largest undocumented immigrant populations

- 1-10
- 11-20
- 21-30
- 31-40
- 41-50

Sources:

Top 10 States with Largest Undocumented Immigrant Populations: Jeffrey S. Passel and D'Vera Cohen, "A Portrait of Unauthorized Immigrants in the United States," Pew Hispanic Center (2009).

"Hard To Count Populations by State," developed by O'Hare and Edwin Quiambo of the Annie E. Casey Foundation, using the Census Bureau's Planning Database. It is based on hard-to-count areas and data from the 2000 Census.



JUST FOUR STATES— CALIFORNIA, TEXAS, NEW YORK AND FLORIDA— ACCOUNTED FOR NEARLY 40 PERCENT OF THE PEOPLE UNDERCOUNTED IN 2000, ACCORDING TO A 2001 PRICEWATERHOUSECOOPERS REPORT.

The term "hard-to-count" has special meaning for the Census Bureau. It considers 12 variables in assigning a score to every census tract in the country and designates tracts with a score higher than 70 as "hard-to-count." You can find a [database](#) of the scores, along with demographic information, on the Census Bureau's Web site. [Click here](#) for a listing of hard-to-count data by state. For maps of selected hard-to-count areas, visit the [Funders Census Initiative Web site](#).

Issues at Stake for the Communities You Support

Census undercounts dilute political power and reduce resources for the people who need them most. Census data are used to:

- Apportion seats in Congress
- Redraw election districts for Congress and for state and local government offices
- Set policy priorities
- Allocate more than \$4 trillion in federal funds each decade

Challenges

Barriers to an accurate count include:

- CENSUS BUREAU BUDGET SHORTAGES
- GROWTH OF THE OVERALL POPULATION, INCLUDING HARD-TO-COUNT POPULATIONS
- INCREASING LANGUAGE DIVERSITY
- DISPLACEMENT OF FAMILIES BECAUSE OF HOME FORECLOSURES AND NATURAL DISASTERS
- THE ECONOMIC CRISIS
- INCREASING PRIVACY CONCERNS, ESPECIALLY POST-9/11
- FEAR AND MISTRUST OF GOVERNMENT

The Census Bureau and its partners must not only raise public awareness about the census, but they also must convert that awareness into actual census responses.

FOR EVERY 100 PEOPLE NOT COUNTED IN THE 2000 CENSUS, STATES HAVE LOST AN ESTIMATED \$143,800 ANNUALLY IN FEDERAL FUNDS FOR PROGRAMS SUCH AS MEDICAID, VOCATIONAL EDUCATION, SOCIAL SERVICES AND COMMUNITY DEVELOPMENT BLOCK GRANTS, UNEMPLOYMENT INSURANCE, AND WORKER EMPLOYMENT AND TRAINING PROGRAMS.

A Brookings Institution study revealed that census data determined the allocation of more than \$437 billion in funds for some 212 federal programs in fiscal year 2008, translating to \$1,438 per person. See the Brookings Federal Funds Analysis [here](#).

The stakes are even higher this decade, given the enactment of the \$787 billion American Recovery and Reinvestment Act of 2009 (the government “Stimulus” effort).

HUNDREDS OF BILLIONS OF DOLLARS IN NEW FEDERAL SPENDING ALLOCATED ON THE BASIS OF POPULATION DATA ARE ON THE LINE.

The 10 Largest Federal Allocations in Fiscal Year 2007 Based on Census Data

PROGRAM NAME	DEPARTMENT	ALLOCATIONS
Medical Assistance Program	Health and Human Services	\$ 197,265,609,923
Highway Planning and Construction	Transportation	\$ 57,034,465,228
Section 8 Housing Choice Vouchers	Housing and Urban Development	\$ 16,076,656,264
Special Education Grants to States	Education	\$ 10,642,643,106
Title I Grants to Local Educational Agencies	Education	\$ 7,736,844,765
Community Development Block Grants Program	Housing and Urban Development	\$ 6,327,228,249
Head Start	Health and Human Services	\$ 6,180,673,971
State Children’s Health Insurance Program (SCHIP)	Health and Human Services	\$ 5,511,013,667
Federal Transit Formula Grants	Transportation	\$ 5,446,862,885
Foster Care Title IV-E	Health and Human Services	\$ 4,525,808,449

