

2020 CENSUS – GRANTS TO SUPPORT A FAIR AND ACCURATE COUNT

- *An accurate census count ensures that all communities get their fair share of federal dollars*
- *The 2020 Census will be online, so extra efforts are needed for everyone to be counted*
- *Support is available for trusted organizations to encourage census participation*

The United States Constitution requires that the residential population of the country be counted every 10 years. A complete and accurate count is vital for communities. Census data is used to distribute funding for road repairs, school improvements, and social programs. The number and distribution of elected officials are based on census data. Nonprofit organizations, businesses, and governments use census data to identify community needs and evaluate solutions to difficult problems.

Historically, some populations – including communities of color, low-income households, immigrants, and young children – have been undercounted in the census. Undercounts happen for many reasons. People may not understand the census, may not trust the government, or may not want to share their information. Whatever the reason people don't participate, undercounts deprive communities of necessary resources and representation.

The next census occurs in April 2020. For the first time, census data will be collected primarily online. The new format may make it even harder for people without reliable internet access to participate.

A fair and accurate count in Census 2020 is vital for southeast Michigan. Researchers estimate that for every person not counted, communities will lose about \$1,800 in per year in federal funds. As trusted members of the communities they serve, Michigan nonprofit organizations are well positioned to engage on this issue and encourage census participation.

GRANT OPPORTUNITY

The Community Foundation for Southeast Michigan is launching **Southeast Michigan Counts**, a mobilization campaign to support census participation across the region. A longer description and additional resources can be found at CFSEM.org/Census. This campaign is part of a [statewide effort](#) to mobilize nonprofit organizations.

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.

Target populations for this grantmaking program are historically undercounted populations in Wayne, Oakland, and Macomb Counties, including:

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| Communities of color | Non-English speakers |
| Low income households | Undocumented immigrants |
| Young children | 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 | |

WHO MAY APPLY?

- Applicants must either be 501(c)(3) tax-exempt organizations or have a strong fiscal sponsor with 501(c)(3) tax exemption status. Public agencies are also eligible. Public/private partnerships are eligible as long as the applicant organization is eligible. Southeast Michigan Counts does not fund individuals or partisan efforts.
- Applicants must serve undercounted communities in Wayne, Oakland, or Macomb counties.¹
- Religious organizations are eligible, but sectarian religious programs are not eligible.

GRANT DETAILS

- Funding is anticipated to run July 2019 through August 2020.
- Applicants should base the amount requested on the scope of the project. Most grants will range from \$5,000 to \$30,000, but requests for more or less will be considered.
- Collaboration with other organizations and leveraging other sources of funds are encouraged.
- Grantee organizations will be required to participate in shared learning opportunities and a statewide evaluation process.
- Grantee organizations will be required to submit a report at the end of the grant period to share results and demonstrate that all funds were spent as intended.

ANTICIPATED TIMELINE

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| March 2019: | Grantmaking opportunity announced |
| April 3, 2019: | We hosted a Q&A webinar for the grants program. You can find a recording of it here: https://cfsem.org/se-mi-counts-application/ |
| May 1, 2019: | Completed proposals must be submitted by 5:00 p.m. |
| June 2019: | Grant decisions and award information will be shared with applicants. Payment will be in late June or early July, conditional upon receiving signed terms of grant agreement. |
| Mid-July 2019: | Awards will be publicly announced. |

HOW TO APPLY

Before applying, please call Lenzi Abma or Melissa Smiley at 313.961.6675 to discuss your idea. Online submissions will be accepted at CFSEM.org/Census until 5:00 p.m. on May 1, 2019.

¹ If your organization serves populations elsewhere in Michigan, please go to becountedmi2020.com to determine if a grantmaking opportunity exists in your area.

GRANT APPLICATION CHECKLIST

Click [here](#) to login to the application portal. New applicants must create an account. After you start an application, you can save and revisit it prior to submission. **Submissions must be received online by 5:00 p.m. on May 1, 2019.**

Complete applications must contain:

1. A cover letter with:

- Legal name of the organization
- Dollar amount requested
- Purpose of the proposed project
- Description of the population served
- Proposed time period for the grant
- CEO/executive director signature and some evidence of board approval

2. Organizational information:

- Name, address and phone number of the applicant organization and main contact person for the proposal
- Mission and brief background of the applicant organization
- Information about the organization's programs and the number of people served

3. A narrative (approximately 5-7 pages) with:

- A project description with objectives
- A description of the undercounted populations that the organization serves
- A specific geographic description. Include census tracts, a map, or the names of street boundaries if possible
- A description of how, based on your organization's past experience, the project will increase census participation in one or more historically undercounted communities
- A work plan with a time frame for

- accomplishing the project's objectives
- An explanation of potential challenges you may encounter
- A description of how you will document your outreach and evaluate your project's success
- A description of how your organization's volunteers, staff and board reflect the diversity of the community you are reaching (gender, racial, cultural, religious, linguistic)
- Identification of any partner organizations, including roles and responsibilities

4. Financial information:

- An audit, financial review or 990*
- Dollar amount requested and proposed time period for the grant
- Detailed budget for the project, using the template provided, including the proposed use of Southeast Michigan Counts grant funds and any additional support anticipated or secured from other sources. Click [here](#) for our budget worksheet.
- Organization's operating budget for the current fiscal year*

5. Supporting materials:

- Copy of the most recent Internal Revenue Service 501(c)(3) federal tax-exemption letter*
- List of current board of directors, trustees or governing board, with individuals' affiliations*
- Letters of support or memoranda of understanding from project partners, if applicable
- Resumes of staff for proposed project and job descriptions for any new hires, if applicable
- Copy of most recent annual report, if available

*If using a fiscal sponsor, these documents should come from your fiscal sponsor.

Call Lenzi Abma or Melissa Smiley at 313.961.6675 with any questions.