



Memo

To: [REDACTED]

From: Erin Skene-Pratt, MNA Census Consultant

Cc: Joan Gustafson, MNA and Debbie McKeon, CMF

Date: October 24, 2018

Re: Michigan Nonprofits Count Campaign

Background:

In the 2010 census, Michigan was in danger of undercounting many vulnerable populations and as a result the state was at risk of losing federal funding that is vital to communities across the state. With support from the philanthropic community, the Michigan Nonprofit Association led the first Michigan effort to mobilize and engage nonprofits across the state to increase the 2010 census count, particularly in hard-to-count communities. Despite significant economic concerns and a high unemployment rate, Michigan was one of only a handful of states that exceeded its mail-in-rates from 2000.

In 2020 we are at risk of experiencing a significant undercount in both rural and urban communities as the demographics are shifting toward an increasingly older, more diverse, lower income, and ultimately more vulnerable population with limited access to technology and greater discomfort engaging with government. Modeled on the campaign in 2010, the 2020 Michigan Nonprofits Count Campaign is a collaborative, coordinated, statewide effort to encourage participation in the census in communities that are at significant risk of being undercounted. **The campaign will mobilize nonprofits to educate communities on what's at stake; provide trainings and tools for nonprofits on effective outreach tactics; assist nonprofits in identifying hard-to-count communities, award mini-grants to local nonprofits, lead local participation in a coordinated statewide communications plan and work with government officials to avoid duplication of efforts and enhance government's communication and outreach efforts to ensure a complete count.**

Nonprofits are uniquely positioned to educate and mobilize their communities to participate in the census because:

- Nonprofits are located in and maintain everyday contact with communities most at risk of being undercounted;
- Nonprofits have trusting relationships with the communities they serve;
- Many nonprofits can provide access to education and materials in various languages and tailored to the cultural needs of the community;

- Nonprofits are out in the community at events, meetings and everywhere people live, work and play; and
- Nonprofits driven by social missions have an inherent interest in ensuring that their communities have access to the funds, services, representations and physical and social infrastructure impacted by the census count.

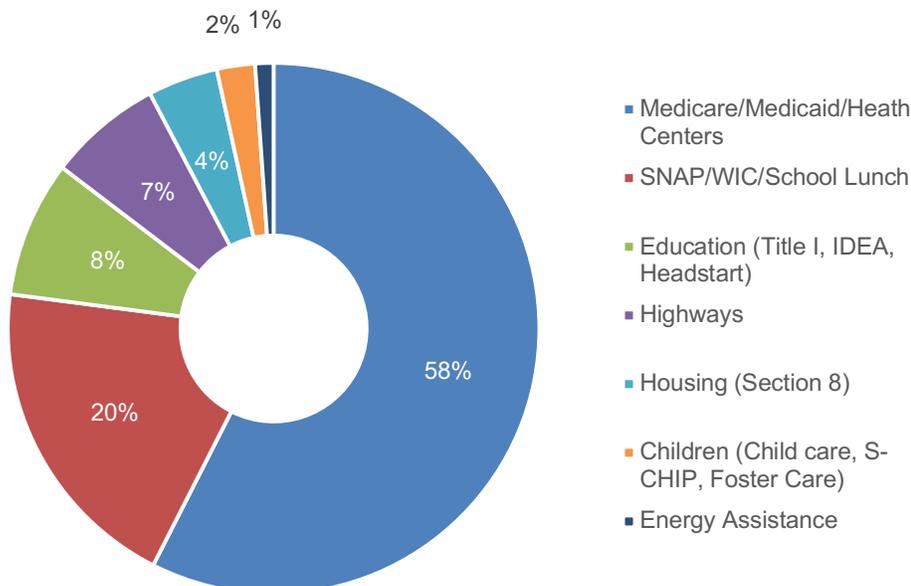
With the Michigan campaign viewed by national leaders as a successful model, both MNA and the Council of Michigan Foundations (CMF) have spoken to nonprofits and funders across the country to discuss leading practices for this work. Although there are efforts underway in other states, the Michigan Nonprofits Count Campaign is unique in its scale and successful partnership between philanthropy and nonprofits.