Source: Brookings Institution



What's at stake for funders

For grant makers, an accurate census count:

- **Promotes an efficient grant-making strategy targeted to constituencies and regions most in need of resources.** Census data help you focus your work on the areas of greatest hardship so that you can better allocate limited resources.
- **Facilitates monitoring and enforcement of issues in your grant-making portfolio, such as parity in education, housing, health, employment, economic development, transportation and environmental protection.** For example, racial data generated by the census are used to measure and enforce compliance with the Voting Rights Act of 1965 along with other anti-discrimination laws.
- **Ensures a targeted flow of government resources to complement foundation investments.** Census undercounts result in federal funds being diverted from areas that need the resources the most, while overcounts in other areas create a distorted picture of need. The resulting resource gap exerts a strain on the philanthropic sector, which is often called upon to meet the needs of underfunded populations.
- **Strengthens your grantees' internal capacity and external influence.** Census data facilitates nongovernmental organization (NGO) planning, service delivery, marketing and fundraising efforts. Persuasive publications, brochures, policy proposals and public testimony depend on accurate census data. With sound data, NGOs can better educate their constituents, the media, government officials, corporations and others.

THE CENSUS BUREAU'S PLANS FOR 2010

One of the Census Bureau's primary goals is to increase the percentage of people who complete and mail their census forms back. This reduces census costs and increases data accuracy because the bureau won't have to send census workers to people's homes to obtain the data. To reach this goal, the Census Bureau is:

- **HIRING MORE THAN 1.4 MILLION TEMPORARY WORKERS**
- **ESTABLISHING 494 TEMPORARY LOCAL CENSUS OFFICES**
- **LAUNCHING A NATIONAL PAID ADVERTISING CAMPAIGN**
- **PARTNERING WITH TRIBAL, STATE, AND LOCAL GOVERNMENTS, NATIONAL ORGANIZATIONS, COMMUNITY GROUPS, BUSINESSES AND FOUNDATIONS**

How It Will Work

Census Bureau staff began counting remote Alaskan villages in January 2010. In March 2010, the Census Bureau will mail census questionnaires to all U.S. residential addresses of record. Census forms should be mailed back on or before April 1, 2010, which is designated as Census Day.

Census Bureau staff will conduct counts of people who are homeless, and living outside, in March. The count of people living in group quarters, such as nursing homes, college dorms, homeless shelters and prisons, takes place in April.

In the largest and most costly part of the census operation, which occurs between May and early July, census takers will follow up with households that have not sent in their census forms and with households that have provided conflicting information on their forms.

Language Assistance Program

For the first time, in 2010 the Census Bureau will send bilingual Spanish/English questionnaires to roughly 13 million households in neighborhoods identified as having high percentages of people who speak only Spanish. Census questionnaires will also be available upon request in Chinese (simplified), Korean, Vietnamese and Russian. Instruction guides on how to complete the English questionnaire will be available in a total of 59 languages as well.

Census-in-Schools Program

In addition to mailing forms to residential addresses, the Census Bureau has established an outreach program in schools. The Census-in-Schools program teaches students and their families about demography, civics and the value of being counted in the census.

Through the program, the Census Bureau will distribute materials that include teaching guides, lesson plans, maps, brochures and take-home materials in both English and Spanish. Printed versions of the materials will be distributed to public and private schools for grades K-12 across the country. Parents, teachers, school board members, parent-teacher associations and the general public will be able to download the free materials from the Census Bureau's Web site.

The Partnership Program

The Census Bureau recognizes that, despite its best efforts, it needs assistance in counting the more than 308 million people living in the country. So it created various [partnership and outreach programs](#) to enlist the help of tribal, state and local governments, nonprofits and businesses.

The two key partnership programs are:

Complete Count Committees

One of the Census Bureau's key strategies for ensuring an accurate census count is to enlist tribal, state and local elected officials and community leaders in educating their constituencies about the census and encouraging them to complete and return their census forms. Through [Complete Count Committees](#), the Census Bureau assists local leaders in planning and implementing outreach campaigns tailored to their communities. The committees have proven to be effective at increasing the count because their members are knowledgeable about and trusted by their local communities.

