CENSUS 2020
What’s At Stake For Delaware Funders

Keely Monroe, Funders’ Committee for Civic Participation

AGENDA

• What is Funders Census Initiative and the national funder landscape?

• What is at stake in Delaware?

• What are the challenges the 2020 census faces?

• What can Philanthropy do?
FUNDERS CENSUS INITIATIVE

Democracy Funders Collaborative, Census Subgroup

2010 engagement  
2020 engagement

Census Plan of Action, National Pooled Fund

Support PSOs, Policy Advocacy

THE CENSUS AND DELAWARE

What is at Stake in Delaware?
THE STAKES ARE HIGH

Census Data is Important to Communities

- Steers $600+ billion annually in federal funding to states and localities
- Determines equal political representation
- Informs fair allocation of public, private, and nonprofit resources
- Informs policy debates and decision-making
- Guides foundation strategies, investments, and evaluations
- Measures socio-economic conditions

“count everyone once, only once, and in the right place”
### COUNTING FOR DOLLARS

$2,227,161,421 –
Federal funds distributed to Delaware annually based on census data

$2,214 -
Per capita in Delaware

---

### COUNTING FOR DOLLARS – TOP TEN

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicaid</td>
<td>$1.25 billion</td>
</tr>
<tr>
<td>Medicare Part B</td>
<td>$286 million</td>
</tr>
<tr>
<td>State Children’s Health Insurance Program</td>
<td>$20 million</td>
</tr>
<tr>
<td>Supplemental Nutrition Assistance Program (SNAP)</td>
<td>$228 million</td>
</tr>
<tr>
<td>Highway Planning and Construction</td>
<td>$44 million</td>
</tr>
<tr>
<td>National School Lunch Program</td>
<td>$33 million</td>
</tr>
<tr>
<td>Section 8 Housing Choice Vouchers</td>
<td>$40 million</td>
</tr>
<tr>
<td>Section 8 Housing Assistance Payments Program</td>
<td>$20 million</td>
</tr>
<tr>
<td>Special Education Grants (IDEA)</td>
<td>$34 million</td>
</tr>
</tbody>
</table>
COUNTING FOR DOLLARS

1% undercount in Delaware = 8,979 people

$14,067,257 –
The cost to Delaware with a 1% undercount per year

HARD TO COUNT COMMUNITIES

Young Children are the most likely to be undercounted - 2.2 million children (0-4 years) were not counted. African American and Latino children were overlooked at twice the rate of white children

Hard to count communities have been undercounted for decades, disadvantaging their families, communities, and neighborhoods.

55,812 – Delaware population under 5 years old
9,175 or 16.4% – Population under 5 years old living in HTC census tracts
HARD TO COUNT COMMUNITIES

Hard to count communities have been undercounted for decades, disadvantaging their families, communities, and neighborhoods.

Black Communities in Delaware
217,312 – Black population living in Delaware
46,542 or 21.4% – Black population living in HTC census tracts

Latino Communities in Delaware
80,706 – Latinos living in Delaware
19,043 or 23.6% – Latinos living in HTC census tracts

AAPI Communities in Delaware
38,746 – AAPIs living in Delaware
3,297 or 8.5% – AAPIs living in HTC census tracts
Tract 0145.02 in New Castle County, DE

Based on the latest census estimates (for the 2012-2016 period), 2,369 people live in 850 households in this tract, and 3,315 people live in group quarters.

Some population characteristics that may affect this tract’s participation in the 2020 Census include:

Census Self-Response

In 2010, only 58.3% of the tract’s households mailed back their 2010 census questionnaire, requiring more costly and difficult in-person follow up to count the remaining 41.7%. This tract is one of the hardest to count in the country.

In 2020, for the first time the Census Bureau will be urging most households to submit their census responses online via the Internet. In 2016, 80% or more of this tract’s households met the FCC’s minimum threshold of having Internet connectivity of 200 kbps for uploads or downloads. (Read more about the importance of Internet access for the 2020 Census.)

Hardest to Count (HTC) Tracts in the Nation

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map.

(See “What is HTC?” for more info)

- 0 - 60% mail return rate
- 60 - 65%
- 65 - 70%
- 70 - 73%
- above 73% (no HTC tracts)
Why The 2020 Census Matters

HARD TO COUNT COMMUNITIES
THE CONSEQUENCES

National Net Undercount Virtually Zero in 2010, But...
Under and overcounts don’t cancel each other out at local level

RESULT
“Differential undercount”

GOAL
Eliminate the disproportionate undercount!

