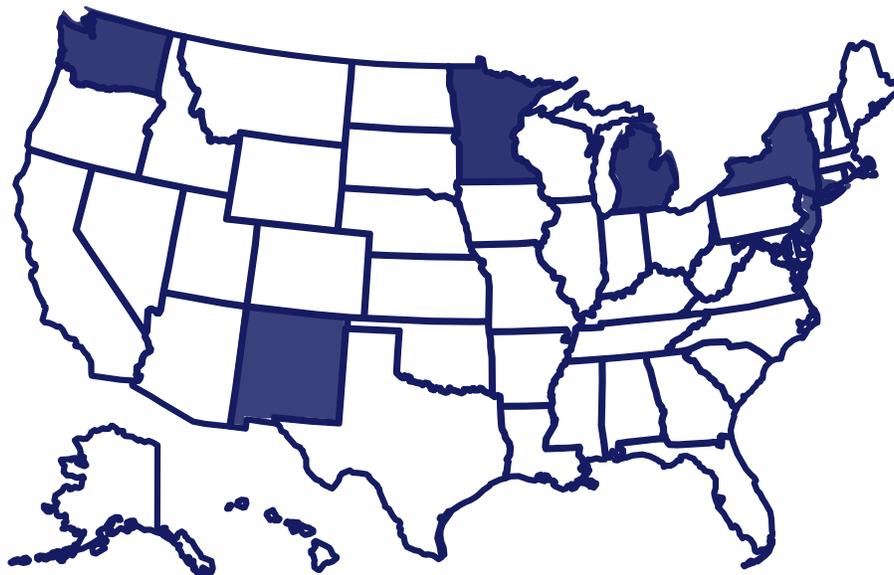




CENSUS 2020 STATE LANDSCAPE SCAN

January 2019

Report produced by Grassroots Solutions
and the Bauman Foundation



Introduction

In November of 2018, The Democracy Funders Collaborative Census Subgroup hired Grassroots Solutions to conduct a rapid Census 2020 landscape scan. The purpose of the high-level scan was to learn more about the role philanthropy is playing in census in six states: Michigan, Minnesota, New Jersey, New Mexico, New York, and Washington. The states were selected to provide geographic diversity among those in which philanthropy was already active and offered differing approaches. Since launching this project, there have been newer philanthropic efforts, including in the South.

Based on the information gleaned in the scan, Grassroots Solutions developed the case examples in this document that are intended to help more philanthropic organizations engage in census work to ensure a fair and accurate count. We hope that they can serve as inspiration, information, and possible models for funders and other stakeholders to consider in their own state. Grassroots Solutions conducted these scans primarily through one-on-one interviews followed by in-state reviews and follow-up research. The names of the interviewees and reviewers are at the end of each State Snapshot.

Census 2020: The Challenge

Historically, the census has missed large numbers of people of low wealth, indigenous people, immigrants, racial and ethnic minorities, children under 5, the highly mobile (such as the people experiencing homelessness and renters), and people living in rural parts of the country. The Census Bureau has insufficient and delayed funding because of the inability of Congress and the Administration to get appropriations completed on time over the past several years and initial efforts to hold costs at or below the 2010 level of spending for the census. This has undermined testing and preparations.

An added reality for the 2020 Census is the highly charged political climate in the country, particularly in terms of the anti-immigrant, anti-Muslim, xenophobic rhetoric, policies, and actions of the current administration. Due to talk of a Muslim registry, aggressive ICE raids, family detentions, failure to extend DACA protections, and almost weekly threats to deport or detain certain groups, fear and mistrust is running high throughout the country, particularly in communities of color. In this context, the administration is seeking to add a citizenship question to the census form. In effect, a citizenship question on the form weaponizes the census for those communities because it increases the fear and mistrust of government that census information will not be kept confidential and that it can be used against them by the government, landlords, or other authorities who hold power over their fates. Additionally, some community leaders have concerns that in encouraging the at-risk communities they work with to complete the census, they could be complicit in placing individuals and families at risk. This means that community organizations who are positioned to help make the census successful will need to be convinced that they will not be harming the communities they serve.

As a result of this reduced government funding and heightened fear, many states and their residents are at risk of losing fair representation in Congress and their share of the billions of federal funds for health care, education, job training, and community development. This will hit historically undercounted residents the hardest, compounding already widespread and substantial inequities.

The Response

The Democracy Funders Collaborative Census Subgroup, which is the home for the national philanthropic response to the census, has supported a variety of organizations and initiatives to promote a fair and accurate census. For example, the Subgroup supported the Funders Census Initiative at the Funders' Committee for Civic Participation and United Philanthropy Forum to do outreach to funders about the census. And it has paid off. Philanthropic and nonprofit organizations across the country are tuning in to the importance of the census and mobilizing to ensure a safe, fair, and accurate count. This report was supported by the Census Subgroup to amplify the work that's already happening on the ground and highlight ways that others in philanthropy can spark action in their own state.

Most interviewees made the observation that the roles of philanthropy, government, and community are naturally complementary: Government has the responsibility to conduct the count, but they generally don't have access to grassroots community networks with the trusted voices vital to overcoming the fears and mistrust and encourage participation.

Community groups and philanthropy have access to community networks that can benefit government efforts, and relationships with government that can smooth the way for community participation. Through funding, coordination, and advocacy philanthropy and nonprofit organizations can provide added support necessary to achieve a fair and accurate census.

Different Models

In all the states interviewed here, philanthropy is playing an active role in encouraging historically undercounted communities to fill out their 2020 census survey. In some states, philanthropy serving organizations (PSOs), such as regional associations, are serving as the hubs or incubators for statewide actions. In others, these PSOs are partnering with nonprofits either in helping to raise the needed funding within the state or in implementing statewide outreach and policy actions or both. In some states, the PSOs are joined by grantmakers themselves in the roles described above – or grantmakers alone are playing the leading role. Where grantmakers have a leadership role, it is mostly a mix of private and community foundations.

All of the interviews for this report dealt with statewide actions on the 2020 census. But there were different approaches, depending on the state. Some have divided the state into regions, with regional leaders (e.g., community foundations or United Ways) that will help springboard distribution of philanthropic dollars. Others are looking at their state as a whole, but identifying where resources are most needed based on where high hard-to-count households are located.

In all states, funders were focused on resources to help address state-based census activities. Some have placed a priority on building pooled funds, either statewide or regionally, to redistribute resources. In others, they are coordinating grantmaking activities so that funders are given advice on who to fund. Yet in others, both pooled funds and coordinated grantmaking co-exist. In all the states, funders have placed a priority on working collaboratively with others in philanthropy. In some states, funders, particularly community foundations and PSOs, are providing leadership in encouraging the state and local governments to provide funding for census work, including for outreach efforts.

In the states covered by this report, availability of philanthropic resources differs greatly. In some states there are large foundations, which have seeded support for the activities described in this report. In other states, large foundations do not exist making fundraising a greater challenge, even for states where smaller foundations are active and committed to a fair and accurate census. This report demonstrates how funders from these different types of states have found ways to launch 2020 census plans.

In the states covered by this report, the capacity and infrastructure for community organizations also differ greatly. In some states there are existing civic engagement tables or other groups that could serve as a natural convener for state and community organizations; in other states, a convener needed to be created.

Getting Started

Across the states, some consistent practices and lessons emerged that may be useful to consider when beginning census efforts:

- **The sooner the better.** Don't wait--start now.
- **Invest in relationship building and co-creation with historically undercounted groups** as early as possible (see Minnesota).
- **Attend to coordination gaps.** Assess and invest in capacity to coordinate census work (other funders, philanthropy-serving organizations, nonprofits, grassroots groups, businesses, civic infrastructure).

