

THE ROLE OF FOUNDATIONS AND NON-PROFITS IN THE 2010 CENSUS

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WHAT DO FOUNDATIONS (AND NON-PROFITS) CARE ABOUT?

- ▶ FROM COUNCIL ON FOUNDATIONS CONFERENCE PROGRAM
 - INCLUSION AND RACIAL-ETHNIC DIVERSITY
 - IMMIGRANTS
 - CIVIC PARTICIPATION
 - HEALTH
 - EDUCATION
 - ENVIRONMENT
 - SOCIAL JUSTICE
- ▶ “PLACE” --- PLACE-BASED PHILANTHROPY

KEY MESSAGE FOUNDATIONS AND NON-PROFITS CAN DELIVER:

- THE CENSUS IS IMPORTANT
 - THE CENSUS SAFE
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WHY IS THE CENSUS IMPORTANT

POLITICAL POWER

- REAPPORTIONING CONGRESS
- STATE LEGISLATURES/COUNTY COMMISSIONS, CITIES ETC
- VOTING RIGHTS ACT – CIVIL RIGHTS ENFORCEMENT


PUBLIC FUNDING

- \$400 BILLION A YEAR ---- \$13,000 PER PERSON OVER 10 YEARS

USED FOR ANALYSIS

- GOVERNMENT
- PRIVATE SECTOR
- NON-PROFITS (KIDS COUNT)
- ALMOST ALL GOVERNMENT (AND PRIVATE SECTOR) SURVEYS DEPEND ON CENSUS DATA FOR WEIGHTING
- MANY RATES DEPEND ON CENSUS DENOMINATORS

WHY THE CENSUS SAFE

- ▶ CONFIDENTIALITY PROTECTED BY TITLE 13
 - CAN'T SHARE INFORMATION WITH OTHER GOVERNMENT AGENCIES
 - ▶ PENALTY FOR VIOLATION IS FIVE YEARS IN FEDERAL PRISON AND \$250,000 FINE
 - ▶ NO ONE PROSECUTED FOR VIOLATING CONFIDENTIALITY IN 1990 OR 2000 CENSUS
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WHAT IS NEW IN 2010?


- ▶ DIFFERENCES AT CENSUS BUREAU
 - ▶ DIFFERENCES IN SOCIETY
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DIFFERENCES AT CENSUS BUREAU

▶ GOOD AND BAD

- ▶ SHORT FORM ONLY
 - ACS (AMERICAN COMMUNITY SURVEY) WILL COLLECT SOCIOECONOMIC DATA
- ▶ TARGETED BILINGUAL QUESTIONNAIRES TO 13 MILLION HOUSEHOLDS
- ▶ EXPANDED/INTEGRATED COMMUNICATIONS PROGRAM
 - PAID ADVERTISING
 - PARTNERSHIP PROGRAM
- ▶ PROBLEMS WITH HANDHELD COMPUTERS MEANS NO DRESS REHERSAL
- ▶ FUNDING ISSUES -NO BLANK CHECK LIKE 1999
- ▶ LEADERSHIP ISSUES

DIFFERENCES IN SOCIETY

- ▶ INCREASE IN HARD-TO-COUNT GROUPS (MORE NON-ENGLISH SPEAKERS)
 - ▶ HOUSING CRISIS
 - ▶ GENERALLY LOWER RESPONSE RATES TO SURVEYS
 - SECURITY/PRIVACY/CONFIDENTIALITY
 - ▶ LESS LOCAL GOVERNMENT AND FOUNDATION MONEY TO SUPPORT CENSUS AWARENESS
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CENSUS BUREAU CAN'T DO IT ALL

- ▶ MONEY – FY 2010 BUDGET?
 - IN 2000 CENSUS, \$500 MILLION FROM OUTSIDE BUREAU
- CENSUS BUREAU EMPLOYEES REPRESENT THE FEDERAL GOVERNMENT!
 - NEED TRUSTED COMMUNITY VOICES TO DELIVERY MESSAGE – “CENSUS IS IMPORTANT AND SAFE”


WHAT CAN BE DONE? ROLE FOR FOUNDATIONS AND NON- PROFITS

- ▶ ADD YOUR VOICE TO THE CHOIR ABOUT THE IMPORTANCE OF THE CENSUS
 - URGE FORMATION OF COMPLETE COUNT COMMITTEES
 - JOIN THE CENSUS BUREAU'S PARTNERSHIP PROGRAM

NO-COST/LOW-COST ACTIVITIES

- ▶ LEARN ABOUT THE CENSUS (SEE WEBSITES)
 - ▶ DISTRIBUTE CENSUS MATERIALS THROUGH EXISTING NETWORKS (LISTSERVES, ETC)
 - ▶ PUT INFORMATION INTO NEWSLETTERS
 - ▶ HELP RECRUIT CENSUS WORKERS (SPRING 2009 AND 2010)
 - ▶ HELP FIND “TRUSTED VOICES” TO PROMOTE THE CENSUS
 - ▶ PROVIDE MEETING SPACE FOR CENSUS-RELATED ACTIVITIES
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LOCAL ACTIVITIES FOUNDATIONS CAN FUND

- ▶ FUND ORGANIZATIONS TO TRANSLATE AND DISTRIBUTE CENSUS BUREAU MATERIAL
 - ▶ PAY FOR LOCAL LEADERS TIME TO WORK WITH THE CENSUS BUREAU
 - ▶ FUND ORGANIZATIONS TO HOLD NEIGHBORHOOD EDUCATIONAL MEETINGS ABOUT THE CENSUS
 - ▶ SUPPORT QUESTIONNAIRE ASSISTANCE CENTERS IN HARD TO COUNT AREAS
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WHERE TO GET MORE INFORMATION

- THE CENSUS PROJECT

- [WWW.THECENSUSPROJECT.ORG](http://www.thecensusproject.org)

- FUNDERS CENSUS INITIATIVE

- <http://funderscommittee.org/funderscensusinitiative>

- THE CENSUS BUREAU

- <http://2010.census.gov/2010census/>
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