

CENSUS 2020

Why Philanthropy Counts

Philanthropy Network Greater Philadelphia

March 27, 2019



FUNDERS CENSUS INITIATIVE (FCI)

A working group of the Funders' Committee for Civic Participation



Get support,
stay informed



Connect with others



Webinars, in-person
presentations



Access to Census
Funders Resources

CENSUS 2020: WHY IT COUNTS



A Constitutional Requirement

14th Amendment requires “counting the whole number of persons” = everyone

“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers...The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

– Article I, Section 2 of the Constitution of the United States

CENSUS 2020: WHY PHILANTHROPY COUNTS



Guides foundation strategies, research, investments, and evaluations



**Steers
~ \$800B annually in
federal funding to states
and localities**



Determines political representation, used to monitor/enforce civil right laws


CENSUS 2010: WHY PHILANTHROPY COUNTS

“. . . demographic indicators from the Census Bureau strongly suggest that the philanthropic community played a vital role in the 2010 count, in ways that were likely to marshal participation and help improve census accuracy.”


FCC Best Practices & Lessons Learned (pg 3), May 2011

THE CENSUS 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
 - Young children (*ages 0-4*)
 - Renters (*proxy for lower income*)
 - Immigrant/LEP households

2020 CHALLENGES

“Count everyone once, only once, and in the right place”



Internet as primary response option,
addressing the digital divide



Reduce number of field staff,
larger territories



Delayed communications plan



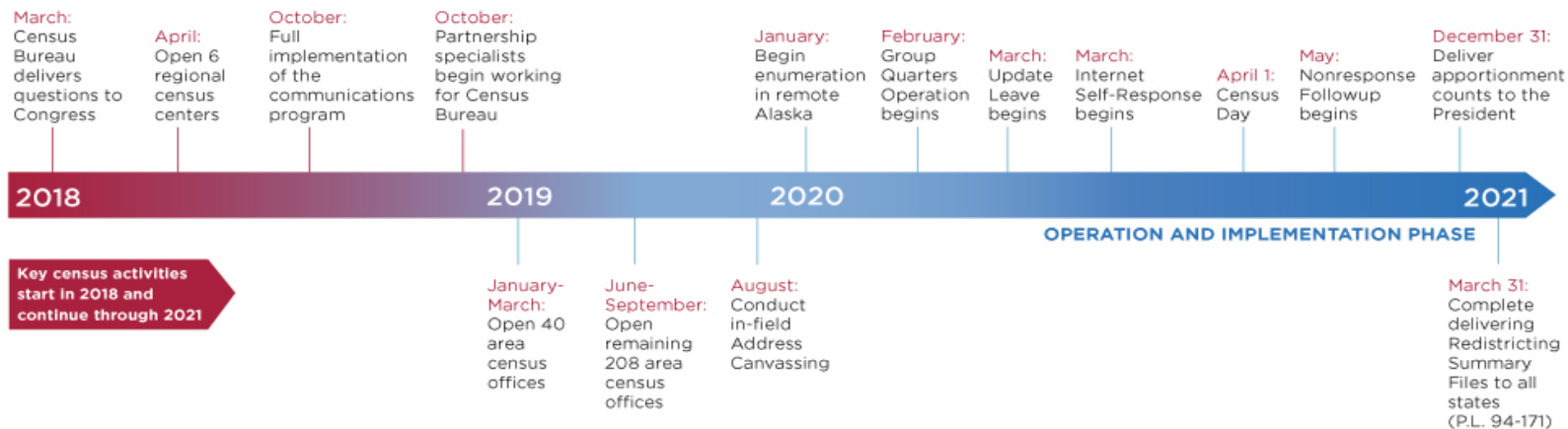
Inadequate funding has
affected census operations
implementation