- **Determine funding models.** Pooled funding isn't the only way to go; offer a menu of options for funders to allow census work to fit into their mission.
- **Consider how to navigate place-based philanthropy vs. general philanthropy.** Offer options that enable the effort as a whole to target funding where it is most needed.
- **Consider how to engage with state and local governments** to encourage funding and coordinate efforts.
- **Identify centers of gravity for census work**—look beyond the usual suspects (legacy institutions and nonprofit associations are great, but new relationships will likely need to be built in order to effectively reach historically undercounted communities).
- **Include sovereign nations/Indigenous Tribes,** and recognize their unique needs. Federal funding flows to tribes in different ways than it does to state governments, and understanding the ways in which tribes are specifically affected by census is critical.
- **Explore coordination models** that fit your state--tight and formal or loose and informal; regional, centralized, or mixed hubs; geographic, demographic, or blended lens.
- **Focus on messenger and message context** more than wordsmithing the message itself. Work closely with community organizations that have solid, trusting relationships with historically undercounted communities. Hire and mobilize people from historically undercounted communities. Remember that the messenger and the relationship that messenger has with the communities you are trying reach is critical.
- Address fears, but also **create space for communities to leverage census as a tool for their own liberation.** Putting census in the hands of the people most affected can generate powerful transformation.

Contents

This rest of this document contains:

- State Snapshots
- A copy of Key Themes that were identified during the course of the scans and provided as an interim update in early December of 2018



State Snapshot: Michigan

What follows is a snapshot of Census 2020 infrastructure and activities in the Philanthropic, Nonprofit, and Governmental sectors of the state of Michigan. As the name suggests, it is a snapshot in time taken in a rapidly changing landscape, specifically December and January of 2018-2019. This snapshot was obtained through a limited number of interviews with people close to the work in Michigan, along with some additional research when possible. As such, it is not intended to be an exhaustive overview of all the activities that are underway, but rather an overview of key features of the state and the work that may help inform census work in other states.

Unique Features of the State

- Forty percent of Michigan's funding comes from the federal government, second only to Mississippi. A significant decrease in the count could lead to a measurable decrease in state funding and the possible loss of a congressional seat.
- The Michigan Nonprofit Association (MNA) has found that for every undercounted person, the state will lose approximately \$1,800 per person per year.
- If the population of Flint drops below 100,000 residents, the federal government will change the funding equation in how they receive federal dollars. This would be devastating for an area already stricken by several issues--toxic drinking water, generational poverty, population flight.
- Michigan is home to a substantial number of residents who are included in historically undercounted populations; Detroit had some of the highest undercount numbers in the previous census. The communities most at risk of being undercounted are Arab Americans, immigrants, Latinx, children under the age of five, rural residents, and African Americans in urban areas.
- Michigan has rural communities which are difficult to access, limited online access for low wealth residents in urban settings, and also rural areas like the Upper Peninsula.
- Michigan has a higher population of Arab Americans per capita than any other state.
- Many of these individuals are recent immigrants or second/third-generation immigrants. The current administration's xenophobic stance on both the immigrant and Muslim community has fostered an environment of fear. There is real fear in how census information will be utilized and mistrust in the government's ability to keep information safe and confidential.

Census Infrastructure

Philanthropy

The Council of Michigan Foundations (CMF) spent the last two years supporting general education efforts and raising awareness of the importance of the census and what will happen to the state if it does not pursue a full and accurate count.

CMF played a leadership role in working with funders in the state, the Michigan Nonprofit Association (MNA), and other state nonprofits to help create the Census 2020 Michigan Nonprofits Count Campaign (see <https://becountedmi2020.com/>). The Campaign, described below, is a statewide campaign to ensure a complete count of Michigan residents in the 2020 census. The campaign was launched in September 2017 with a three-year leadership grant from the W.K. Kellogg Foundation.

CMF has led the \$4.7 million fundraising effort for the Campaign and the MNA agreed to be the grant recipient for the Campaign. The initial leadership grant from the W.K. Kellogg Foundation to MNA provided a springboard for CMF to encourage its members to join their colleague in supporting this important work. Over 30 CMF members have supported the Campaign and its pooled fund at MNA.

As the majority of CMF members are place-based funders, in order to have a statewide pooled fund to support the campaign it was essential to develop a campaign framework that could allocate funds at the state, regional and community levels.

Resources are allocated in the pooled fund in 3 areas:

1. Statewide infrastructure led by MNA (research, communications, leadership, advocacy, evaluation, capacity building, training);
2. Regional hub administration, community foundation or other entity, that brings statewide resources to regions; and
3. Mini-grant funds to regional hub administrators to grant in their local communities to community-based organizations most trusted with the people.

CMF worked together with the Michigan Nonprofit Association to create a three-tiered framework built on a system of regional hubs described below:

- Calhoun County – Battle Creek Community Foundation and Urban League of Battle Creek
- Community Foundation of Berrien County.
- Genesee County - Community Foundation of Greater Flint
- Great Lakes Bay Region– Midland Area Community Foundation, in collaboration with Saginaw Community Foundation and Bay Area Community Foundation
- Ingham County - Capital Area United Way

- Kalamazoo County – United Way of the Battle Creek and Kalamazoo Region
- Kent County - Heart of West Michigan United Way
- Jackson County - Nonprofit Network
- Southeast Michigan (Detroit, Macomb County, Oakland County, and Out-Wayne County) - Community Foundation for Southeast Michigan
- Upper Peninsula - Community Foundation of Marquette County and Community Foundation of the Upper Peninsula

Nonprofits

The Michigan Nonprofit Association serves as the home of the Michigan Nonprofits Count Campaign and is a primary driver of nonprofit census work in Michigan. This association represents hundreds of nonprofits across the state who work, serve, or advocate for undercounted communities. They host convenings, provide important census impact data, and coordinate actions within the regional hub structure.

The Nonprofits Count Campaign has a steering committee, co-chaired by MNA and ACCESS (Arab Community Center for Economic and Social Services), an Arab American service delivery nonprofit. The Campaign has a website with documents, flyers, brochures, infographics and more on the importance of the 2020 census. The Campaign is relying heavily on community foundations, United Ways and other organizations who have direct relationships with targeted audiences to secure their leadership in the campaign. It is their operating philosophy to not just target and engage these communities around the census, but to involve them in the planning and execution of “Get Out the Count” activities. By integrating undercounted communities into the fabric of the census education and GOTC activities, the nonprofit and philanthropic community hope to overcome the challenges and fear many have in completing the census. Through the regional hubs, the Michigan Nonprofit Association and others are providing training to the local organizations to support local communities with tools, data and communication materials and assistance to overcome their concerns.

Because fear is such a substantial barrier to engaging in the census, it is essential to engage organizations who already have built-in trust with targeted undercount communities, including ethnic media. These institutions/publications have been around for a long time, and they have built trust among many undercounted communities. Content—census education, information about the citizenship question, and GOTC activities—will be provided to them on a regular basis, which can be translated into the appropriate languages of targeted undercount communities. Such community publications include Arab American, Jewish, Korean, and African American news outlets.

Finally, Michigan Voice, a State Voices “table”, is a partner in the state census work, aligning its own engagement hubs and offering its members access to campaign tools, like the Voter Activation Network, which may be beneficial in developing GOTC activities. Maps of historically undercounted communities can be overlaid with voter file data to produce target “engagement/walk packets” of undercounted communities.

Government

In July 2018, the state of Michigan granted MNA \$500,000 to support the Nonprofits Count Campaign for its 2020 census work. In November, the state of Michigan granted another \$500,000 to the Nonprofits Count Campaign. These grants were the result of state legislation that provided funds on a matching basis. Much of this success has come from consistent advocacy efforts with legislators on the importance of this issue to the state and how it will impact their respective constituencies. Considering Michigan no longer has a Census Bureau regional office, it is vital that advocacy organizations and foundations push the state to support census work as much as possible.

