

## The Importance of the Census

Accurate census data are essential for the fair distribution of political representation at the national, state and local levels, and for the prudent, equitable allocation of government resources. More than \$600 billion annually in federal assistance to states, localities, and families is distributed based on census data. Yet historically, the census has missed disproportionate numbers of racial minorities, immigrants, young children and the poor, leading to inequality in political power and in access to public funding and private investment for these communities.



The 2020 Census is facing unprecedented challenges — a leadership void at the Census Bureau; insufficient funding, resulting in canceled tests and scaled back preparations; cybersecurity threats (real and perceived) and the digital divide, as the first high-tech census rolls out; and community reluctance and fear of sharing information with the government.

Although philanthropy cannot and should not supplant the government's responsibility to ensure a fair and accurate census, funder engagement in support of the census is more important than ever.

## Funders Census Initiative 2020

**Participate. Convene. Invest.**

### FCI supports grantmakers by

- Providing forums for funders to learn, strategize and plan together, including webinars, briefings, convening sessions, and in-person meetings
- Distributing census timelines, updates, fact sheets, analyses, and resources to inform your work
- Monitoring Census Bureau progress and tracking policy issues that could affect a fair and accurate count

In 2010, FCI helped generate over \$34 million in philanthropic support nationwide for the census. Increased grantmaking support and earlier investment is critical in the lead-up to the 2020 Census, as the road is filled with both challenges and opportunities that will influence vital decisions and determine the inclusiveness of the count.

The Funders Census Initiative 2020 is committed to stimulating interest in the census among funders and their grantees through outreach, education, resource development, and technical assistance. FCI provides a framework and serves as a clearinghouse for philanthropic support of the census, this decade and beyond. By supporting grantmaker engagement on the census, FCI works to achieve a democracy where everybody counts because everyone is counted.



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The U.S. Census is a critical component of a functioning democracy and a just society. All of philanthropy should join us as we mobilize the philanthropic effort for an accurate 2020 census that will help ensure that every community receives its fair share of representation and resources.

## FCI Working Group and Resources

Please visit [www.FundersCommittee.org](http://www.FundersCommittee.org) to join the [FCI Working Group](#) and access census resources. FCCP membership is not required to join the working group.

- Census 2020 [Menu of Options for Funders](#) (New Resource!)
- [Census Policy Update](#): What's in Store for 2018? (New Resource with Key Takeaways)
- FCI Listserv to connect with more than 100 national, state, and local funders
- And much more!

## FCI Leadership

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