

BE COUNTED NW: CENSUS 2020 GRANT PROGRAM

MINI GRANT CRITERIA AND APPLICATION REQUIREMENTS

BACKGROUND: Networks Northwest, in partnership with the Michigan Nonprofit Association, is supporting local efforts for a complete and accurate count and to promote census and civic participation throughout our 10 County Region. Historically, some populations – including low-income households, seasonal residents, communities of color, immigrants, and young children – have been undercounted in the Census. Undercounts happen for many reasons. People may not understand why it is important, may not trust the government, or may not want to share their information. Based on a recent study from The George Washington University, Michigan receives over \$14.5 billion dollars (about \$1,467 per person) from the 16 largest federal programs that disburse funds based on Census figures. **Without an accurate Census count of our entire community, the potential for leaving much needed resources on the table for our 10 County Region is at risk.**

Networks Northwest is serving as the regional Census Hub Administrator for the Be Counted NW Campaign. A Regional Census Hub Advisory Committee has been formed to provide guidance to Networks Northwest on their Census 2020 efforts including, but not limited to, grantmaking, advocacy, media and community outreach. This will be a collaborative process with existing nonprofit organizations that currently work and serve our identified populations at risk of being undercounted. The campaign will:

- Mobilize nonprofits to encourage participation in the 2020 census
- Provide trainings and tools for nonprofits on effective outreach tactics
- Assist nonprofits in identifying hard-to-count communities
- Award mini-grants to local nonprofits
- Coordinate a statewide communications plan and
- Work with government officials to avoid duplication of efforts and enhance government communication and outreach efforts to ensure a complete count

WHAT'S AT STAKE: As required by the U.S. Constitution, the federal government conducts the decennial census once every ten years to count the population of the United States. In addition to providing critical demographic data that guides the work of nonprofits, the census:

- Plays a key role in the implementation and enforcement of the nation's civil rights laws;
- Influences the allocation of more than \$14.5 billion dollars annually in federal government resources to communities across the state;
- Helps state and local officials, community leaders, and nonprofit organizations identify current and future needs for health care, education, housing, food and income security, rural access to broadband, and other services;
- Determines how many seats Michigan will have in the U.S. House of Representatives and how many electoral votes we will have (losing population reduces Michigan's voice in Congress and presidential elections); and
- Guides private-sector investment decisions on where to invest in job creation, new facilities, and marketing.

The census has historically missed certain communities—communities of color, urban and rural low-income households, immigrants, and young children—at disproportionately high rates. Being undercounted deprives these communities of equal political representation and private and public resources. The possibility of undercounting during the 2020 Census is higher than usual because there will likely be less follow-up with non-responding households due to the Census Bureau's new method of collecting responses online, funding challenges, and reduced number of Census Bureau employees at the local level.

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COMMUNITIES AT RISK OF BEING UNDERCOUNTED

The following populations are at risk of being undercounted in the 2020 census:

Communities of color	Persons who do not live in traditional housing
Non-English speakers	LGBTQ persons
Low-income persons	Highly mobile persons
Persons experiencing homelessness	Geographically isolated persons
Immigrant households	Physically isolated persons
Young children	Older adults
Persons with mental or physical disabilities	Persons who distrust the government

WHY NONPROFITS AND COMMUNITY ORGANIZATIONS

Michigan's nonprofit organizations and community groups are ideally suited to encourage participation in undercounted communities. Nothing can replace the encouragement and reassurance of a trusted nonprofit. Nonprofits serving in undercounted communities have well-established relationships by way of their services and advocacy efforts and are generally regarded with a high level of trust.

PRIORITIZING EQUITY

Equity means recognizing the need to eliminate disparities from historically underserved and underrepresented populations. It also means the creation of opportunities, sharing of resources, and empowering communities to civic action. We recognize that there are many different approaches to getting-out-the-count and we value diversity in our funding. **We believe that the communities most affected by inequity already hold the knowledge of what needs to be done to make sure their communities are counted in the census.** We are committed to advocating for policies and practices that promote proportionality and equitable outcomes. Our belief is to focus on racial equity as a critical strategy.

PURPOSE OF MINI-GRANTS

With support from the Michigan Nonprofit Association and Networks Northwest as the Northwest Michigan regional Census Hub, mini-grant recipients will:

- Educate and encourage historically undercounted communities to understand how the census benefits them and to ensure residents have accurate information to make an informed decision about completing the 2020 Census. See the list above on populations most at-risk of being undercounted; and
- Provide opportunities for those you serve/represent to complete the 2020 Census. Mini-grant recipients are key to the success of the campaign.
- Develop and implement effective strategies to boost census participation and support communities beyond the life of the project

Examples of possible activities by local mini-grant recipients include:

- Volunteers and staff of a neighborhood service organization canvassing blocks with iPads and literature translated into the language commonly spoken in the community.
- A youth center might have a "census party" to encourage family participation in the census and have volunteers available to help participants complete the census online.
- A nonprofit may write or publish a series of articles leading up to the 2020 Census to educate their readers about what's at stake and how to be counted.
- With help from volunteers and staff, human service providers may set up a kiosk for individuals to learn more about the 2020 Census and complete it online.
- Support groups that can communicate with other neighbors and community leaders.
- Technical support to organizations in hard-to-reach areas to help with computers and assist with filing of the census survey.
- Outreach efforts to hard-to-count populations including hosting events, distributing promotional material, and providing clear and honest messaging about the census.

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Other options include: education events, outreach, and other services already being carried out that could be utilized to provide education and assistance about the census.