Though the state support to the campaign is relatively small, it has been an important signal to funders that the nonprofit census campaign is seen as non-partisan and is valued by government, and that philanthropy is amplifying government’s role in implementing the census, not replacing its role. This has been critical to discuss in 1:1 funder conversations.

Because of the regional Hub approach being used in Michigan, local government will play a significant role in the success of getting a fair and accurate count of its citizens. The Council of Michigan Foundations and the Michigan Nonprofit Association continues to build strong relationships with elected officials, and other government entities, to support the development of complete count committees. The Michigan Nonprofit Association and the Council of Michigan Foundations have held educational briefings and planning meetings with mayors of major urban areas across the state, as well as officials in more rural localities.

Michigan Summary

- The Council of Michigan Foundations, a philanthropy-serving organization, is leading the effort of educating, coordinating, advocating, and engaging with members to champion support for the Census 2020 MI Nonprofits Count Campaign.
- Pooled funding model raised by the Council of Michigan Foundations and held by the Michigan Nonprofit Association, leader of the campaign
 - ↳ To be distributed through regional hubs to community-based organizations
 - ↳ Community foundations have stepped into the role of regional hub administrators exercising their community leadership and grantmaking expertise while also contributing directly to the pooled fund and/or providing in-kind support.

Interviewees:

Debra McKeon	Council of Michigan Foundations
Joan Gustafson	Michigan Nonprofit Association
Nadia El-Zein Tordova	ACCESS (Arab Community Center for Economic and Social Services)
Gilda Jacob	Michigan League for Public Policy

Reviewers:

Debra McKeon	Council of Michigan Foundations
--------------	---------------------------------



State Snapshot: Minnesota

What follows is a snapshot of Census 2020 infrastructure and activities in the Philanthropic, Nonprofit, and Governmental sectors of the state of Minnesota. As the name suggests, it is a snapshot in time taken in a rapidly changing landscape, specifically December and January of 2018-2019. This snapshot was obtained through a limited number of interviews with people close to the work in Minnesota, along with some additional research when possible. As such, it is not intended to be an exhaustive overview of all the activities that are underway, but rather an overview of key features of the state and the work that may help inform census work in other states.

Unique Features of the State

- On paper, Minnesota generally does well in the census, with an 81 percent self-response rate in 2010. However, responses fall well below the statewide rate when you look at the state's growing diverse communities of color, immigrant and refugee communities, people of low wealth, people in rural areas, and Tribal members from sovereign Tribal nations. Because of this wide gap, there is an understanding that things need to be done differently to get these historically undercounted communities counted.
- Geographically, Minnesota is comprised of the 14-county, Twin Cities metropolitan area, 16 counties outside of the Twin Cities that have smaller metropolitan communities, and 57 counties that are exclusively rural. Additionally, the state has 11 sovereign Tribal nations.
- Demographically, Minnesota enjoys rich diversity, and is home to the largest Hmong and Somali communities in the United States. There are 11 Native/Indigenous Tribes that inhabit the state, with members living both on and off reservations. The communities with the most significant risk of undercounting are:
 - Communities of color and the African American community specifically
 - Children under five
 - Housing insecure residents or residents experiencing homelessness
 - Immigrants
 - Latinx communities
 - Native/Indigenous communities
 - Minnesotans speak more than 100 languages in their homes, including English native speakers unique to Minnesota, particularly large Somali and Hmong-speaking households
 - Seniors, particularly "snowbirds" who leave the cold for winter visits.
- Minnesota currently has eight Congressional districts. The state was close to losing a seat after the 2010 census, and is again "on the bubble" of dropping to seven congressional seats.

Census Infrastructure

The Minnesota Council on Foundations (MCF) provides leadership for the Minnesota Census Mobilization Partnership (The Partnership). The Partnership is a large, inclusive group that is intended to serve as an information, coordination, connection and strategy development vehicle for nongovernmental groups working on the census. A smaller Coordinating Committee guides the Partnership's work, including special projects and community organizing and mobilization activities. Representatives from the Census Bureau and Minnesota state demographer's office participate in these meetings to ensure coordination of efforts.

Partnership members share a commitment to inclusion and equity values, and to ensuring a fully inclusive, nonpartisan and accurate census count. The partnership has three goals:

1. A fully inclusive count, that at a minimum maintains overall 2010 participation levels but reduces the gap for historically undercounted communities;
2. Organizing and mobilizing historically undercounted communities to have enduring impact for civic engagement and democracy building; and
3. Constituency-owned census that lays the groundwork for future work on the census and American Community Survey, and other democracy engagement issues.

The Partnership engages in three activities: advocacy at the state and federal levels, special projects to meet uniquely Minnesota needs (such as developing a Minnesota-specific communication plan and a legal response plan) and organizing and mobilizing historically undercounted communities to participate in the 2020 Census. The Partnership aims to raise \$6 million through a combination of state appropriation and private fundraising for census activities to complement the Census Bureau's work in Minnesota.

Partnership Highlights

Advocacy – The Partnership and MACS 2020 (Minnesotans for the American Community Survey) advocate at the federal level. At the state level, MCF secured \$1 million and state funding to increase staff over four year in the Minnesota State Demographer's Office to work on the 2020 Census. A request for an additional \$2.5 million in state funding to support state-led and community-led census activities is being advanced through the 2019 legislative session. This bill includes a provision to require building owners to allow census worker access to apartment buildings.

Special Projects – The Partnership developed the Minnesota 2020 Census Communication and Mobilization Plan. The plan proposes a structure for organizing and mobilizing historically undercounted communities. Importantly, the process created a community network that will serve as one of four hubs leading census organizing and mobilization in Minnesota. In addition to guiding the Partnership’s organizing and mobilizing activities, the plan will be shared with other groups, including Complete Count Committees, as a tool to help plan local census engagement activities.

Organizing and Mobilization – The Partnership will organize and support a network of four hubs designed to engage historically undercounted communities. Three of the hubs will be supported through a pooled fund, managed by MCF. One of the hubs will be supported through an aligned funding effort targeting counties outside of the Twin Cities metropolitan area. MCF will be hiring a full-time program manager in March 2019 to provide project management, training and coordinating support for the four hubs.

Philanthropy

There is no formal table of census grantmakers in Minnesota. MCF’s board of directors has designated the 2020 census as one of two public policy leadership initiatives, and its census work is guided by its Government Relations and Public Policy Committee. MCF’s membership includes 156 Minnesota-based corporate giving programs, private foundations, and community foundations. MCF staff works with its member networks to provide education about the census and to organize participation, including grantmakers support. Among these networks are MCF’s CEO Circle, Democracy Funders Working Group, and Midwest Independent Community Foundations network.

Fundraising to secure grantmaker investments in the census is led by MCF staff. The advantage of this approach is that MCF and its staff is well-known and trusted by Minnesota grantmakers. Minnesota grantmakers are largely supportive of the goals MCF has established for its census work (e.g., fully inclusive, nonpartisan and accurate count). They seek assurances that private dollars are not duplicating or replacing public funding, and that investments into the census will also help build civic engagement capacities with potential to have impact beyond the 2020 Census. Minnesota grantmakers are particularly interested in supporting efforts to engage historically undercounted communities.

MCF has a goal of raising \$2.5 million from its members to support the Partnership’s activities, including a \$1.5 million pooled fund for organizing and mobilization in historically undercounted communities. So far, funding has been secured from the Blandin Foundation, Bush Foundation, McKnight Foundation, Joyce Foundation and an anonymous donor. MCF expects to secure 80 percent of its membership fundraising goals by April 1, 2019.