General Partnerships

Funders and their grantees can also obtain Census Bureau promotional materials, regular updates and data assistance to promote a complete count by becoming an official Census Partner of the Census Bureau. Becoming an [official Census Partner](#) does not commit an organization to do any specific work or outreach—only to support an accurate and inclusive count. But it does mean that the organization will have access to a partnership specialist who can help it access and use Census Bureau resources and materials. [Click here](#) for a Census Partnership form.

To become a partner at the regional or local level, contact the Census Bureau regional office for your area. [Click here](#) for a listing of Census Bureau regional offices.

Why Funders and Nonprofit Organizations Are Key to a Complete Count

While the Census Bureau's programs and outreach are vital, they will not be enough to reach every person in the country. The economic downturn has hampered the ability of tribal, state and local governments to fund additional efforts to ensure that everyone is counted in the 2010 Census.

State and local governments, which invested millions of dollars into their own census promotion campaigns in 2000, have little or no money this time around. For example, for the 2000 Census, California invested \$25 million in its own census promotion campaign to ensure that every resident of the state was counted. For the 2010 Census, cash-strapped California has allocated just \$1.7 million to promote greater census awareness and encourage residents to complete and return their census questionnaires.

The Census Bureau does not provide direct funding to outside organizations working to promote the census. Without support from the philanthropic sector, nonprofit organizations may simply have no other resources to turn to for funding to conduct outreach.

FOUNDATIONS CAN PLAY A VITAL ROLE IN FILLING THIS GAP BY PROVIDING GRANTS TO NONPROFIT ORGANIZATIONS TO HELP MAKE SURE THAT EVERYONE IS COUNTED IN THE 2010 CENSUS.

Nonprofit organizations are one of the best avenues to make sure that people who may be wary of filling out a census form or talking to a census taker will participate in the census. Nonprofits hold a trusted position in their communities. They establish and maintain ongoing relationships with the people they serve.

In many of these communities, mistrust, language barriers and fear of government make it harder for the Census Bureau to persuade people to mail back their census forms or speak to a census taker who visits their home. Nonprofit organizations can be a powerful voice for encouraging their communities to return the census questionnaire or respond to census takers.



WHAT FUNDERS ARE DOING

National momentum is building for the 2010 Census. In addition to the Census Bureau, a number of foundations and nonprofit organizations are educating and engaging historically undercounted populations to help increase census mail return rates. Some have formed collaboratives, which provide an easy way to use their resources in support of a full and complete count.

For example, the **Funders Census Initiative** is an ad-hoc working group that is committed to encouraging interest in the 2010 Census among funders and their grantees. It strives to move both groups to support, contribute to and engage in efforts to ensure a fair and accurate census count, with a focus on undercounted and hard-to-count populations. It also serves as a model for ongoing funder collaboration on the census.

The Funders Census Initiative provides outreach, news updates, data, maps, advice, one-on-one consultation and other resources to funders around the country. Its **members** include large national foundations, small family foundations, public charities and grant-making affinity groups.

The **Ford Foundation** is an active member of the Funders Census Initiative. With an investment of more than \$15 million to support 2010 Census activities, the Ford Foundation is the largest foundation funder in the national movement to increase census participation, particularly of historically undercounted groups.

The Ford Foundation's various efforts include:

- Support for groups working to increase the count of black men, who routinely suffer one of the highest undercount rates.
- Dedicated resources to increase the count of immigrant populations, with a particular focus on undocumented immigrants.
- Investments in increasing the count in the South, which has experienced much of the country's population growth in the decade since the last census was conducted.

Ford Foundation Grant: Projects to Support Undercounted Communities in the South

The [Southern Coalition for Social Justice's](#) Why We Count Project is providing financial, logistical, media and organizing support to community-based and advocacy organizations in at least five states across the South—North Carolina, Virginia, Florida, Georgia and Louisiana—to ensure that historically undercounted communities of color and low-income populations are fully and accurately counted in the 2010 Census.

Through its Fair Redistricting 2010 project, the group is developing a census research agenda to examine the impact on communities of color of the changes in the way census data are collected. For example, the project is looking at the impact of the multiracial category on the ability to pursue civil rights enforcement and at the lack of citizenship data for use in redistricting and other purposes.

