CENSUS 2020
GUIDE FOR COMMUNITY FOUNDATIONS
INTRODUCTION

The census is a constitutionally required undertaking to count every person living in the United States, including non-citizens and undocumented residents, every 10 years. The U.S. Census Bureau will be conducting the upcoming census on April 1, 2020, “Census Day.” The American Community Survey (ACS) is also a part of the decennial census and collects more detailed information on demographic, social and economic characteristics of communities across the nation.

Philanthropy must play a significant role in providing resources and advocacy to ensure a complete count. In this Census 2020 Guide for Community Foundations, you will find a variety of opportunities to get involved in the census to help ensure a fair and accurate count. Included are templates to help you get started and links to additional resources.

Census Day
APRIL

Article 1, Section 2 of the U.S. Constitution requires a count of every person living in the U.S.

WHY IS CENSUS 2020 IMPORTANT?

Census data is used to determine the apportionment of seats in the U.S. House of Representatives as well as redistricting at the state and local levels.

- Our democratic representation depends on the census. Census data is used to determine the apportionment of seats in the U.S. House of Representatives. This data is also used to redraw district lines at the state and local levels.

- Our state’s allocation for federal funding depends on census data. The federal government uses the census to distribute more than $600 billion in annual federal funding for programs in health, education, housing, transportation and social services, among others.

- Our planning for the future depends on census data. Approximately $2,000 per year in federal funding is provided for each person counted in the census. In fiscal year 2015, California received over $70 billion in federal funding which was based on our state’s census count.

- Businesses, nonprofits, foundations and the government use census data to make strategic decisions and investments.

CHALLENGES

There are many challenges ahead for Census 2020. For the first time ever, most questionnaires will be collected online, canvassing and door-to-door outreach will be scaled back and the number of field offices will be cut in half. The size of many Hard-to-Count (HTC) populations has increased since the last census, and many anti-immigrant measures, including raids, may make immigrants reluctant to participate. To exacerbate this issue, the Secretary of Commerce has proposed adding a citizenship question to Census 2020. These issues—combined with an inadequate level of federal, state, and local funding—will make it difficult to achieve a fair, accurate count.

OPPORTUNITIES

There are many opportunities for community foundations to address the Census 2020 challenges and engage in efforts to support an accurate count.
HOW COMMUNITY FOUNDATIONS CAN SUPPORT AN ACCURATE COUNT

Community foundations are uniquely positioned to take an important role in supporting a fair, accurate count. This includes foundation knowledge of the community and well established partnerships with nonprofit organizations that are trusted messengers that will reach the populations that are hardest to count. The involvement of community foundations will be fundamental to the success of Census 2020.

Below is a sampling of activities you can get involved in, along with a sample board memo to help get you started.

GRANTMAKING

- Establish a small grants program (ex. $3,000 to $20,000) for community-based organizations that are trusted messengers and can provide Census 2020 outreach, communications, questionnaire assistance and technical assistance.
  - Sample RFP application questions

- Create a regional pooled fund for donors or foundations in your region.
  - Sample letter to a donor
  - Census fact sheet

- Invest in organizations and networks, like the Census Policy Advocacy Network, that are conducting census policy advocacy, research and evaluation.

POLICY ADVOCACY

- Ask policymakers to support increased funding for the census at the local, state and/or national levels. All foundations, private charities and public charities can educate lawmakers about the importance of the census, which is non-partisan. This is not considered lobbying, as the census is a federal regulatory issue.
- Contact members of your State Legislature working on Census 2020.

In California:
  - Assembly Select Committee on the Census
  - Senate Select Committee on the Census
  - Contact your local legislators

- Advocate against adding a citizenship question to the census.
  - Sample letter to advocate against the question
  - Background information on the proposed citizenship question

- Build the capacity of your grantees and your organization by hosting an advocacy training geared towards nonprofits or foundations.
  - Foundation Advocacy Toolkit

Advocacy on the census is NOT considered lobbying since it is a federal regulatory issue.
COMMUNICATIONS & CONVENING

- Promote full participation in the census through your foundation. Ideas include: publish an article in your upcoming magazine or newsletter, create a census landing page on your website, post short YouTube videos, make a podcast, write an opinion letter for a local newspaper, post on social media, etc.

- Work with the U.S. Census Bureau and local officials to provide educational convenings for foundations, community-based organizations, policymakers, donors, school districts, libraries and corporations to learn more about the importance of the census and how to participate in this effort.

- Work with the U.S. Census Bureau to host trainings for partners that can help with census outreach in hard-to-count communities.

- Learn more about Complete Count Committees in your region.

- In California: 2020 Census Maps: California Hard-to-Count Communities


COORDINATION WITH OTHER FUNDERS AND OFFICIALS

- Collaborate with other funders in your region and your regional network of funders (In California - Philanthropy California, Northern California Grantmakers, Southern California Grantmakers, San Diego Grantmakers).

- Connect with the Funders’ Committee for Civic Participation—Funders Census Initiative and Grantmakers Concerned with Immigrants and Refugees (GCIR). Both organizations have census email lists and groups that you can join.

- Work closely with the local U.S. Census Bureau staff and identify the Partnership Specialists in your area.

- Identify and work with your state census director. In California: Complete Count Director.

- Reach out to local officials to identify the designated Census Coordinator (at county and/or city level) and get involved with the Complete Count Committee.

- 2020 Census Complete Count Committee—Getting Started
### TIMELINE

Learn about key dates and milestones for funders.

- Visit the U.S. Census Bureau website for more information on its operational timeline
- Learn about **Census 2020 milestones for funders**

<table>
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<th>Year</th>
<th>Key Events</th>
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| 2018 | Address canvassing operations (Local Update of Census Addresses)  
Connect with your local and state Census 2020 coordinators  
Advocate for census funding at the local and state level and oppose the citizenship question |
| 2019 | On-the-ground address canvassing  
Census convenings, trainings, outreach, marketing  
Grantmaking to organizations engaged in census outreach  
Advocate for census funding at the local and state level |
| 2020 | April 1: “Census Day”  
Community-based outreach, marketing and communications  
Non-response follow-up and door knocking from April to July  
December 31: Delivery of appointment counts |
| 2021 | March 31: Complete delivering Redistricting Summary Files to all states |

### KEY RESOURCES FOR FUNDERS

Learn about key dates and milestones for funders.

- Funders’ Committee for Civic Participation—**Funders Census Initiative Toolkit**
- Latino Community Foundation—**A Roadmap for Census 2020: Securing a Fair and Accurate Count of Latinos in California**
- Advancement Project—**Census Policy Advocacy Network (CPAN)**

### FOR MORE INFORMATION

If you have questions regarding this guide or Census 2020, email Silicon Valley Community Foundation at: **census2020@siliconvalleycf.org**

Visit our website for ongoing Census 2020 updates to this guide: [www.siliconvalleycf.org/census2020](http://www.siliconvalleycf.org/census2020)