Philanthropy, Democracy and Civic Engagement: Census 2020

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Forum’s Census 2020 Project

The Joyce Foundation provided funding to the Forum for a 2 year project to engage Midwest regional funders in ensuring a more fair and accurate census count in 2020

- To educate regional philanthropy associations on the importance of the census and the role for their grantmaking members
- To mobilize regional funders to advocate for policy improvements for the 2020 census
- To increase funding support for efforts surrounding the 2020 census among regional funders
National Effort

- Comprehensive webpage with fact sheets, toolkits, samples & data
- Menu of options for national & regional philanthropy serving organizations (PSOs)
- Tools, information and resources to encourage policy action
- Webinars & educational opportunities
- Mini–grants (MI, OH, IN, IL)
- Technical assistance
Network Activities

- Foundations on the Hill (FOTH) talking points & supporting materials
- Relationships with state census contacts
- Convening of interested members
- Presentations to boards
- Identified nonprofit partners for get out the count
- Presentations and resources developed for community foundations
Voice  When census information is not accurate, it threatens to muffle the voices of undercounted groups and regions, and undermine the basic political equality that is central to our democracy.
Funding Institutions across the country, including local and state governments, businesses, nonprofits and foundations, routinely rely on data from the census to allocate funding, define where services are delivered and promote economic development.

For example: The Nord Family Foundation uses census data to drill down by county and city to determine unique community needs for proposals & to inform trustees of unmet needs or gaps in service.
What’s at Stake

- **Changes** Since the bureau is facing budget constraints like never before, it’s planning to collect the majority of census information online, scale back door to door outreach and roll back canvassing.

- **Community** The changes increase the potential of undercounting young children, minorities, low-income individuals and other marginalized individuals.
Why The 2020 Census Matters

THE STAKES ARE HIGH

Census Data is Important to Communities

Steers $450+ billion annually in federal funding to states and localities

- Determines equal political representation
- Informs fair allocation of public, private, and nonprofit resources
- Informs policy debates and decision-making
- Guides foundation strategies, investments, and evaluations
- Measures socio-economic conditions
COUNTING FOR DOLLARS - NEW JERSEY

$17.5 billion to Programs for Communities in FY 2015
Why The 2020 Census Matters

The problem

The Census Count is Not Equal Opportunity

Overcount
- Non-Hispanic Whites
- Homeowners (proxy for higher income)
- College students living away from home
- Older people

Undercount (harder-to-count groups)
- People of color; American Indians on reservations
- Males
- Young children (ages 0-4)
- Renters (proxy for lower income)
- Immigrant/LEP households
Why The 2020 Census Matters

2020 PROPOSED CHANGES + NEW APPROACHES

$ Bureau Must Spend Less Per Household Than 2010

The Bureau is testing changes and approaches which all have important implications for the Latino community and very young children:

- Internet as primary response option
- Reduce number of field staff
- Use administrative records and other third-party data for address canvassing and non-response follow-up
- Re-design questions on Hispanic origin and race

FCCP
RE-DESIGN OF QUESTIONS ON HISPANIC ORIGIN + RACE

- Replace two-question format with question on race and ethnicity, and add MENA category
- Stakeholders are assessing changes
- Final evaluation should be informed by experts and stakeholders
RESOURCES FOR FUNDERS

Funders Census Initiative 2020

An FCCP working group that supports strategy development, learning, and planning by funders.

Visit FundersCommittee.Org for updates, webinars, fact sheets, analysis and more!
GET ENGAGED

Be Part of Something Bigger in Policy + Funding

Stay informed  Educate your organization  Fund census work  Connect with others
INVEST

Support leadership organizations

Request proposals for outreach efforts

Give existing grantees “add on” grants and training for census mobilization

Support nonprofits that foster cross sector collaborations
INVEST

Leverage foundation funds with state and local investments and business

Fund documentation and evaluation of census work

Support communication and strategy development

Support strong infrastructure organizations and re-grant funds for work in communities

Contribute to collaborative and aligned funding strategies
TAKE ACTION!

With Grantees

- Convene and inspire grantees and others
- Start planning for “Get Out the Count!” campaigns
- Begin Grantmaking in 2018
TAKE ACTION!

In Your Community

Be a Partner in Complete Count Committees

Encourage Community Reps and Electeds to Participate in Complete Count Committees

Provide SWAG for Census Outreach Campaigns

Coordinate Census Mobilization Efforts – Be the Hub of Activity!
Strategies that integrate year-round nonpartisan voter engagement with community-organizing activities build a strong base of support that strengthens an organization’s ability to hold decision-makers accountable, impact public policy and build long-term power for the communities they serve.
FCI PROGRAMMING - WEBINAR BRIEFING
CENSUS 2020: NEW TOOLS TO SUPPORT A FAIR & ACCURATE COUNT

WHEN: July 26, 2017
TIME: 3-4 pm ET
WHO: Funders, PSOs, Affinity Groups
WHAT: Counting for Dollars Project, Hard-to-Count Mapping Project and how funders and grantees can use the tools to inform strategy and investment

Register at www.funderscommittee.org - click on upcoming events
JOIN US + GET INVOLVED

Funders Census Initiative (FCI) 2020
FundersCommittee.Org

Democracy Funders Collaborative Census Subgroup
Gary Bass, Bauman Foundation | gbass@baumanfoundation.org

Spread the word through affinity group meetings and conferences
Roles for PSOs

- Engage Members
- Advocate for Census
- Connect with Nonprofit & Business Leaders
Thank You!

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- https://www.givingforum.org/census2020