Nonprofits

The Minnesota Census 2020 Communications and Mobilization Plan, commissioned by MCF and the Partnership, provides a framework for organizing nonprofits and Tribal nations to lead community organizing and mobilization activities to complement the work of the Census Bureau and Minnesota State Demographers Office. The framework proposes a network of four hubs to organize participation in historically undercounted communities.

1. MN Census 2020 Co-Creation Table

The Co-Creation Table is a group of community and Tribal leaders from historically undercounted communities or who directly serve undercounted communities. This group created the MN 2020 Census Communications and Mobilization Plan. As part of this process, the group evolved into a collaborative network to implement the plan's strategy. The objective is to demonstrate through practice how others, including the other Partnership hubs, can effectively implement the plan. The Co-Creation Table is building infrastructure and relationships that will be durable far beyond Census 2020.

2. Minnesota Indian Affairs Council

This group of Tribal leaders passed, for the first time, a resolution in December 2018 committing Tribal nations to work together to coordinate their census mobilization. The resolution also aligned their efforts with the Partnership. The involvement of Tribes from the beginning of the Co-Creation Table's process revealed unique needs for Tribal communities, particularly the need to have a much more detailed and nuanced understanding of how census data influences money that flows to Tribes. There are funding streams dictated by treaty agreements and Tribes that cross state lines, and as sovereign nations, the impact of census is more complex than for non-indigenous communities. This creates unique motivations for census participation, and requires a more nuanced approach to communication and organizing. Both the sovereign structure and unique funding issues suggest the need for a separate hub to guide the Partnership's efforts to engage Native Americans. Native community leaders participating in the Co-Creation Table indicated that while the Tribal communities have access to resources for organizing and mobilization, there is a critical need for dedicated staff to facilitate coordination among Tribal communities. The work will be coordinated with the Partnership and the Co-Creation Table.

3. Minnesota Council of Nonprofits

MCN's statewide network of 2,200 member organizations spans the state and involves many organizations with strong relationships to engage historically undercounted communities. MCN will provide training to help its statewide membership participate in the 2020 Census mobilization, and will operate a mini-grant program to support local activities. This is similar to what MCN did during the 2010 Census. MCN will coordinate with the Partnership and have an allied relationship with the Co-Creation Table.

4. Greater Minnesota

While each of the three hubs to be supported through the Partnership's shared pool have statewide reach, communities outside of the Twin Cities metropolitan area (referred to as Greater Minnesota) have unique census organizing and mobilization challenges. These include geographic distance, broadband service limitations, and concerns about government and privacy. MCF's membership includes the Minnesota initiative foundations, a network of six regional community foundations serving Greater Minnesota, as well as a network of 14 community foundations. MCF is working with its MIF and Greater Minnesota community foundations to develop aligned funding strategies through which they will each support community-based efforts to promote census participation in their service communities. MCF and the Partnership will provide training and technical support to help these community foundations establish and support partnerships with their current grantees and community partners.

Government

State

The Partnership initiated its advocacy work by asking the Minnesota State Demographer's Office, "What do you need for a successful census in 2020 in Minnesota." The answer was dedicated staff in the State Demographer's Office, a Minnesota-specific communication and mobilization strategy, and well-organized and funded community partners. From that moment, the Partnership and the State Demographer's Office have worked together as strong, community/public allies. Community and state census activities are planned and implemented in coordination through the regular, biweekly Partnership coordinating team meetings. The State Demographer's Office also participates as allies in the regular Co-Creation Team meetings.

The State Demographer has identified four priority activities to support general awareness efforts in the coming year:

- Targeted outreach and communication to reach apartments and rural residents, especially those that receive their mail by P.O. box;

- Support local complete count committees and statewide nonprofit organizations by developing a “tabling toolkit” for outreach;
- Developing shared support resources including data and tools to remind residents to fill out their census forms on April 1 (e.g., a text messaging alert system) and translated materials for languages that are not supported by the Census Bureau (e.g., Hmong, Somali); and
- Increased capacity for media relations.

County and City

Minnesota’s State Demographer’s Office started to provide leadership to promote the 2020 Census and organize local government participation in 2017. A statewide complete count committee was created in 2018. Local and county governments became engaged with the LUCA process in 2017, and are now organizing complete count committees.

With advocacy support from the Partnership, the Governor and State Demographer’s Office created Minnesota’s first-ever state complete count committee in 2018. The three community co-chairs were identified in coordination with the Partnership. Two are MCF members. The group will provide advice to help the State Demographer’s Office develop and implement its census mobilization strategy.

State Snapshot: New Jersey

What follows is a snapshot of Census 2020 infrastructure and activities in the Philanthropic, Nonprofit, and Governmental sectors of the state of New Jersey. As the name suggests, it is a snapshot in time taken in a rapidly changing landscape, specifically December and January of 2018-2019. This snapshot was obtained through a limited number of interviews with people close to the work in New Jersey, along with some additional research when possible. As such, it is not intended to be an exhaustive overview of all the activities that are under way, but rather an overview of key features of the state and the work that may help inform census work in other states.

Unique Features of the State

- 40 percent of New Jerseyans are either immigrants or the children of immigrants, which, with the addition of a citizenship question to the 2020 census, adds to the challenge of achieving a fair and accurate count in all parts of the state.
- New Jersey is split between two expensive major media markets – New York and Philadelphia. This makes traditional paid media activities challenging.
- Many in New Jersey, particularly low wealth residents, do not have reliable internet access and may have problems completing the forms.
- New Jersey did not undertake any significant statewide work in previous censuses and it does not have statewide civic engagement organizations, so there is little institutional memory or infrastructure to lean on for census 2020.
- Based on Census Bureau data, communities in New Jersey identified with the most significant risk of undercounting are:
 - Communities of color: African American and Latinx communities specifically
 - Children under five
 - Immigrants
- Although many parts of the state are not historically undercounted, urban areas at heightened risk include Newark, Paterson, Trenton, Camden, Atlantic City, and Jersey City.

Census Infrastructure

Philanthropy

Mobilizing for Census 2020 is a new venture for the New Jersey funding community. To support this work, The Fund for New Jersey, a private foundation focused on public policy, has been spearheading coordination, fundraising, and collaboration. The Fund for New Jersey had not been involved in previous censuses, but in 2017 it made an institutional commitment to promote a fair and accurate count in 2020, and dedicated funding and staff time to the effort. The Fund has focused on educating potential partners about the census – what it is, why matters for New Jersey, and what can be done to promote a complete count – and cultivating partnerships across sectors to include county and local elected officials, business leaders, civic and faith leaders, and community-based groups, to develop a statewide coalition. The message has been inclusive and aspirational: when everyone in New Jersey is counted, everyone in New Jersey benefits.

Research and mapping were important early investments. The research included the use of a website developed by CUNY that mapped data about those who have historically undercounted, and supplemented with Census Bureau data. The Fund commissioned Advocates for Children of New Jersey to produce maps and demographic analysis for every state legislative district and congressional district in the state. The analysis included identification of municipalities most at risk for census undercount. The maps, available at www.fundfornj.org/census, were made available and downloadable for use by anyone. They have been useful tools for education and advocacy with legislators, funders, local elected leaders, and potential nonprofit partners.

The Fund for New Jersey has dedicated funding in 2017 and 2018 for census work, and two other private state-based foundations have also contributed. In addition, two national foundations have supported groups in New Jersey that are key participants in census coordinating efforts. The Fund for New Jersey is actively working to raise funds from other state-based foundations. Funders will coordinate and align grantmaking to cover the many needs in the state.