THE PROBLEM

The Census Count is Not Equal Opportunity

Overcount
- Non-Hispanic Whites
- Homeowners (proxy for higher income)
- College students living away from home
- Older people

Undercount (harder-to-count groups)
- People of color; American Indians on reservations
- Young children (ages 0-4)
- Renters (proxy for lower income)
- Immigrant/LEP households
INTEGRATED VOTER ENGAGEMENT

A Proven Strategy For Achieving Impact on the Issues You Care About

Strategies that integrate year-round nonpartisan voter engagement with community-organizing activities build a strong base of support that strengthens an organization’s ability to hold decision-makers accountable, impact public policy and build long-term power for the communities they serve.

CENSUS 2020: WHY PHILANTHROPY COUNTS

What’s At Stake With The 2020 Census?
2020 PROPOSED CHANGES + CHALLENGES

- Inadequate funding will affect census operations implementation
- Internet as primary response option, addressing the digital divide
- Reduce number of field staff, larger territories
- Delayed communications plan
- Limited testing
- Community reluctance

2020 CENSUS CHALLENGES

Why is it a problem?

- Current environment for immigrant communities
- Inadequate testing (ACS only goes to 3% of homes)
- Census Bureau’s own testing shows “unprecedented groundswell in concerns among immigrants”
CENSUS 2020 - ROLES

Philanthropy
Nonprofits
Faith Entities
Businesses

CENSUS 2020: WHY PHILANTHROPY COUNTS

What Can You Do?
RESOURCES FOR FUNDERS

Funders Census Initiative 2020
A Funders’ Committee for Civic Participation (FCCP) working group that supports strategy development, learning, and planning by funders.

Visit FundersCommittee.Org for updates, webinars, fact sheets, analysis and more!

FCI WORKING GROUP

Be Part of a Community

Get support, stay informed
Access to Census Funders Resources
Connect with others
Webinars, in-person presentations

Why The 2020 Census Matters
FCCP CONVENING

Rising Together To Strengthen Our Democracy
2018 Convening | Denver, CO | May 15 - 17, 2018
#RiseTogetherFCCP

OPPORTUNITIES FOR FUNDERS

PARTICIPATE. CONVENE. INVEST.
PARTICIPATE

- Within your foundation
- Engage local government officials
- Join Complete Count Committees
- Meet with Census officials
- Engage your networks and partners

What do you need to make the case?

Counting for Dollars

Hard to count communities and populations

Mission-alignment
CONVENE

Maximize your power as a CONVENER for:

Inspiration
Information
Strategy
Action Options

CONVENE

Work your NETWORKS: Who needs to be involved?

Internal audiences: your own organization
   Grantees
   Philanthropic partners
   Business Community
   Multi-sectoral Stakeholders
Convenings take many FORMS:

Briefings: in person or virtual
census-only or add to an existing meeting

Planning Sessions: for interested partners

Trainings: messages and methods, how to
  Educate
  Engage
  Mobilize

INVEST

• Support census infrastructure - communications plan, technical assistance, evaluation
• Grants - Request proposals for outreach efforts, give existing grantees “add on” grants and training for census mobilization, identify the “hub” organizations to support
• Support Collaboration - support nonprofits that foster cross sector collaborations
Local Update of Census Addresses (LUCA)

Community-Based Canvassing – now through June 2018

STATE MODELS

What’s happening now.. You aren’t too late!

California
GCIR, TCE, James Irvine Foundation

Minnesota
Minnesota Council of Foundations

Massachusetts
Access Strategies Fund
TAKE ACTION – A TWO YEAR CAMPAIGN

When you get back to your foundation...

Identify what additional information you need

Engage others in your foundation to get “buy-in”

Does a collaborative approach make sense?

TAKE ACTION - A TWO YEAR CAMPAIGN

April – June 2018

Create an action plan - what’s the best fit for your foundation?

Convene grantees to discuss mobilization and collaboration

Make grant recommendations to your foundation
DISCUSSION & QUESTIONS

JOIN US + GET INVOLVED

Funders Census Initiative (FCI) 2020
Alexis Anderson-Reed, FCCP | aandersonreed@funderscommittee.org
Keely Monroe, FCCP | kmonroe@funderscommittee.org

Democracy Funders Collaborative Census Subgroup
Gary Bass, Bauman Foundation | gbass@baumanfoundation.org
Karen Narasaki, Consultant to Bauman | karen@narasakijustice.com

United Philanthropy Forum
Maggie Osborn | Maggie@unitedphilforum.org
THANK YOU

Keely Monroe | FCCP Democracy Program Manager
kmonroe@funderscommittee.org | 202.827.5022
www.funderscommittee.org