



Michigan Nonprofits Count Campaign Grant Criteria

Background:

The Michigan Nonprofits Count Campaign is a collaborative, coordinated, statewide effort to encourage participation in the 2020 census in communities that are at significant risk of being undercounted. Led by the Michigan Nonprofit Association, the campaign will mobilize nonprofits to encourage participation in the 2020 census by:

- Providing trainings and tools for nonprofits on effective outreach tactics;
- Assisting nonprofits in identifying historically undercounted communities;
- Award grants to local nonprofits;
- Working with government officials to avoid duplication of efforts and enhance government's communication and outreach efforts to support a fair and accurate census count.

What's at Stake:

As required by the U.S. Constitution, the federal government conducts the decennial census once every ten years to count the population of the United States. In addition to providing critical demographic data that guides the work of nonprofits, the census:

- Influences the allocation of more than \$14.5 billion dollars annually in federal government resources to communities across the state;
- Helps state and local officials, community leaders, and nonprofit organizations identify current and future needs for health care, education, housing, food and income security, rural access to broadband, and other services.
- Determines how many seats Michigan will have in the U.S. House of Representatives and how many electoral votes we will have;
- Guides private-sector investment decisions on where to invest in job creation, new facilities and marketing;

The census has historically missed certain communities—communities of color, urban and rural low-income households, immigrants, and young children—at disproportionately high rates. Being undercounted deprives these communities of equal political representation and private and public resources. The 2020 census is especially alarming since there will likely be less follow-up with non-responding households due to the Census Bureau's change in its model for collecting responses, funding challenges and reduced number of Census Bureau employees at the local level.

Communities at Risk of Being Undercounted:

- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Young children
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing
- LGBTQ persons
- Highly mobile persons
- Persons who distrust the government

Why Nonprofits:

Michigan's nonprofit community is ideally suited to encourage communities most at-risk to be counted. Nothing can replace the encouragement and reassurance of a trusted nonprofit. Nonprofits serving in undercounted communities have well-established relationships by way of their services and advocacy efforts and are generally regarded with a higher level of trust.

Purpose of Grants:

With support from the Michigan Nonprofit Association and your local census hub, grant recipients will:

- Educate and encourage historically undercounted communities to complete the 2020 census.
- Provide opportunities for those you serve/represent to complete the 2020 census.
- Address community concerns in relation to the 2020 census.

Grant recipients are key to the success of the campaign. As trusted entities, local organizations know their neighborhoods and those they serve best. Examples of activities by local grant recipients may include:

- Volunteers and staff of a neighborhood service organization canvassing blocks with iPads and literature translated into the language commonly spoken in the community.
- A youth center might have a "census party" to encourage family participation in the Census and have volunteers available to help participants complete the census online.
- A non-traditional nonprofit media source may write a series of articles leading up to the 2020 Census to educate their readers about what's at stake and how to be counted.
- With help from volunteers and staff, human service providers may set up a kiosk for individuals to learn more about the Census and complete it online.

Required Funding Criteria Grant Recipients:

- Proven track record of serving or representing those who are most at risk of being undercounted in the 2020 Census.
- Clear understanding of the challenges, including institutional and structural issues, the community faces in obtaining an accurate census count.
- An organized constituency base and concrete goals/strategies to get-out-the-count in their community.

Required Basic Eligibility Criteria:

- Emerging and established organizations at all stages of work are encouraged to apply for funding.
- To be selected for funding, organizations must be a legally incorporated entity in Michigan with 501(c)(3) status or a project sponsored by a government agency with a clear charitable purpose. Organizations with a fiscal sponsor are also eligible to apply.
- Campaign support cannot be used for partisan efforts.
- Organizations must satisfy all reporting requirements including narrative and financial reports to local hub administrators.

If you think your organization will be eligible for this funding, please contact Program Officer Joni King at 989-893-4438 to get started with the application process.