The statewide philanthropy-serving organization, the Council of New Jersey Grantmakers, has championed census work, sharing information and talking points for foundation staff to use in communications with grantees and with their own boards. The Council will make Census 2020 the focus of its spring 2019 conference, which will offer the opportunity for funders and nonprofits to learn together how best to support a complete count. The Council's affinity groups, organized by region and by subject area, have hosted discussions about census. These settings have been key for peer-to-peer discussions and collaborations.

Nonprofits

As noted earlier, New Jersey did not have a ready infrastructure to coordinate and catalyze census work. It had to be built. Supported by The Fund, a group of nonprofits created the New Jersey Counts Coalition. Members include organizations that represent and have deep relationships with New Jersey's African-American, Latinx, Asian, immigrant, and child advocacy communities. Other partners include faith leaders, housing and healthcare advocates, civic and elected leaders in historically undercounted cities, foundations, civil rights networks, and fraternal organizations. The Coalition is supported by staff from member organizations and is funded by supplemental grants.

The New Jersey Counts Coalition is developing a plan to achieve a fair, accurate, and complete count in 2020 in New Jersey. The Coalition will work closely with the state Complete Count Commission to educate and organize outreach throughout the state. New Jersey does not have the resources to forge a personal connection with every state resident to encourage them to be counted in Census 2020. Success overall will require outreach efforts to be well planned and executed. Targeted Universalism provides a useful framework for outreach. A universal goal (counting all residents of New Jersey) can be achieved by using targeted approaches to address the specific and varied needs of each group. The plan is to combine a broad state-wide communications effort, led by the state government, with targeted strategies aimed at geographic priorities -- the state's geographic areas most at risk for an undercount (defined by having the lowest response rates in the 2010 census) and demographic priorities -- the population groups that have been historically undercounted, such as children under five, people of color, and immigrants.

The Coalition is working with nonprofit partners to encourage establishment of local complete count committees in each priority city and will work with the Census Bureau to support development of local get-out-the-count plans. At the same time, Coalition members are developing statewide targeted strategies for most at-risk-of-undercount communities. For example, serious attention is being devoted to developing a plan to count children under five. This effort is led by Advocates for Children of New Jersey (ACNJ), the state leader in child advocacy and the source of New Jersey's Kids Count analysis. Working with a group of early years funders and national resources such as the Annie Casey Foundation and Partnership for America's Children, as well as with the New Jersey Counts Coalition, ACNJ is developing a plan to engage and mobilize partners to #CountAllKids.

The Coalition will devote 2019 to organizing and building a structure for communications and outreach in 2020. The efforts of its members and leaders in local communities are expected to complement the work of the state government Commission and to extend its reach.

Government

The State of New Jersey has formed a Complete Count Commission includes elected officials and civic leaders. The Commission, which began meeting in January 2019, is charged with leading efforts to count every resident of New Jersey. It is staffed by the Secretary of State's office. To date \$500,000 has been allocated by the state government to the Commission for census-related activities. Advocates are requesting \$9 million more in the FY2020 state budget. The funds would be used for media messaging and for sub-grants to community-based organizations to support get-out-the-count work in 2020.

New Jersey Summary

- Although there was no history or continuing institutional structure for census work in New Jersey, a funder worked with a diverse set of nonprofit partners to form a new vehicle: the New Jersey Counts Coalition. ers new to census.
- Partners - nonprofits, government, funders, and others - are united in their belief that a fair and accurate count in New Jersey is ambitious and achievable.
- Research and mapping have been important to help identify locations and communities most at risk for undercount. Sharing this information has been a key tool for educating potential partners and persuading them to participate.
- Partnership with the State Complete Count Commission is important to coordinate and amplify efforts. State funding is necessary.
- By starting early and being strategic, New Jersey can increase the accuracy and completeness of its census 2020 count. At stake are the interests of 9 million people and federal funds of more than \$227 billion over 10 years. A targeted universalist approach will increase the odds of success.

Interviewees:

Kiki Jamieson	The Fund for New Jersey
Theresa Jacks	Council of New Jersey Grantmakers
Peter Chen	Advocates for Children of New Jersey

Reviewers:

Kiki Jamieson	The Fund for New Jersey
---------------	-------------------------

State Snapshot: New Mexico

What follows is a snapshot of Census 2020 infrastructure and activities in the Philanthropic, Nonprofit, and Governmental sectors of the state of New Mexico. As the name suggests, it is a snapshot in time taken in a rapidly changing landscape, specifically December and January of 2018-2019. This snapshot was obtained through a limited number of interviews with people close to the work in New Mexico, along with some additional research when possible. As such, it is not intended to be an exhaustive overview of all the activities that are under way, but rather an overview of key features of the state and the work that may help inform census work in other states.

Unique Features of the State

- New Mexico is the 5th largest state in the country, a border state with Mexico, and nearly 25 percent of the population living in vast rural areas.
- The New Mexico state government has a part-time legislature that holds its sessions for 30 days in duration one year, and 60 days the next. This means that the opportunities to influence legislation is short and requires different advocacy strategies.
- In rural areas of the state, there is an overall 40 percent lack of broadband internet access at home, making census participation most difficult for Hispanic, Pueblo and Tribal populations in the state.
- New Mexico is among the poorest states in the nation with a small philanthropic sector. Over the past decade, New Mexico ranked 43rd in giving and 44th in assets among states. This is not to say the philanthropic community is not doing a great job supporting the census; it is to communicate the substantial responsibility of bridging the gap that the state and the federal government will not fill for census activities. If New Mexico does not receive greater support from the federal government, a more significant burden will be placed on the state, and philanthropic sector, to fill that gap.
- The state has a large Latinx community and a substantial number of immigrant families. As a border state, there is increased awareness and great concern about the citizenship question and how it will impact immigrant and 140 colonias communities along the southern border.
- New Mexico is home to part of the Navajo Nation, 3 Tribes and 19 independent Pueblos. New Mexico's native community is one of the largest in the country, and Tribal members generally live in rural locations. Tribal governments typically have few nonprofit service providers and those that exist typically work through Tribal leaders.
- Many New Mexicans are of low financial wealth but view themselves as highly resourced in terms of their social and familial support systems.

Census Infrastructure

Philanthropy

A Census Funder Collaborative has formed in New Mexico which includes eleven of the largest funders in the state and is co-chaired by Thornburg Foundation and the Albuquerque Community Foundation. The Collaborative includes the New Mexico Coalition of Community Foundations, a collaboration between five key community foundations that has statewide representation.

The Census Funder Collaborative quickly mobilized in early 2018 and leveraged \$72,500 in philanthropic funding to encourage \$300,000 in state appropriations to support staffing and administrative needs for the Local Update of Census Addresses (LUCA) operation. This work was carried out by the state's Geospatial Advisory Committee led by academics at the University of New Mexico. The executive director of the Thornburg Foundation and co-chair of the New Mexico Census Funder Collaborative noted how this leveraged action on LUCA could also be done for state outreach in a get out the count effort.

The Census Funder Collaborative formed a subsequent effort called New Mexico Counts 2020, which is being staffed by the New Mexico Association of Grantmakers. The Collaborative is now raising funds to implement this two-year state advocacy and action plan with a mission to assure that all New Mexican residents are counted in the 2020 census, with an emphasis on undercounted communities. One element of the plan calls for a pooled fund so grants can be redistributed throughout the state; the Albuquerque Community Foundation is acting as the fiscal sponsor for the pooled fund. The Collaborative has had to be creative about how various institutions participate in pooling funding; for instance, some foundations are place-based and want to keep their funds in their community. Others are restricted on lobbying and advocacy or can't regrant. In these cases, they are aligning funds as much as possible.

