

# THE COUNT ME 2020 CENSUS FUND

## Everyone counts. Ensure every one is counted.

### AT A GLANCE

- ➔ We have a once-in-a-decade opportunity to unlock **billions of dollars in federal funds** for our region over the next ten years.
- ➔ That can't happen without efforts to ensure our hardest to count populations are represented.
- ➔ We are seeking grant support for a pooled \$3M fund for grassroots outreach to hard-to-count populations.

### CENSUS DATA IMPACTS US ALL

Census Bureau data **determines the level of funding allocation to over 130 federal programs operating in local communities**, to **apportion Congressional representation**, and to **make decisions like business expansions and school siting**. Business market research? You're using Census data. Nonprofit service demographics? You're using Census data. Subsidized housing, transportation, CalFresh, workforce development services and programs critical for a healthy community and thriving economy all rely on an accurate count.

### THERE ARE POPULATIONS AT RISK OF BEING UNCOUNTED

Census experts have identified California as one of the hardest-to-count states because of the high proportion of hard-to-count communities who live here. San Diego and Imperial Counties are home to more than 250,000 hard to count individuals (and by some counts, that number is as high as 783,000). For every 25,000 residents not counted our region could lose \$50 million per year in federal support. **An undercount of just 3% costs us half a billion dollars over the next decade.**

Moreover, when people aren't counted in US Census data, it creates a statistical erasure of entire populations. If they do not show up on the Census, they will not show up in the innumerable places Census data is used. An inaccurate 2020 Census count in California undermines fundamental aspects of our representative democracy, threatens the state's access to vital federal dollars, and perpetuates political inequality.

Hardest to count communities include:

- Latinx
- African Americans
- Asian Americans
- Pacific Islanders
- Native Americans
- Middle Eastern/Northern Africans
- Immigrants & Refugees
- Farm workers
- People with Disabilities
- LGBTQ
- Homeless
- Nonconventional housing
- Areas low in broadband access
- Households with limited English
- Renters
- Veterans
- Seniors
- Children 0-5

# GRASSROOTS ORGANIZATIONS CAN CHANGE THIS

Community based organizations are the trusted messengers whose relationships will authentically reach hard to count communities and support them in responding to the 2020 Census. A coalition of more than 100 community based organizations have come together to develop a comprehensive outreach strategy and have already embarked on civic engagement activities to connect with their constituents about the census, for the most part un-or under-compensated.

## THE COUNT ME 2020 CENSUS FUND OF SAN DIEGO & IMPERIAL COUNTIES

San Diego Grantmakers, in partnership with United Way of San Diego County, has established the **Count Me 2020 Census Fund of San Diego and Imperial Counties** to bring together \$3 million in pooled and strategically aligned philanthropic dollars to complement State funds already being deployed in our community. The State funds dedicated to community organizations require administrative qualifications most grassroots organizations are unlikely to meet (i.e. have a fulltime staff). The \$3 million fund will provide the flexibility grassroots partners critically need to do their work.

### \$3 million in pooled and aligned funds will:

- ➔ Provide direct funding for grassroots organizations to conduct outreach
- ➔ Support “hubs” to provide technical support to grassroots organizations
- ➔ Augment ACBO funding to fill gaps to reach the hardest-to-count communities

\$1.7M State funding for community organizations

Managed by United Way of San Diego County, who serves as the Accredited Community Based Organization (ACBO) for distribution of State Census 2020 funds to local community organizations who meet certain qualifications.

\$3M to grassroots outreach via Count Me 2020 Fund

Managed by San Diego Grantmakers, who will regrant the pooled dollars and/or work with funders to align individual grantmaking towards grassroots outreach efforts.

\$600,000 so far

An investment now in community outreach will decide between a future in which philanthropy is called upon to fill increasingly large gaps, or presented the opportunity to spark strategic change on the foundation of a well-funded region.

To get involved, please contact:

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**Grantmakers**  
Strengthening Philanthropy

In partnership with:



**United Way of San Diego County**