Another component of the project involves the design of a Community Census and Redistricting Institute. Project staff are training local communities on the importance of the census and its relationship to redistricting, and how they can engage in the redistricting process. They are also training demographers, social scientists, attorneys and other experts on how to be effective resources to support local communities during redistricting.

The second-largest commitment in census funding from a single foundation is the California Endowment's [allocation](#) of \$4 million for statewide groups to conduct [census outreach in California](#), helping to increase to \$7 million the total investment committed by California-based foundations.

Foundations have launched initiatives to increase the census count in the following states and localities:

- [California](#)
- [Illinois](#)
- [Long Island, N.Y.](#)
- [Massachusetts](#)
- [Michigan](#)
- Minnesota
- New York City
- North Carolina
- Ohio
- Oregon
- Portland, Ore.
- Wisconsin

(To learn more about each initiative, go to page 24 for contact information.)

**BUT THESE FOUNDATIONS
CANNOT DO THIS ALONE.
THE FINANCIAL SUPPORT OF
OTHER FOUNDATIONS, SUCH
AS YOURS, IS VITAL.**

State Funder Collaborative: Illinois Funders Develop Successful Model

Ten Illinois foundations and private corporations have joined forces to create the Illinois Funders Census Initiative to support a statewide coordinated campaign to increase participation in the 2010 Census by communities across the state that are at significant risk of being undercounted. Through the initiative's [Count Me In](#) project, the collaborating foundations have committed \$1 million for grants to community-based organizations, making it one of the largest statewide funding collaboratives for the 2010 Census.

Collaborating funders are Boeing Company, Chicago Bar Foundation, Chicago Community Trust, the Lloyd A. Fry Foundation, Grand Victoria Foundation, John D. and Catherine T. MacArthur Foundation, the Joyce Foundation, Polk Bros. Foundation, Stearns Family Foundation and Woods Fund of Chicago.

The collaborating funders invited proposals from nonprofit organizations engaging in census public education, outreach, communications, special events and mobilizing in select communities in Illinois.

You can [download the Request for Proposals](#) (RFP) and use it as a model for your process.

THROUGH THE ILLINOIS INITIATIVE'S COUNT ME IN PROJECT, THE COLLABORATING FOUNDATIONS HAVE COMMITTED \$1 MILLION FOR GRANTS TO COMMUNITY-BASED ORGANIZATIONS, MAKING IT ONE OF THE LARGEST STATEWIDE FUNDING COLLABORATIVES FOR THE 2010 CENSUS.

DEVELOPING A GRANT-MAKING STRATEGY

As you begin to plan how your organization can help “Make the Census Count,” consider the following questions:

- Which states or local jurisdictions are important to your overall grant-making strategy?
- Where have the most significant population shifts—either increases or decreases—been projected for key constituencies in your portfolio?
- Where are the populations located that are hardest to count?
- In which state or local jurisdictions can you assist your grantees in participating effectively on post-census issues (i.e., redistricting, voter engagement, community

organizing and policy advocacy) that can build on census grant making and mobilization?

- Where are gaps and opportunities in the field? Which areas are potential blind spots for other funders and grantees where you could make a significant impact?