In addition to fundraising, much of the work has centered around educating other funders and engaging other funders and stakeholders, including state officials, about the importance of the census and how they should work together to ensure an accurate count. In addition to educating their peers, many foundations have been leaders in advocating the government, both state and municipal, to allocate greater funds for census programs as well as developing complete count committees. New Mexico Counts 2020's comprehensive outreach plan has a measurable goal of a 5 percent increase in prioritized undercounted communities as compared to the 2010 census. This will be accomplished in part through grants to nonprofit and grassroots community groups.

The Collaborative intends to hire an additional consultant(s) to address the needs and concerns of the native populations specifically. This person will be of native descent and will work specifically to bridge the gap between the philanthropic community and the nonprofits and service providers who work with native leaders.

Nonprofits

The New Mexico Civic Engagement Table (NMCET), which is housed at the Center for Civic Policy, has established a 2020 Census Civic Engagement Project that includes a Get Out the Count campaign, a state legislative appropriations campaign, and the creation of a Complete Count Committee for Tribal and nonprofit stakeholders. NMCET is a State Voices “table”, which is a strategic coordination hub focused on civic participation for nonprofits in the state.

NMCET works to connect groups across sectors to create multi-cultural, multi-issue coalitions and share data and technology tools that inform sound strategy. NMCET is committed to “ensuring fair representation of the New American Majority through accurate Census counting¹.”

NMCET has a strong history of civic engagement work and is currently developing the statewide plan around the census and targeted undercount communities. The table is made up of 42 members of organizations.

In addition to NMCET, New Mexico Voices for Children, which is a member of NMCET, is part of an ad hoc group of child advocacy organizations in the state that is coordinating census work within their issue community. They have advocated with and provided research to state and local legislators on the importance of establishing complete count committees throughout the state, as well as allocating state dollars for census work. New Mexico Voices for Children acts as a link to state efforts as members of both the state’s Complete Count Committee and the Albuquerque Complete Count Committee. These activities are aligned with the work of NMCET.

Government

The state legislature allocated \$300,000 to LUCA work in their 2018 legislative session.

There exists an additional challenge with the lack of institutional knowledge around the census from newly elected officials. With a newly elected governor and city mayors, there needs to be great urgency in bringing those individuals up to speed on the needs of the state to ensure everyone is counted accurately. The hope is that the state government will provide additional funding for census work in New Mexico, including for outreach to undercounted households. New Mexico Counts 2020, NMCET, New Mexico Voices for Children, and others have requested \$10 million in state census funding and an executive order establishing an outreach campaign to promote a fair and accurate count.

¹ <https://statevoices.org/state-tables/new-mexico/>

New Mexico Summary

- A funder collaborative was formed to spearhead census work which includes fundraising, funder-to-funder education, mobilization, education, and advocacy for additional funds from state and municipalities.
- The funder collaborative created a pooled funding with an alternative aligned funding mechanism for foundations that have restrictions on who and what they can fund.
- There is dedicated staff for Native American engagement.
- New Mexico Civic Engagement Table is the main nonprofit collaborative working on census. NMCET, and its members such as New Mexico Voices for Children, is working closely with the funder collaborative.

Interviewees:

Darren Sandow	Consultant
Randy Royster	Albuquerque Community Foundation
Amber Wallin	New Mexico Voices for Children
Cathy Frey	New Mexico Association of Grantmakers

Reviewers:

Cathy Frey	New Mexico Association of Grantmakers
------------	---------------------------------------



State Snapshot: New York

What follows is a snapshot of Census 2020 infrastructure and activities in the Philanthropic, Nonprofit, and Governmental sectors of the state of New York. As the name suggests, it is a snapshot in time taken in a rapidly changing landscape, specifically December and January of 2018-2019. This snapshot was obtained through a limited number of interviews with people close to the work in New York, along with some additional research when possible. As such, it is not intended to be an exhaustive overview of all the activities that are underway, but rather an overview of key features of the state and the work that may help inform census work in other states.

Unique Features of the State

- New York is complex both geographically and demographically. New York City is in set apart from other New York population centers both because of its size and the nature of its civic infrastructure; however, there are other moderately-sized population centers in the state—including Buffalo, Rochester, Syracuse and Albany. In addition, there are several NYC-satellite communities and suburbs that are established as distinct communities with separate civic institutions and nonprofit networks. There is also a substantial portion of the state that is considered “rural”, meaning, lower density whose residents must travel longer distances for access to services and commerce, with lower internet penetration. It is an extremely diverse state, with residents from literally all over the world, though some pockets of the state are more diverse than others.
- New York, and in particular New York City, is home to a disproportionately high number of philanthropic organizations, but many of these organizations do not focus or limit their giving to New York (MacArthur Foundation, Ford Foundation, Newman’s Own Foundation, The Atlantic Philanthropies, to name just a few). There are also many philanthropic institutions that focus on the whole state of New York while others invest primarily in New York City, and there are place-based philanthropies located in suburbs, NYC-satellite communities, and rural New York state. The landscape is in many ways more complex to navigate than in other states. This could also translate to a distorted perception of how many resources are available in private philanthropy, though that has not borne out to date.
- It is not yet clear what, if any, state government resources will be allocated to fund census, and subsequently the integration of state players and activities is not yet complete.

Census Infrastructure

Philanthropy

New York State Census Equity Fund

A core group of funders, mostly foundations throughout the state, has established a pooled fund called the New York State Census Equity Fund (referred to here for brevity as “the Equity Fund”). The purpose of the fund is to raise and distribute money to ensure a fair and accurate census count.

The Equity Fund has a Steering Committee in formation with representation from communities and regions throughout the state. The Steering Committee will make decisions regarding grant making from the Equity Fund. Steering Committee Members at the time of this writing include:

- Sol Marie Alfonso-Jones – Long Island Community Foundation
- Jennifer Drake – Dyson Foundation
- Randi Hewitt - Community Foundation of Elmira-Corning & the Finger Lakes
- Maria Marcantonio – Charles H. Revson Foundation
- Cara Matteliano – Community Foundation of Greater Buffalo
- Maria Mottola – New York Foundation
- Robyn Smith – Central NY Community Foundation
- Patricia Swann – New York Community Trust

The Equity Fund is hosted by the New York Community Trust, with some logistical support from Philanthropy New York.

For place-based philanthropic organizations that are committed to keeping their investments local, the Equity Fund Steering Committee is reaching out to invite partnerships that align the pooled Equity Fund in tandem with local philanthropy. One example is a regional pooled fund in the Hudson Valley region being spearheaded by the Dyson Foundation. Place-based organizations are also offered the option of contributing to the pooled fund and designating 75% of that contribution to their chosen geography.

Landscape Scan

The New York Community Trust commissioned a study from The Rockefeller Institute for Government, a SUNY-affiliated think tank, to conduct a scan of where undercounted communities are in New York and identify strategies for reaching them. This will also include an analysis of what an undercount means in terms of lost resources for those areas. This study will be released in February or March of 2019.

Census Briefings

In addition to establishing the Equity Fund, a small group of foundation staff began holding census briefings for funders.

These briefings were intended to provide education about census, cultivate census networking connections, and peer sharing about census work amongst funders in the state. Philanthropy New York connected with this group of funders and their activities and from those discussions, the group and its work became an official funders workgroup at Philanthropy New York, called the Census 2020 Funders Workgroup. This body continues to offer briefings that can be attended in person or via videoconference from anywhere in the state, supported logistically by Philanthropy New York.

Many of the individuals involved in the Census Funders 2020 Workgroup are also involved in or connected to the Equity Fund, but they are hosted by two different entities.

Nonprofits

NY Counts 2020

New York Counts 2020 is a coalition of nonprofit groups and issue coalitions, and it is focused on providing infrastructure and building momentum around the 2020 census in the nonprofit community. It was launched via a robust convening in partnership with the FPWA (formerly known as the Federation of Protestant Welfare Agencies), the UJA, and Catholic Charities with the support of the New York Community Trust and ABNY, aka the Association for a Better New York.