REQUIRED BASIC ELIGIBILITY CRITERIA

- Emerging and established organizations at all stages of work are encouraged to apply for funding.
- To be selected for funding, organizations must be a legally incorporated entity in Michigan with 501(c)(3) status or a project sponsored by a government agency with a clear charitable purpose. Organizations with a fiscal sponsor are also eligible to apply.
- The campaign does not fund individuals.
- Campaign support cannot be used for partisan efforts.
- Organizations must satisfy all reporting requirements including narrative and financial reports to local hub administrators.

Non-permissible activities by local mini-grant recipients include:

- Gift cards or other incentives to individuals for completing the census. Grantees should not use campaign dollars to give gas cards or other incentives to individuals for completing the census.

However, grantees ARE PERMITTED to use funding from MNA for raffles, food, prizes or door giveaways to individuals attending events in support of a fair and accurate 2020 census. For example, a nonprofit may hold a census party or another event with pizza and door prizes for those who attend.

- Door-to-door collection of census responses. Grantees should not go door-to-door with iPads or other devices for households to use in completing the census.

However, grantees ARE PERMITTED to use campaign funding for door-to-door canvassing of neighborhoods to share educational materials on how households may complete the census. For example, a grantee could share flyers with their community that includes the website phone number and a local location with a computer to complete the census.

REQUIRED FUNDING CRITERIA FOR MINI-GRANT RECIPIENTS

- Proven track record of serving or representing those who are most at risk of being undercounted in the 2020 Census.
- Clear understanding of the challenges, including institutional and structural issues, the community faces in obtaining an accurate census count.
- An organized constituency base and concrete goals/strategies to get-out-the-count in their community.
- Organization has staff, volunteers, and board that are reflective of the community at risk of being undercounted or an established relationship with the community at risk.

APPLICATION DEADLINE AND SUBMISSION

Application will be due back October 30, 2019 at 5:00 PM. Applicants will be notified of acceptance or denial of proposal via mail or email in the beginning of December, 2019.

AMOUNT RANGE

May apply for up to \$15,000. (Minimum grant will be \$5,000.) Smaller project organizers are encouraged to collaborate with other organizations. For purposes of this RFP, "collaboration" is defined as: Multiple partners sharing responsibility and accountability in the collective partners' success and moving toward a shared goal.

GRANT DURATION: January 1, 2020 – JUNE 30, 2020

REPORTING REQUIREMENTS:

If awarded, you will be expected to provide a quarterly report for activities beginning January 2019 through June 2020. Final reporting will be due to Networks Northwest in early July 2020 for activities through June 2020.

Reports will be submitted via email and will include the following elements as relevant to the project:

- Description of the activities during the month (planning, preparation, receiving training, coordination with other census activities)



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- Number of households given materials
- Number of events held
- Number of people attending events

- What is going well for the project and why do you think it is working?
- What needs improvement?
- How has the issue been addressed?
- What additional support from the Census Hub is needed?
- Provide any additional information you want the Census Hub to know.
- Financial reports in January 2020 and July 2020

APPLICATION BEGINS ON THE NEXT PAGE

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MINI GRANT APPLICATION

Organization Name: _____

Contact: _____

Phone: _____ Email: _____

Provide a brief summary of your organization (no more than two paragraphs):

LEADERSHIP:

How do you propose to draw upon the diverse perspectives (gender, racial, cultural, religious, linguistic) from your community for this project (no more than two paragraphs)?

What are your organization's primary programs and services (no more than two paragraphs)? Please provide a link to your website.

WORK PLAN:

Identify and describe the activities you will carry out to engage and motivate the hard-to-count populations to complete the 2020 Census. If needed, you may add a separate sheet with a more complete description.

Identify which traditionally undercounted communities you will target:

Communities of color
Non-English speakers
Low-income persons
Persons experiencing homelessness
Immigrant households
Young children
Persons with mental or physical disabilities

Persons who do not live in traditional housing
LGBTQ persons
Highly mobile persons
Geographically isolated persons
Physically isolated persons
Older adults
Persons who distrust the government



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Identify the geographic area that will be targeted, including zip codes and neighborhoods (or street boundaries):

Identify previous efforts within your community that increase the likelihood of your success:

Explain what challenges you expect to encounter and how you will address those challenges:

If you are collaborating with partners, who are your partners and what roles will they play in the partnership?

What is the goal of the collaboration?

FINANCIAL INFORMATION

List and describe in detail the specific program expenses for which the funds will be used:

If funds are used to pay for client participation in the program, please describe eligibility requirements for participation with funding:

SUPPORTING DOCUMENTS

Budget Proposal: Using the included budget template, submit a proposed budget for the grant that specifies how the funding will be spent. Projected expenses may include, but are not limited to, staffing, printing, space rental, technology, and materials

Submit the following information based on the type of entity:

If a 501(c)(3) organization incorporated in Michigan: Provide EIN.

If part of a public agency: Written confirmation that the potential governmental grantee is a government agency

If you have a fiscal sponsor:

A letter from the fiscal sponsor's executive director or board chair, verifying your fiscal relationship

Copy of the fiscal sponsor's IRS Letter of Determination

Most recent IRS 990 and most current balance sheets

PLEASE EMAIL COMPLETED APPLICATION AND SUPPORTING DOCUMENTS TO AUTUMN REYHL AT:

autumn.reyhl@networksnorthwest.org

THANK YOU!

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Name: _____

Mini-Grant Proposed Budget

BUDGET CATEGORIES	REQUESTED AMOUNT	ACTUAL EXPENDITURES	DIFFERENCE	NOTES ON BUDGET ITEM
Personnel			0.00	
Meetings			0.00	
Travel			0.00	
Supplies			0.00	
Equipment and technology			0.00	
Contractual			0.00	
Other:			0.00	
Other:			0.00	
Other:			0.00	
TOTALS	0.00	0.00	0.00	