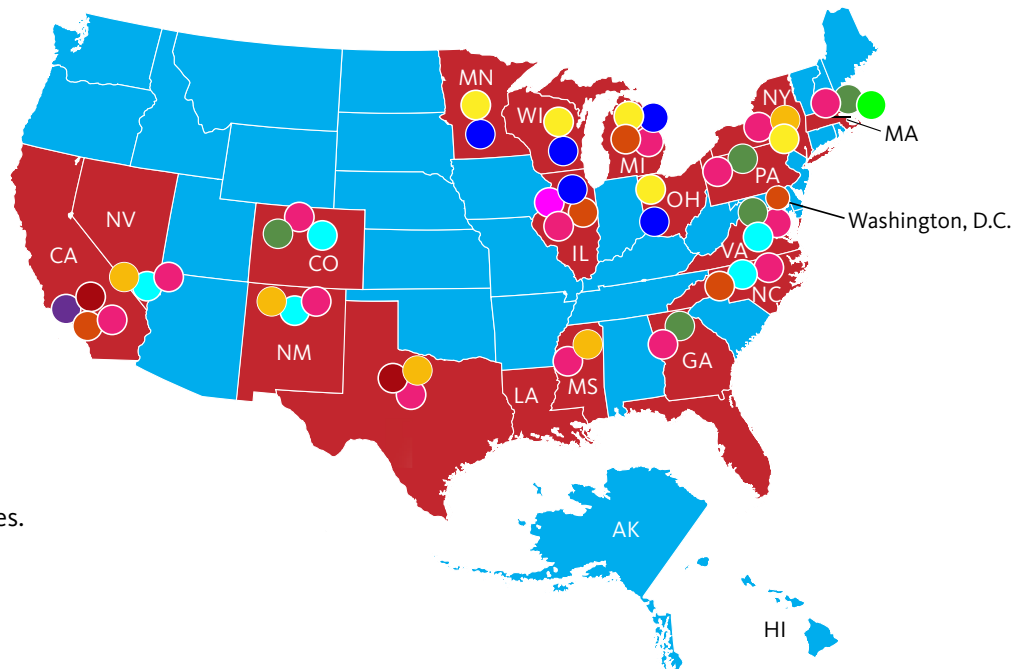
Draw upon the resources of the Funders Census Initiative and the Census Bureau’s calculations of hard-to-count scores based upon 2000 census data, along with population growth estimates since 2000. The Funders Census Initiative also has census experts on hand to consult with you one-on-one.

You can find contact information for the Funders Census Initiative [here](#).

States Funders are Targeting

- Annie E. Casey Foundation
- Ford Foundation - Tier 1 targets*
- Ford Foundation - Tier 2 targets*
- Ford Foundation - Tier 3 targets*
- Grantmakers Concerned with Immigrants and Refugees
- Hagedorn Foundation
- Illinois Funder Census Initiative
- Joyce Foundation
- Massachusetts Census Equity Fund
- Open Society Institute (OSI)
- Public Interest Projects (PIP)

*Refers to hard-to-count target states.



THREE WAYS FUNDERS CAN ENSURE AN ACCURATE CENSUS COUNT

There are several simple ways that you can get involved to help ensure an accurate census count.

Take these three actions today:

- 1. Fund Census Outreach Efforts.**
Make grants to organizations that are working to ensure that everyone is counted in the 2010 Census.
- 2. Educate Others.**
Tell your colleagues and grantees about the importance of a complete census count.
- 3. Stay Informed.**
Become more informed about the 2010 Census. Join the [Funders Census Initiative](#) or become a formal [Partner](#) of the Census Bureau.

Ford Foundation Grant: Public Interest Projects' Census Community Outreach Fund

Although the census should be a count of every resident in the country, the political climate is such that undocumented immigrants are particularly fearful of participating in the census. The Ford Foundation's strategies to help combat this fear include a grant to [Public Interest Projects \(PIP\)](#), which has extensive knowledge of organizations working with immigrant and refugee communities. PIP is re-granting funds and providing resources to organizations working with undocumented immigrants in under-resourced communities.

Public Interest Projects used the grant to launch its Census Community Outreach Fund and attract investments to engage other populations at risk of being undercounted in the census as well.

Fund Census Outreach Efforts

Support a combination of social justice and social service organizations to ensure comprehensive coverage by funding:

Outreach and communications activities at the national, state and local levels addressed to populations that tend to be undercounted, such as communities of color, those with limited English proficiency, low-income populations and youth, including:

- Convening and training of ethnic media.
- Outreach and educational campaigns to augment the Census Bureau's efforts. Activities could include targeted messaging, issue framing, content development, and production of print, online, video or other materials.
- Staff and resources to enable grantees to serve as Census Bureau Questionnaire Assistance Centers and Be Counted sites.

Questionnaire Assistance Centers provide promotional materials on the census and a paid community member to assist in filling out forms.

Be Counted sites will be located in heavily trafficked public locations that provide services or activities. They will offer census forms for people who did not receive a questionnaire at their residence or were not included on the questionnaire filled out by others in their home.

- Resources for grantees to host census events and distribute promotional materials.
- Support for [Complete Count Committees](#) to hire staff and distribute promotional materials. Complete Count Committees plan and implement local outreach efforts to publicize the importance of the 2010 census, supplementing the Census Bureau's own communications and outreach program.