The New York Immigration Coalition is providing a lot of leadership for New York Counts 2020, galvanizing initially around advocacy against the citizenship question on the census form, but then expanding beyond that. Many different kinds of groups participate in this coalition, including advocacy groups, direct service providers, civic and “good government” groups, and community-specific groups.

Because of New York’s geographic and demographic complexity, there is a rich network of mostly small grassroots organizations that have sprung up over time to provide support to various immigrant constituencies; many of these grassroots groups are involved in New York Counts 2020.

Other Nonprofit Efforts

Other bodies that were mentioned during interviews included the New York Civic Engagement Table and nonprofit associations (statewide and local/regional).

There is a strong tradition of social justice work within faith communities, and census is no exception, with the three faith-based Federations mentioned earlier as well as individual places of worship and regional faith networks.

Government

Government at the state, county, and municipal levels are still trying to come up with their strategies for census, and it is not yet clear what kinds of resources the state will make available for census. The Equity Fund Steering Committee, NY Counts 2020, and other key players have connections with the Governor's point people for census, who are extremely engaged with both nonprofits and philanthropy, but there is not yet clarity on how this branch of the work will fit into the broader picture. Complete Count Committees are beginning to be established across the state. Even as such, early indications are that Governor Cuomo's budget request does not have any money earmarked for census.

New York Summary

- Geographic and demographic variations, coupled with a complex philanthropic and civic infrastructure, make the state unique.
- Philanthropy has established a pooled fund with alignment or designation options for place-based institutions.
- New York Counts 2020 is a center of gravity for nonprofit activities, along with the New York Civic Engagement Table and nonprofit associations.
- State government has not yet advanced a funding strategy for census.

Interviewees:

Pat Swann	The New York Community Trust
Maria Mottola	New York Foundation
Melody Lopez	New York Civic Engagement Table
Cate Bohn	NY State Council on Children & Families
Steve Choi	The NY Immigration Coalition
Ronna Brown	Philanthropy New York
Michelle Butcher	New York Funders Alliance

Reviewers:

Pat Swann	The New York Community Trust
-----------	------------------------------



State Snapshot: Washington

What follows is a snapshot of Census 2020 infrastructure and activities in the Philanthropic, Nonprofit, and Governmental sectors of the state of Washington. As the name suggests, it is a snapshot in time taken in a rapidly changing landscape, specifically December and January of 2018-2019. This snapshot was obtained through a limited number of interviews with people close to the work in Washington, along with some additional research when possible. As such, it is not intended to be an exhaustive overview of all the activities that are under way, but rather an overview of key features of the state and the work that may help inform census work in other states.

Unique Features of the State

- Washington is a large state with vast rural and dense urban areas. A total of 23 counties and 13 Tribal areas have registered with LUCA across the state. The two largest urban centers of Seattle, in King County, and Tacoma, in Pierce County, house the majority of the state's residents.
- Large populations of undercounted communities do not live in the largest urban centers but instead live in more rural areas across the state. Additional efforts and resources will be needed to target, educate, and engage these residents on the importance of their participation in the census.
- The communities with the most significant risk of undercounting are:
 - Communities of color and the African American community specifically Children under five
 - Housing insecure or residents experiencing homelessness
 - Immigrants
 - Latinx communities
 - The LGBTQ community
 - Native communities
 - Non-English native speakers particularly those for Asian communities and Spanish speakers.
- Broadband access is a concern in ensuring a full count.

Census Infrastructure

Philanthropy

Seed money from the Bill and Melinda Gates Foundation helped establish the Washington State Census Funding Partnership, or “Partnership.” The goal of the Partnership is to increase investment, coordination, and communication across the state. There is a commitment among the funders in the Partnership to include more community foundations in this work. The Partnership, which is facilitated by Philanthropy Northwest, has focused on:

- Educating partners and philanthropic peers on the importance of the census
- Advocating state and county governments to procure funds for census activities
- Supporting a vibrant community of local nonprofits and grassroots coalitions
- Fundraising for a pooled census fund

Philanthropy Northwest has coordinated with the Washington Census Alliance—a growing statewide coalition of organizations led by, and who serve, communities of color—to build the relationship between philanthropy and the nonprofit community related to the census and create a structure to support their census objectives. Discussions with the Census Alliance informed the development of the pooled fund, which has a current goal of raising \$3-4 million to engage undercounted communities. The pooled funding structure is intended to achieve efficient and strategic philanthropic investment across the state targeting some of the communities at most risk of an undercount. Funds are being utilized in a variety of ways, including to support public education, community outreach, policy communication, and strategy regarding GOTC activities. Funders have participated in several in-person briefings and online webinars to understand the work that needs to be done around the census and the significant challenges facing the state in securing a complete count.

The Partnership hopes the infrastructure and relationships strengthened through this effort can be utilized long into the future to address other pertinent issues impacting communities in the state. The Partnership includes both private and community foundations and continues to grow.

Nonprofits

The Washington Census Alliance is a coalition of nonprofits working together across Washington to ensure undercounted communities can access and complete the census. The Win/Win Network helped set up this person of color (POC)-led Alliance with in-kind staff time. Now that the Alliance is formalized, Win/Win will be a member and will help with specific advice on data tools and technical support. (Win/Win also acts as the State Voices “table” in Washington.)

The Alliance seeks to support organizations working with POC-led organizations to engage, educate, and advocate for communities who have been traditionally left out of the census process.

The Washington Census Alliance is actively trying to expand their membership to include an ever-growing group of support organizations to make sure every voice is represented in the state. The current coalition represents 15 statewide and regional nonprofits with hopes of expanding to over 30 organizations in early 2019. The Alliance is also working to establish a broad base of support from non-POC led organizations and provide an access point for new partners to support census work based on their desire and available capacity.

There is an ethos of involving historically undercounted community members into the process of developing this infrastructure and empowering them to drive content and programming as the cornerstone of the nonprofit census organizing model. Giving people a seat at the table ensures that the work is grounded in real lived experience of historically undercounted communities, and that the systems and infrastructure are durable and relevant for the long-term.

The Alliance is also working to establish more local census coalitions across different parts of the state. Once such area is Yakima County in Central Washington; the Alliance, along with two other foundations, has worked with local nonprofits there to provide briefings and educational materials on best practices in mobilizing people to complete the census.

It is important to note that while the civic infrastructure is assisting current census activity, the long-term objective of the partnership between the philanthropic and nonprofit community is to strengthen and expand this infrastructure for the future. Once the census is over, organizations are ready to transition work to redistricting and other major policy issues.

Government

The Washington Office of Financial Management is leading in-state work as it relates to the census. In 2015, the state estimated they lost \$2,000 of federal funds for every person not counted in 2010. Philanthropy Northwest and the Washington Census Alliance have been working to advocate at the state legislature to continue to fund census work and advance recommendations of the state's complete count committee.

In addition to state-level advocacy efforts, many organizations are pushing county governments to take an active role in supporting census activities. This work has been most robust in King County but is advancing in other counties and municipalities throughout Washington.

The relationship between the nonprofit and funder communities has positioned them as trusted allies with government actors. In several circumstances, government agencies have reached out to funders and nonprofits to serve on complete count committees to ensure they effectively target and engage undercounted communities.

Washington Summary

- A funders collaborative was established with seed money.
- The collaborative is focused on fundraising, educating, promoting peer to peer education and inspiration, advocacy, and coordination.
- A pooled funding mechanism was created.
- A collaborative of nonprofits and other funders are working closely together and established formal infrastructure.
- There is focus on long term impact through relationship building and sustainable infrastructure.

