



How Philanthropy Can Support Census 2020

A lot is at stake with Census 2020. Our schools, roads, environment, and healthcare depend on billions of federal dollars that come into New Jersey – more than \$22.7 billion in FY2016. If *all* state residents are not counted, the whole state will suffer.

As a sector serving New Jersey residents, philanthropy has well-established relationships with non-profit 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.