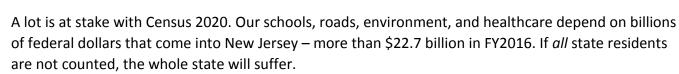
The Fund for New Jersey CNJG How Philanthropy Can Support Census 2020



As a sector serving New Jersey residents, philanthropy has well-established relationships with nonprofit organizations and community leaders. We are one of the few remaining trusted entities that can help everyone in New Jersey to be counted. The following checklist provides a roadmap for action now to support a fair and accurate Census 2020.

Determine if Census 2020 Is a Fit for Your Foundation

- Does your foundation focus on populations that are the hardest to count (children under age five, people of color, renters, immigrants, urban residents)?
- Will your grantee organizations, or the people they serve, be impacted by cuts in federal funding for healthcare, social services, education, transportation, food, or housing as a result of people not being counted in the census?
- □ Will the people who benefit from the work of your foundation be affected by cuts in political representation as a result of people not being counted in the census?
- Do your grantee organizations maintain frequent contact and have a trusting relationship with the people they serve?

Engage in the Statewide Effort to Count Everyone in New Jersey

- □ Learn more about what the census is and why it matters for your community.
- □ Sign up to stay informed and to participate in webinars and training opportunities.
- □ Support the New Jersey Counts campaign by contributing to a pooled fund at The Fund for New Jersey.
- Advocate for a fair and accurate census and for the resources to support a complete count in your community and statewide.

Educate and Mobilize Your Community

- Host a forum for your grantees on the importance of a fair and accurate count in Census 2020.
 Encourage them to get involved.
- □ Support grantees who help local residents apply for jobs with the Census Bureau so that people in these communities will be counted.
- □ Encourage grantees to integrate census work into their on-going activities. Provide supplemental funding to support these efforts.
- □ Include information on your website, mailing, e-mail blasts, social media, and at board/staff meetings to inform people why the census matters to your community.
- □ Establish or join a local complete count committee to develop census plans to generate a complete count in your community.