

Funders' Committee for Civic Participation Presentation

July 26, 2017

2020 Census

New Tools to Support a Fair and Accurate Count

THE ANNIE E. CASEY FOUNDATION



Rising to the Challenge

- Target relevant states and policymakers
- Target the states and communities where Hard-To-Count are concentrated
- Mobilize network of powerful allies
 - Civil rights organizations
 - Business sector
 - Researchers
 - Philanthropy

What is Casey Currently Doing

- Sharing materials with grantees
 - KIDS COUNT network
 - Partnership for America's Children
 - National Neighborhood Indicators Partnership
- Engage in key states
 - California
 - New York

Work in New York State

ARE YOU READY FOR THE 2020 CENSUS?

Count every person **once** and in the **right place**, the Constitution requires it!

WHY IS THE CENSUS NEEDED?

- OUR DEMOCRACY**
Determines the number of seats in the House of Representatives and electoral votes. Also used for redistricting.
- PUBLIC POLICY**
Determines federal assistance to state and local governments.
- OUR ECONOMY**
Used to develop business plans and establish new businesses. Helps determine need for and location of community services.

HOW DOES IT BENEFIT STATE AND LOCAL GOVERNMENT?

CENSUS DATA ARE USED TO DISTRIBUTE \$418.8 BILLION ANNUALLY IN FEDERAL ASSISTANCE

New York State ranks 4th among states with the highest per capita Census-guided funding

CENSUS BY PARTICIPATION

no data	76% to 79%
42% to 69%	80% to 84%
70% to 75%	

HOW IS THE \$418.8 BILLION USED NATIONALLY?

61% Health	2% Commerce and Housing Credit
12% Income Security	2% Community and Regional Development
11% Transportation	2% Other
9% Education, Training, Employment & Social Services	1% Energy

YOU'RE IN THE KNOW, NOW GET PREPARED!

Training available for LUCA (Local Update of Census Addresses Program)
CALL 1.844.344.0169 OR VISIT BIT.LY/NY2020CENSUS

BY NEW YORK STATE COUNCIL ON CHILDREN & FAMILIES

- LUCA outreach
- Educate partners across state
 - NYS Council of Mayors
 - NY Association of Counties
 - Association of Towns and Villages
- Governor Census Workgroup

Work in California

- \$7 million: LUCA funding
- \$3 million: outreach and planning in budget
- Letters: Governor, Budget Committees, State Leadership
- In-Person visits

How Casey Plans to Use Data Moving Forward

- Share materials with grantees
 - Webinar
 - Blog
- Include Census in Policy RFP
- Educate our Board of Trustees
- Lunch and Learn Session with Casey Staff

- Use it to inform investments

Key Take Aways for Funders

- The Census is critical to our work and democracy
- Educate yourselves and your grantees
- Use the data to target investments
- Form local funder collaboratives
- Census Funders Initiatives

Questions?



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Developing solutions to build a brighter future for children, families and communities

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