Evaluation and documentation of census outreach projects. The Funders Census Initiative is documenting and evaluating its work so that lessons learned and best practices are readily available to better prepare for the 2020 Census. You can support your grantees to do the same so that they can build on their work this census in preparing for the next one.

Post-census policy advocacy, research and redistricting work. Regardless of how good the 2010 Census count is, there will be work to do afterwards to improve policies for 2020. For example, many advocates believe that our nation's changing demographics warrant a change in the racial and ethnic categories used on the census form.

Some advocates and former Census Bureau directors are supporting an effort to make the Census Bureau an independent agency to help insulate it from partisan manipulation. And, of course, much work needs to be done to prepare to use the 2010 Census data to create fair redistricting plans.

You can also:

- Use your resources by making collaborative census grants with other funders, funder affinity groups such as [Grantmakers for Children, Youth and Families](#), [Grantmakers Concerned with Immigrants and Refugees](#), and tribal, state and local government, or private sector partners.
- Partner with local and community foundations through a matching grant program.

Educate Others

Send your grantees a letter urging them to become involved with the census. Highlight the confidentiality of census responses and the inclusiveness of the count—everyone, regardless of citizenship status, can and should participate. See Sample Letter to Grantees on page 23.

Encourage your grantees to:

- Stay informed. They can [sign up for the Nonprofits Count e-newsletter](#) and receive updates about the census.
- Become an official Census 2010 [Partner](#).
- Launch or join a tribal, state or local Complete Count Committee.
- Provide space for Questionnaire Assistance Centers and Be Counted sites.
- Help [recruit](#) census workers and provide space to test and train census job applicants and employees.

- Sponsor community events to promote the 2010 Census.
- Develop, display and distribute targeted materials for census promotion.
- Visit [NonProfits Count](#) and the other grantee Web sites listed under Additional Resources on page 22 for census tool kits and other downloadable materials.

Include articles about the census on your Web site and in your newsletters, E-updates and other communications. Highlight the confidentiality of census responses and the inclusiveness of the count—everyone, regardless of citizenship status, can and should participate.

Urge grantees to do the same. The key message: “Filling out the census is a simple act—with potential for exponential impact!” [Click here for sample articles.](#)

- Host a conference call or webinar for your grantees to share information about census operations and ways their organizations can promote the census.
- Organize a session on the census at regularly scheduled foundation or affinity group conferences and meetings.
- Sponsor informational meetings about the census for funders, state and local government and civic leaders, and community-based organizations.

- Distribute promotional materials. You can request chip clips, bags, stickers, balloons, pens, pencils, window decals and other items from your [Local Census Office](#) and begin distributing them to your communities.
- Sponsor convenings for groups working on the census to exchange information, share best practices and develop collaborative campaigns.

Stay Informed

- Join the Funders Census Initiative [listserv](#). You will receive regular Census News Briefs and occasional announcements about census-related news, resources and events.
- Join the Funders Census Initiative’s calls every other Tuesday from noon to 12:30 p.m. Eastern Standard Time. For the call-in information, contact Deb Ross at dross@funderscommittee.org.
- Visit the Funders Census Initiative [Resources list](#), which provides up-to-date news on the census.
- See list of [Additional Resources](#).

CONCLUSION

Every 10 years, the census presents a unique opportunity to gain a true snapshot of the population of the United States and understand who we are as a nation. Filling out a census questionnaire—a simple act—can have an exponential impact. Responses to the 10 questions on the form will determine the flow of money, power, services and policy priorities across the country for the next decade. Funders are uniquely situated to motivate and serve as a resource for nonprofit organizations to ensure that the communities they serve are fully counted.

**Let’s “Make the Census Count”
for 2010 and beyond!**

ADDITIONAL RESOURCES

U.S. Census Bureau links:

- [Official Census 2010 Web site](#)
- [Census Communications Tools and Resources](#)
- [Regional Census Bureau Offices](#)
- [Complete Count Committee Training Manual](#). The manual provides guidelines for the active involvement of government officials, community leaders and businesses in promoting the 2010 Census to residents in your area.
- [Census Bureau Tract Level Planning Database](#) with 2000 Census Data to help identify communities at the greatest risk of being undercounted.