Interviewees:

Meredith Higashi
Elsa Batres-Boni

Philanthropy Northwest
Win/Win Network

Reviewers:

Meredith Higashi

Philanthropy Northwest

Status Report: State Census Models Scan

December 10, 2018

Over the course of November 2019, Grassroots Solutions had been tasked with completing a scan of the models in use for supporting a complete Census 2020 Count in six states. These states are New Jersey, New Mexico, New York, Michigan, Minnesota, and Washington. The goal of the scan was to get a better understanding of what each state is doing around the census in terms of funding, infrastructure, and organizational engagement. The resulting report will be shared with other states as models to consider as they build their own census activities. The full report will be completed by the end of the year, but Grassroots Solutions has offered the following key themes as a preview. This final report will be shared with other states as well as with both the philanthropic and nonprofit community.

Theme 1: Without investment from private philanthropy and an increase in engagement of the nonprofit sector and communities themselves, Census 2020 will fail.

- The addition of the citizenship question has contributed to an increase in the already strong distrust of government and fear that sensitive personal information won't be kept confidential. While there are substantial protections of Census data already in place, we are in uncharted political territory with an administration that has demonstrated a disregard for compliance with established protocols and the rule of law. Combined with substantial anti-immigrant and Islamophobic rhetoric and increased incidence of ICE raids and Customs restrictions, the administration's desire to add this question has created a real and sizeable hurdle to ensure a fair and accurate count. For many undercounted communities this question has the potential to pose a legitimate risk to themselves and their families. This means that more effort will be required in order to increase participation and thought needs to be put into what other protections may need to be in place to assure people's safety.
- The Census is currently dramatically underfunded by the Federal government. Advocacy efforts in various states have resulted in some increases in state funding for census activities, but not enough to bridge the gap. While this advocacy could continue to result in an increased investment by some states, it won't be enough.
- Inadequate effort and safety measures, in addition to underfunding, have created the perfect storm for a failed count. Without intervention from private resources, a complete and accurate count is at risk.

Theme 2: The complexity of the challenges facing states to achieve a fair, accurate, and complete count will require a tailored approach to meet their respective objectives.

When it comes to the census, no two states are alike, and there is no “one size fits all” way to achieve an accurate count. For example:

- Some states have established civic infrastructure, while others do not. New Jersey is a state with limited civic infrastructure. Philanthropic leaders are reaching out to partner with organizations where civic engagement is a pillar of their existing work and organize them to support census activities.
- New York City has a large philanthropic community, but many of those entities invest their dollars elsewhere, and there is a significant delineation between NYC and the rest of the state in terms of infrastructure, funding flow, and community norms.
- New Mexico has a smaller philanthropic community and faces serious geographic and broadband challenges across rural communities.
- Minnesota has large immigrant communities that are unique to the state; the largest Somali population, and the second largest Hmong community in the country, along with 11 sovereign tribal nations who were engaged as co-creators for a better count.
- Each state will have to apply specific tactics for their targeted undercount community based on geographic, demographic, and capacity need of each respective state.

The logistical, geographic, demographic, and capacity challenges each state faces will require its own custom response. Designing individual state-based activities is necessary because of the varying levels of undercounted communities, civic infrastructure, and capacity within each state. How states adapt to these opportunities will determine how successful their count will be. This requires a creative mindset of applying a combination of best practices that fit the challenges and opportunities of each state.

Theme 3: The core role of the Census as the underpinning for influencing social and economic conditions cannot be overstated.

Census data is the foundation of most social science in the country and impacts everything from the allocation of federal dollars to local schools districts to determining congressional representation for a state. There is a strong sentiment across all the surveyed states among philanthropic and nonprofit leaders that an accurate count is essential in how state legislatures and municipalities address the social and economic issues facing their communities.

A fair, complete, and accurate count is literally foundational for all good public policymaking and planning. It is a human dignity question in that public policy can't begin to address needs if people are not recognized—and if they are not counted, they are not recognized.

Continued education among the philanthropic community is necessary. Not all funders realize the importance of the census and how it may impact issues they are concerned about. Additionally, census work is the cornerstone of all future civic engagement work, and the link between winning on issues and future legislation is the census.

Theme 4: Particularly for historically undercounted communities, it is imperative that members of those communities themselves have a seat at the table—from the beginning.

Those most affected by an undercount have a seat at the table in many of the established coalitions and are empowered to advise how money is spent and which organizations to support. “A seat at the table” is a sentiment that is prevalent across all six states. Each state has its own unique and diverse populations of undercounted communities, challenges facing urban vs. rural geographies, and a diverse number of languages spoken.

One of the most inspiring attributes of the census community is a commitment to embracing diversity as an essential tool for ensuring an accurate count. It seems to be working!

Theme 5: Ongoing, creative partnership is an explicit focus.

The census community has adopted a philosophy of inclusion as they have sought to bring together both traditional and nontraditional partners. One state described the intentional practice of regularly asking, “Who is not at the table that needs to be here?” The greater diversity of people, organizations, interest groups, associations, communities of faith, businesses, and constituency groups, the higher the likelihood of engaging more people around the census.

- Coalition groups are working on both a statewide and regional level, consistently seeking to involve more members of targeted undercounted communities.
- The philosophy of inclusion can be seen not only in the diversity of these respective groups but in how these groups help make decisions about the direction of these campaigns and how resources are allocated.

- In some circumstance coalitions of foundations are waiting for community groups to advise them on their needs are and vice versa. In these instances, given the time constraints, it is best to invest early to allow nonprofits to engage undercounted communities.
- The Michigan Nonprofit Association is an excellent example of how a coalition is consistently looking to expand both traditional and nontraditional census partners in this work.

Theme 6: Existing Infrastructure Can be Leveraged

There is broad consensus that whatever formal and informal infrastructure is already in place can be called into the service of a Complete Count. For example:

Civic Engagement Infrastructure

- Where they exist, State Voices Tables are critical lynchpins for Census work. These structures are helpful in connecting with both established organizations and historically undercounted communities. Oftentimes these Tables serve as the coalition of nonprofit groups organizing undercounted communities in a given state. State Tables have access to campaign tools, like the VAN or voter file, that may be beneficial in developing GOTC activities. Maps produced of hard to count communities can be overlaid with voter file data to produce target “engagement/walk packets” of undercounted communities. Some State Tables are beginning to develop their own complete count committees.
- Kids Count Networks are a great resource to utilize. These respective organizations work to address the major issues facing families and their young children. As children under five represented a significant undercounted population, it is best to involve them, their network, and other services providers to ensure more young children and their families are counted.
- State Nonprofit Associations are another tool that can support census work. These respective associations are being utilized to educate partners about the effects of an undercount within their respective constituencies and how it will impact their states. Establishing strong working relationships with these associations will allow greater engagement of undercounted communities.

Ethnic Media

- Because so many different communities are concerned about their safety, it is essential to engage messengers who already have built-in trust with historically undercount communities. Ethnic media is a great place to start.

- Content—census education, information about the citizenship question, and GOTC activities—can be provided to them on a regular basis, which can be translated in necessary languages.

Service Providers and Their Respective Associations and Networks

- Service providers offer an existing infrastructure that can be helpful for advancing census work. Partnering with teachers, professors, librarians, social workers, and health care providers will help engage with targeted undercounted communities directly.
- These organizations have a vested interest in ensuring a complete count, and communicating the importance of the census from these trusted partners will encourage people to complete the census.
- Additionally, service providers are part of larger networks and associations which can bring resources to bear to address specific challenges facing historically undercounted communities. It is also helpful that these providers work in both urban and rural settings.

Next Steps

Grassroots Solutions will complete a report on each state with information on funding, structure, and coordination models by the end of the month.