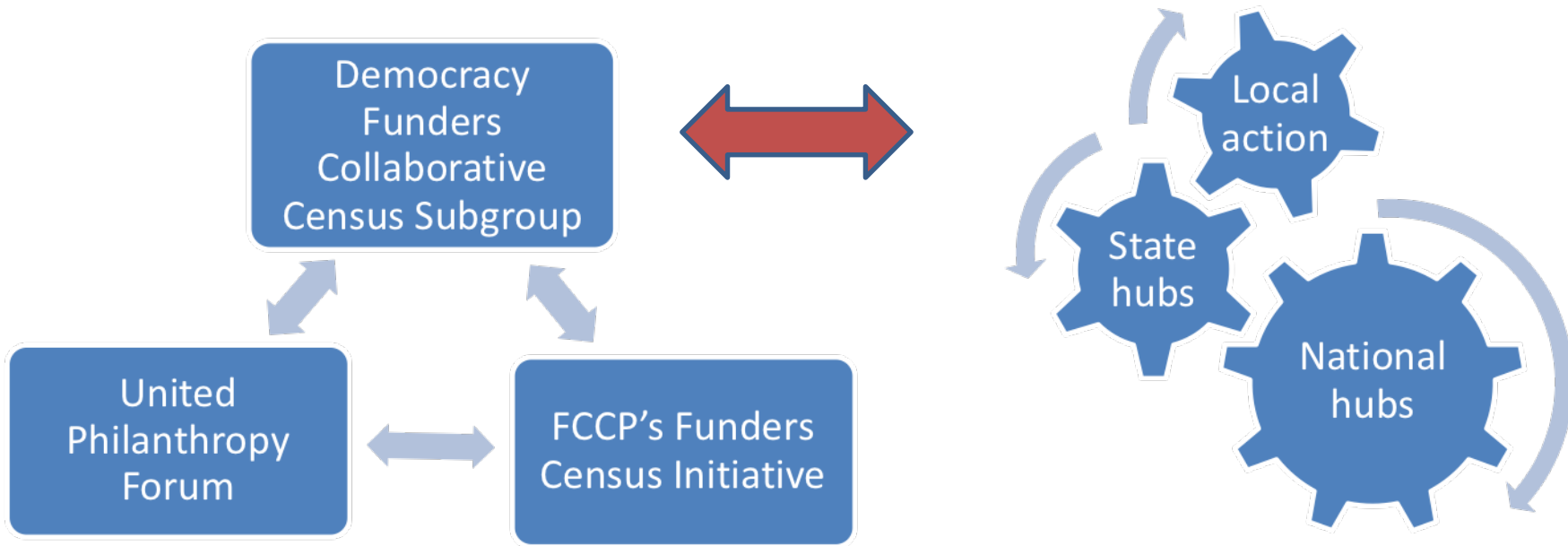
Community reluctance

Road to the 2020 Census

2020 Census Operational Timeline



PARTNERSHIPS & COORDINATION



2020 NATIONAL PLAN OF ACTION

1. **Policy Improvements:** Advocating for adequate federal funding and sound strategic decision making by the federal government
2. **Expand the Base of Census Stakeholders:** Reaching out to and engaging funders, businesses, state and local elected officials, faith-based groups, and others
3. **Get Out The Count (GOTC):** Supporting outreach and public education to improve response rates for the decennial 2020 census, particularly within hard to reach communities

NATIONAL FUNDER ENGAGEMENT

National funders are focused on HTC

- Develop culturally resonant messages
- Create a network of expert national “hub” organizations
- Use technology and analytics to assist in completion of the count
- Create a rapid response team and network
- Provide technical assistance for state and local funders
- Conduct communications and resource mapping
- Support a digital academy

National funders are empowering state and local funders to fund within their states and communities

RESOURCES FOR FUNDERS



Funder listserv Technical assistance Resources

- Funder toolkit
- Menu of options
- Templates e.g. RFPs, position descriptions
- Key 2020 Census Milestones & Funder Milestones

Webinars

- 2020 Census Operations Webinar Series
- 2020 Census Messaging Testing Results

Peer exchange

RESOURCES FOR FUNDERS

Census State Landscape Scan

- Six states: MI, MN, NJ, NM, NY, WA
- Interviewees included state based funders, PSOs, and stakeholders

Themes

- Don't wait – start now.
- Invest in relationship building and co-creation with historically HTC groups
- Leverage existing infrastructure, but also look beyond the usual suspects to effectively reach historically undercounted communities.
- Assess and invest in capacity to coordinate census work other funders, PSOs, nonprofits, grassroots groups, businesses, civic infrastructure, state and local government.
- Address fears, but also create space for communities to leverage census as a tool for to generate powerful transformation.

Government has been doing it for 200 years. Why does the Census Bureau need help?

It's government's job. Why should we let them transfer one more thing to us?



We don't fund political processes.

*We're concerned about affiliation
with advocacy.*



It doesn't fit our funding priorities.

We are a place-based funder, so we can't participate in pooled funds.



We don't want to fund "one-offs"- What is the sustainability plan?

We're concerned about being isolated if we fund.

FUNDER ENGAGEMENT

PARTICIPATE.



CONVENE.



INVEST.



FOR MORE INFORMATION

Jocelyn Bissonnette
Jbissonnette@funderscommittee.org

Funders Census Initiative
bit.ly/FCl2020

JOIN TODAY!

