

Template Census Blog

Please note, as with all resources included in this toolkit, this is a *sample* and should be tailored to the needs of your organization and/or community. Additionally, as policy developments and census operations unfold, samples and templates may need to be adjusted to address these changes and progress.

Census 2020 starts in less than two years; the time to act is now!

More than \$700 billion annually in vital federal assistance to states, localities, and families is distributed based on census data, yet historically, the census has missed disproportionate numbers of people of color, young children and the rural and urban poor, leading to inequalities in political power and in access to public funding and private investment for these communities. Other population groups also are at greater risk of being missed, including immigrants and refugees, single female heads of household, young mobile adults (including military families).

[Insert specific paragraph here on census-guided allocation of federal program funds. Please note: for your convenience, we've put together information on federal assistance allocations by state or by programmatic focus. Please click on links below to bring you to paragraphs you can add here]

[For state based](#) data on federal assistance allocations

Data on [healthy communities \(Change to Healthy community programs\)](#)

Data on [education \(Change to Education programs\)](#)

Data on [housing \(Change to Housing programs\)](#)

Data on [kids \(Change to Programs for children and families\)](#)

Without accurate census data, the communities you care about could receive less than their fair and necessary share of vital public and private resources. [Insert specific information here on hard-to-count communities. Please note: for your convenience, we've put together information on hard-to-count communities. Please click on links below to bring you to paragraphs you can add here]

Data on [kids](#)

Data on [Latinos](#)

Data on [AAPIs](#)

Data on [African Americans](#)

Data on [American Indians and Alaska Natives](#)

The 2020 Census is facing [unprecedented challenges](#), including the 11th hour addition of an untested citizenship question on the census form in response to a request from the Department of Justice. (The Funders Census Initiative (FCI 2020) hosted an emergency briefing on this issue; please complete this [form](#) to receive a link to the recording.) 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.

What can you do? **Here are the top THREE things you can do TODAY:**

1. **Learn More:** The [Census Milestones](#) and [Funder Milestones](#) FCI 2020 resources will help you identify the timing and scope of funder engagement in relationship to census preparations and operations over the next two years.
2. **Get Involved:** The [Funder Menu of Options](#) created in partnership by United Philanthropy Forum and FCI 2020 helps funders identify a range of ways to engage in support of the census.
3. **Join the [Funders Census Initiative Working Group](#):** As a working group member, you'll have access to the core listserv for funders to connect on their work at the national, state, and local levels. Later this year, they'll also be launching a password-protected portal for working group members to share additional resources. There is no cost, and you don't need to be a FCCP member to join.

Please contact [\[contact\]](#) with any questions. Also, check out the [FCI](#) and [Forum](#) websites for a library of resources and information on the census.

Thank you for your commitment to making sure that Everyone Counts!

State-Specific Data

(use [Counting for Dollars](#) and [HTC map](#))

Of that \$700+ billion, [\\$\[xx\] billion/million distributed to our state based on census data. Furthermore, in \[xx\] counties, we have significant hard-to-count communities that had low mail-back rates in the 2010 census. Being hard-to-count can lead to disproportionate undercounting and unequal political representation and unequal access to vital public and private resources for these groups and their communities. Our state has so much at stake, and we need to help ensure a fair and accurate census.](#)

Kids

We know you care about children and their families. Did you know that children under age five are the most likely of all age groups to be undercounted? In 2010, the undercount rate for young children was 4.6 percent, and more than 2.2 million in this age group were not included in the census results. For more information, including state-specific data, please visit the [Leadership Conference on Civil and Human Rights census webpage](#).

Latinos

We know you care about the well-being of the Latino community. Did you know that Latinos have been undercounted for decades, depriving their families, communities, and neighborhoods of the resources and political representation they need and deserve? In 2010, Hispanic children under age five were overlooked at twice the rate of young non-Hispanic White children, and up to 400,000 young Latino children were missed. Young Latino men are also at risk of being undercounted, in part because they are overrepresented in the criminal justice system and also have lower rates of citizenship. For more information, including state-specific data, please visit the [Leadership Conference on Civil and Human Rights census webpage](#).

AAPIs

We know you care about the well being of Asian Americans and Native Hawaiian and Pacific Islanders (NHPI). Did you know that Asian Americans and NHPs have been undercounted for decades, depriving their families, communities, and neighborhoods of the resources and political representation they need and deserve? Roughly one in five Asian Americans live in hard-to-count census tracts, along with one third of NHPs. For more information, including state-specific data, please visit the [Leadership Conference on Civil and Human Rights census webpage](#).

African Americans

We know you care about the well-being of African American communities. Did you know that African Americans have been undercounted for decades, depriving their families, communities, and neighborhoods of the resources and political representation they need and deserve? The 2010 Census undercounted the African American population by more than 2 percent, and approximately 6.5 percent of young African American children were overlooked, roughly twice the rate for young non-Hispanic white children. Also startling, the net undercount for Black men between the ages of 30-49 was more than 10 percent. Today, more than one in three African Americans live in hard-to-count census tracts. For more information, including state-specific data, please visit the [Leadership Conference on Civil and Human Rights census webpage](#).

American Indians and Alaska Natives

We know you care about the well-being of American Indian and Alaska Native communities. Did you know that American Indians and Alaska Natives have been undercounted for decades, depriving their families and communities of the resources and political representation they need and deserve? Today, roughly one quarter of Native Americans lives in hard-to-count census tracts. For more information, including state-specific data, please visit the [Leadership Conference on Civil and Human Rights census webpage](#).

Healthy Communities

Of that \$700+ billion, census data guide the distribution of billions for programs focused on ensuring healthy communities - \$312 billion in Medicaid dollars, \$69 billion for the Supplemental Nutrition Assistance Program (SNAP), \$64 billion in Medicare Part B dollars, \$11 billion for the National School Lunch Program, and \$11 billion for the State Children's Health Insurance Programs (S-CHIP), among others. For more information on these federal programs and others that rely on census data, please see the [Counting for Dollars 2020](#) analysis.

Education

Of that \$700+ billion, census data guide the distribution of billions for education programs - \$14 billion for Title I grants to local education agencies, \$11 billion for the National School Lunch Program, and \$11 billion for special education grants (IDEA), among others. For more information on these federal programs and others that rely on census data, please see the [Counting for Dollars 2020](#) analysis.

Housing

Of that \$700+ billion, census data guide the distribution of billions for housing programs - \$1 billion for Section 8 housing choice vouchers and \$9 billion for Section 8 Housing Assistance Payments Programs, among others. For more information on these federal programs and others that rely on census data, please see the [Counting for Dollars 2020](#) analysis.

Kids

Of that \$700+ billion, census data guide the distribution of billions for programs focused on children and families - \$69 billion for the Supplemental Nutrition Assistance Program (SNAP), \$14 billion for Title I grants to local education agencies, \$11 billion for the National School Lunch Program, \$11 billion for the State Children's Health Insurance Programs (S-CHIP), \$11 billion for the National School Lunch Program, and \$11 billion for special education grants (IDEA), among others. For more information on these federal programs and others that rely on census data, please see the [Counting for Dollars 2020](#) analysis.