The [Brookings Institution](#) has done analyses of the amounts flowing to states and counties for federal programs whose formulas are based in whole or in part on census data.

[California Counts! Statewide 2010 Census Coordination](#) is a philanthropic effort to improve the Census count in California.

The [Funders Census Initiative \(FCI\)](#) is an ad-hoc working group that is committed to stimulating interest in the 2010 Census among funders and their grantees. The FCI Web site includes a Ford Foundation-supported [message manual](#) for use in motivating undercounted populations.

The [Leadership Conference Education Fund](#) coordinates a collaboration among the [Asian American Justice Center](#), the [NAACP](#), the [NALEO Educational Fund](#) and the [National Congress of American Indians](#) that provides information and resources to help ensure that historically undercounted populations are counted in the 2010 Census.

The [Nonprofit Voter Engagement Network](#) provides trainings, a tool kit as well as other materials and resources to assist nonprofits in engaging in census outreach.

The [Population Resource Center](#) provides resources and data on the census.

[The Census Project](#) provides periodic newsletters and fact sheets to interested parties and coordinates press briefings on various aspects of the 2010 census. It also engages in census advocacy and maintains a [blog](#).

[The Praxis Project](#) offers resources to ensure that the interests of people of African descent are protected with respect to the census count and census policies.

[Ya Es Hora Campaign](#) is a multifaceted Latino civic participation initiative designed to incorporate Latinos as full participants in the political process.

SAMPLE LETTER TO GRANTEEES

Dear [Grantee]:

The U.S. Census Bureau's a once-in-a-decade count is upon us. The census is not only our nation's largest peacetime mobilization; it also is our broadest civic engagement activity, touching every person living in the United States, regardless of age, citizenship, housing arrangements or criminal conviction.

Although April 1, 2010, is designated as Census Day, the Census Bureau will be collecting census questionnaires through the mail and going door-to-door to collect information through early July. So there's still time to get involved.

We ask you to join us in supporting an accurate 2010 Census! As a trusted source of information in your community, you can educate the people you serve about the importance of participating in the 2010 Census and convey a key message: Answering the census is safe and easy, and it benefits you, your family and your community.

A complete census count is essential for ensuring the fair distribution of political representation in Congress and in state and local governments. Census data are used to allocate nearly \$400 billion a year in federal funds for vital programs in education, job training, health care, transportation, housing, community development and other community needs.

States also rely on census data to distribute their own resources to cities, counties and service providers. Businesses use census statistics to decide where to invest resources and locate new bank branches, grocery stores, and other retail outlets, creating jobs and contributing to vibrant communities.

Clearly, we need to count everyone to guide prudent policy development and decision making at all levels of the government and in the private and nonprofit sectors.

Unfortunately, despite the Census Bureau's extensive efforts, some segments of the population are harder to count than others, and as a result are generally undercounted. Research has shown that people of color, immigrants, the poor and young children are more likely to be missed in the census than are non-Hispanic whites and more affluent people.

In addition, the economic downturn has created unexpected challenges to traditional counting methods as loss of jobs and homes lead to displacement and tear the fabric of neighborhoods. In many of these communities, mistrust, language barriers and fear of government agencies make it harder for the Census Bureau to persuade people to mail back their census forms or speak to a census taker who visits their home. That's why your role as a trusted messenger is so important!

You can help promote the census in various ways, many requiring few resources beyond your time and enthusiasm. Your organization can:

- Become an official 2010 Census Partner, which will help you stay up-to-date on census operations.
- Display and distribute census promotional materials at locations that serve community residents and at events that your organization sponsors.
- Apply to establish a Questionnaire Assistance Center at your office and encourage your members or constituents to apply for temporary but well-paying census jobs.

The Web site www.nonprofitscount.org offers more details on ways that you and your organization can become involved in this critical national activity. Also, a Ford Foundation-supported manual with messages for motivating historically undercounted populations is available on the Funders Census Initiative Web site [here](#).

Your organization is a vital part of the fabric of the community you serve. No civic activity touches all communities more broadly and deeply than the census. Whatever your focus or mission, encouraging census participation will benefit your members or constituents in numerous ways. We look forward to working with you to help ensure the most accurate census possible in the communities we collectively serve and support.

