



SOUTHEAST MICHIGAN COUNTS 2020

**The webinar will
begin shortly.**

Recording and slides will
be posted on the website
after the webinar.

If your computer audio
isn't working, dial:

1-929-436-2866

Presenters

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Outline

- 1. Census Overview**
- 2. Nonprofit Action**
- 3. Southeast Michigan Counts**
- 4. Grantmaking Opportunity**

Census Overview

- Constitutional mandate to count the residential population every 10 years
- Counts are used to apportion federal funds and determine boundaries for elected officials
- Count runs from March – July 2020

Undercount

- Young children
- Communities of color
- Non-English speakers
- Low income households
- Undocumented immigrants
- Persons with mental or physical disabilities
- LGBTQ persons
- Highly mobile persons
- Persons experiencing homelessness
- Persons who distrust the government
- Geographically and/or physically isolated persons

2020 Census Changes

- Lower funding levels
- Internet first
 - Access
 - Security
 - Disinformation
- Citizenship question

Case for Nonprofit Action

- Federal funds are critical for our programs and our communities
- Nonprofit organizations are trusted community voices
- Nonprofits (and government and businesses) have a long history of supporting census efforts

Other Census Activities

STATEWIDE CAMPAIGN

Michigan Nonprofits Count Campaign www.becountedmi2020.com

MUNICIPAL COMPLETE COUNT COMMITTEES

Dearborn	Jawad Chaudhry	jchaudhry@ci.dearborn.mi.us
Detroit	Victoria Kovari	kovariv@detroitmi.gov
Ferndale	Justin Lyons	jlyons@ferndalemi.gov
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Royal Oak	James Krizen	KrizanJ@romi.gov
Sterling Heights	Melanie Ryska	mryska@sterling-heights.net

Did we miss your committee? Email Lenzi (labma@cfsem.org).

SOUTHEAST MICHIGAN COUNTS2020

This is the census project of the Community Foundation for Southeast Michigan with two components:

1. Grantmaking program for historically undercounted areas of Wayne, Oakland and Macomb counties (active)
2. Regional census campaign involving businesses, organizations, governments, and residents across seven counties (in planning stage)

Grantmaking Opportunity

Funding available for organizations in Wayne, Oakland, and Macomb counties that:

- Engage and educate historically undercounted communities about the importance of participating in the 2020 census
- Familiarize communities with the census process and changes to the 2020 census
- Develop and implement effective strategies to boost census participation and support communities beyond the life of the project

Sample Eligible Projects

- Door-to-door campaigns
- Neighborhood arts projects promoting census engagement
- Presentations to block clubs and other groups
- Providing materials at places where people gather and/or wait
- Partnering with local businesses to connect with their employees and customers
- Writing and sharing stories of census support through local media and online networks

Eligibility

- 501(c)3 tax exempt status organizations are eligible (talk to us if you're using a fiscal sponsor)
- Public agencies are eligible
- Religious organizations are eligible, but sectarian religious programs are not eligible.
- Your census program must serve historically undercounted communities Wayne, Oakland and/or Macomb counties
- Collaborations encouraged – look for other census activities in your area!

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Application Requirements

- Cover letter
- Narrative
- Project budget
- Organizational budget
- Board list
- Proof of 501(c)3 status
- Completed IRS form 990 or certified audit

Narrative

- Describe the project in detail with objectives
- What undercounted population(s) do you intend to serve? Why is your organization suited to serve in this role?
- What would success look like?
- Who are your partners?
- Geographic focus

Apply Online

Grantmaking


Southeast Michigan Counts is offering funding and technical assistance for Census 2020 outreach activities to organizations that serve historically undercounted communities in Wayne, Oakland, and Macomb Counties. Grants are available to support projects that will:

- ▶ Engage and educate undercounted communities about the importance of the 2020 census
- ▶ Familiarize communities with the census process and changes to the 2020 census
- ▶ Develop and implement effective strategies to boost census participation and support communities beyond the life of the project

Within these priorities, applicants should design a project that best serves their community. Projects could include knocking on doors and visiting block clubs, partnering with local businesses to connect with employees and customers, providing opportunities to access online census forms, sharing stories through local media and online networks, and other innovative and effective ways of connecting with people on this issue.

HOW TO APPLY

Guidelines and Application



Apply Online

Community Foundation
FOR SOUTHEAST MICHIGAN

[Who We Are](#) [Community Investment](#) [Give](#) [Apply](#)

[DONATE NOW](#) [LOGIN](#)

Please Sign In

Welcome to the Community Foundation for Southeast Michigan online application portal!

- If this is the first time you have used our online application system, please use the "New Applicant?" link located below the E-mail entry box to create an account and you will then be taken to the application.
- If you are an applicant who has come back to complete and submit their application, please enter your email address and password to access your in progress application.

E-mail Password

[New Applicant?](#) [Forgot Password?](#)

Apply Online

1 Helpful Hints About the Application

2 About You

3 Organization Information

4 Fiscal Sponsor Information

5 Tell Us About Your Project

6 Attachments

7 Review My Application

About You

[Printer Friendly Version](#) | [E-mail Draft](#)

* Required before final submission

The contact information found on this page should be for the main person responsible for this application. In the event a Foundation program staff member has questions about the application, he or she will contact this individual.

Your Name and Title

* Prefix (Mr., Mrs., Ms., Dr., etc.)

* First Name Middle Initial * Last Name

Suffix (Sr., Jr., II, etc.)

* Title

* Contact Phone Number
Please provide the phone number of the primary contact for this application.

Timeline

- | | |
|----------------------|---|
| May 1, 2019 | Proposals must be submitted by 5:00 p.m. |
| June 2019 | Grant decisions and award information shared with applicants. |
| July 2019 | Payment made after receiving signed grant terms |
| Mid-July 2019 | Awards publicly announced |
| March 2020 | U.S. Census count begins |
| July 2020 | Census and grants conclude |

Contact Us

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