What’s at Stake:

There’s a lot at stake for our communities and there is a clear need for a robust and sustained approach that includes aggressive outreach, communication, coordination and organizing to ensure a fair and complete count in Michigan.

First, communities are at risk of losing critical revenue for programs and services relied on by all Michigan residents. Public officials use census data and the number of people counted to determine distribution of federal funds. Based on a recent study from The George Washington University, Michigan receives over 14.5 billion dollars (about \$1,467 per person) from the 16 largest federal programs that disburse funds based on Census figures. If we assume a proportional distribution of these funds based on the population of ██████████ about \$226 Million in federal funding is at risk per year. Further, 40% of the state budget is from federal funds. Without the federal funding, communities will likely turn to philanthropy and nonprofits to fill the void. The 16 largest programs and their component contributions can be seen in the figure below.

Largest Federal Sources that Use Census Data for Distribution



Second, those with the most to lose from an undercount are the hardest to count, including communities of color; immigrants; young children; the homeless; and those traditionally served by nonprofits. For example, in Michigan 10.8% of the population under the age of five years old lives in a hard to count community. Considering the digital divide and higher levels of poverty, we are particularly concerned about rural communities experiencing a high undercount in census 2020.

Third, the Census Bureau is facing budget constraints like never before, resulting in the bureau planning to collect the majority of census information online; decrease the number of regional and local census offices by 50 percent; and scale back door-to-door outreach by official census enumerators. Local census bureau offices in Michigan will be located in Detroit, Lansing, Macomb County, Midland and Oakland County. This new approach raises additional concerns such as lack of broadband, internet and cyber security fears. Even with secured internet access, considering the current political climate, it is likely that many individuals from the hardest-to-count groups will be hesitant to complete the census and provide information to the government. The proposed online changes and financial constraints increase the likelihood of undercounts, particularly in Michigan's rural areas with high levels of poverty.

Participation Rates:

In 2020 the anticipated response rate in [REDACTED] is 80.9%, resulting in the need to follow-up with about 11,921 households in the county. This anticipated response rate is a decrease from the response rate in 2010 of 83.5%. The predicted response rate to the census is especially alarming since there will be less follow-up by government with non-responding households due to the Census Bureau's change in its model for collecting responses (internet first), funding challenges and reduced number of Census Bureau employees at the local level.

Budget and Campaign Overview:

The 3-year campaign budget is \$4.7 million including \$1.8 million for campaign infrastructure to support census hubs; \$915,000 for sub-grants to census hubs for administration; and \$2.1 million in mini-grants for local nonprofits. With a goal of \$4.7 Million, the campaign has raised about \$3.9 Million and has about another million in pending applications

- The budget for [REDACTED] would be about \$175,000 including \$30,000 for campaign infrastructure (MNA) support of census hubs; \$45,000 for census hub activities; and \$100,000 in mini-grants for local nonprofits.

To raise the funds necessary to support the effort in [REDACTED], the Council of Michigan Foundations and the Michigan Nonprofit Association would approach [REDACTED] and other potential funders as identified by [REDACTED]. If possible, the campaign would also ask for a small contribution from the community foundation to either support the census hub administration or the mini-grants in the community.

Focus on [REDACTED]: To encourage participation in [REDACTED], MNA will partner with [REDACTED] [REDACTED] who will serve as the census hub for the county. The purpose of the census hub is to educate nonprofits about what's at stake for the 2020 census; mobilize nonprofits in get out the count efforts; award and manage mini-grants to local nonprofits; partner with local complete count committees to coordinate and avoid duplication of efforts; and serve as a campaign key messenger with local media and state, federal policymakers in support of funding and outreach for the census. As part of these plans, the census hub will participate in local complete count committees across the county. Assuming the fundraising goal is achieved, the census hub will also award \$100,000 in mini-grants to local organizations in support of get-out-the-count efforts throughout the region.