Sincerely,

[Foundation official]

LIST OF NATIONAL, STATEWIDE AND LOCAL CENSUS INITIATIVE CONTACTS

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HARD-TO-COUNT POPULATIONS

Since the 1990 Census, the Census Bureau has worked to identify more precisely the types of communities that are at greater risk of being undercounted. The Tract Level Planning Database with Census 2000 Data (Planning Database, or PDB) uses a range of demographic, housing and socioeconomic factors that correlate to low mail response in the census. The Census Bureau designates these low response areas as “hard-to-count” (HTC) communities.

In addition to the variables cited above, factors that contribute to the HTC designations for neighborhoods include:

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- Demographic indicators such as poverty, low educational attainment, unemployment, complex household arrangements, high mobility and minority language status.
- Housing indicators such as high percentage of renters and vacant units, multi-unit buildings, crowded housing and lack of telephones.

The table on the next page provides information on HTC populations by state.

Hard-to-Count Populations by State, Including the District of Columbia

RANK	STATE	HARD-TO-COUNT POPULATION	TOTAL POPULATION	% OF POPULATION LIVING IN HARD-TO-COUNT AREAS
30	Alabama	184,334	4,447,081	4.1
11	Alaska	73,910	626,924	11.8
3	Arizona	824,633	5,130,309	16.1
31	Arkansas	106,990	2,673,400	4.0
4	California	5,326,970	33,870,923	15.7
36	Colorado	159,938	4,301,257	3.7
12	Connecticut	361,630	3,405,516	10.6
42	Delaware	19,697	783,600	2.5
1	District of Columbia	210,732	571,898	36.8
14	Florida	1,443,618	15,982,265	9.0
18	Georgia	499,622	8,186,435	6.1
13	Hawaii	111,989	1,211,491	9.2
46	Idaho	26,986	1,293,896	2.1
10	Illinois	1,469,645	12,418,799	11.8
35	Indiana	227,484	6,080,485	3.7
43	Iowa	72,885	2,926,273	2.5
33	Kansas	102,433	2,688,395	3.8
39	Kentucky	135,624	4,041,744	3.4
16	Louisiana	344,596	4,468,809	7.7
44	Maine	28,711	1,274,848	2.3
27	Maryland	233,730	5,296,388	4.4
15	Massachusetts	539,321	6,348,960	8.5
17	Michigan	640,703	9,938,119	6.4
38	Minnesota	165,683	4,919,479	3.4
19	Mississippi	161,669	2,844,623	5.7
22	Missouri	293,549	5,595,116	5.2
45	Montana	18,979	901,934	2.1
37	Nebraska	59,711	1,711,202	3.5
7	Nevada	284,286	1,998,155	14.2
47	New Hampshire	22,415	1,235,786	1.8
9	New Jersey	1,009,881	8,414,036	12.0
6	New Mexico	260,075	1,818,918	14.3
2	New York	3,554,746	18,974,875	18.7
32	North Carolina	316,874	8,049,313	3.9
48	North Dakota	10,320	641,993	1.6
24	Ohio	543,692	11,352,636	4.8
20	Oklahoma	188,776	3,450,505	5.5
29	Oregon	146,085	3,421,399	4.3
25	Pennsylvania	575,242	12,280,771	4.7
5	Rhode Island	155,678	1,048,319	14.9
40	South Carolina	124,627	4,012,012	3.1
21	South Dakota	40,928	754,755	5.4
28	Tennessee	249,286	5,689,277	4.4
8	Texas	2,686,836	20,851,377	12.9
34	Utah	84,538	2,233,111	3.8
51	Vermont	2,996	608,827	0.5
41	Virginia	197,775	7,078,486	2.8
26	Washington	271,631	5,894,002	4.6
49	West Virginia	23,877	1,808,344	1.3
23	Wisconsin	258,907	5,363,670	4.8
50	Wyoming	3,692	493,688	0.7

Source: Dr. William O'Hare and Edwin Quiamboa of the Annie E. Casey Foundation, using the Census Bureau's Tract Level Planning Database, which is based on data from the 2000 Census.