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NEW VENTURE FUND'S 2020 CENSUS PROJECT
Census Equity Fund
Request for Proposals July 2019

AN INITIATIVE OF THE DEMOCRACY FUNDERS COLLABORATIVE CENSUS SUBGROUP

The decennial census has profound implications for communities' political representation, federal funding levels, human services delivery, and civil rights enforcement for the decade ahead. The accuracy of the nation's 2020 census is threatened by numerous factors, including the decision to include a question on citizenship, inadequate funding, substantial distrust of the federal government among many communities, and uncertain preparation by the U.S. Census Bureau for its first-ever online census.

In regions across the country, partnerships are forming among community-based organizations, philanthropic organizations, civic leaders and others to work toward ensuring a fair and accurate count of those residing in their communities. They know that planning an effective census outreach campaign for 2020 begins now with the engagement of public agencies, businesses, community organizations, schools, health care providers and other trusted voices to participate in community education and outreach. However, in many regions with high proportions of historically undercounted populations,¹ there are relatively few government or philanthropic resources to support the preparations needed to promote an accurate population count.

The Census Equity Fund supports state and regional efforts to prepare for and conduct outreach to encourage full participation in the 2020 census, with a focus on historically undercounted populations. The Fund accepts proposals from state or regional funder, nonprofit or multi-sector collaboratives as well as from individual funders and nonprofits.² The Fund aims to direct resources to collaborative efforts within a state or region that demonstrate coordination with other key nonprofit, public and private stakeholders.

This Request for Proposals (RFP) is inviting proposals for the third round of grantmaking, with proposals due on August 16, 2019 and decisions announced by November 15, 2019. Appendix A lists the organizations funded in the first two rounds and Appendix B provides the timeline for all RFP rounds.

¹ The Census Bureau has noted eight "low-response characteristics," factors associated with lower response rates on the census. They are: (1) Non-White; (2) household with children under age 5; (3) renters; (4) household income less than \$35,000 per year; (5) female head of household, particularly not married or lives with another adult; (6) less than a high school education; (7) large household comprised of four or more people; and (8) multi-unit or mobile home structure.

² Please note that the Fund does not make grants to government agencies.

The Census Equity Fund is part of the 2020 Census Project, a project of New Venture Fund. The Democracy Funders Collaborative Census Subgroup serves as the project's advisory board. The fund is supported by foundations and individuals dedicated to a fair and accurate census count throughout the nation. Following is additional information regarding eligibility, selection criteria, proposal guidelines, and the selection process timeline. If you have any questions, please contact Amy Dominguez-Arms, consultant to the Census Subgroup, at amydarms@gmail.com.

Priority Regions

Understanding that many regions across the country face challenges in ensuring an accurate census count among their population, the Census Subgroup sought to identify how the limited dollars in the Census Equity Fund could be leveraged for greatest impact.

First, we assessed each state according to the number of people in potentially hard-to-count (HTC) census tracts³ and the proportion of the total population in HTC census tracts. We also examined states' rankings for their numbers and proportions of particularly vulnerable populations residing in HTC census tracts. These populations include: young children under age 5, foreign-born residents, American Indians/Alaska Natives, Hispanics/Latinos, African Americans/Blacks, and Asian/Pacific Islanders. In this assessment, states in the South and Southwest consistently ranked in the upper half of states according to the numbers and proportions of residents in potentially HTC census tracts. Additional states in the West, Midwest and Northeast also ranked high in these measures.

Second, we examined the data on American Indian/Alaska Native populations, recognizing that these populations had a high undercount in the 2010 census and tend to have disproportionately fewer philanthropic resources dedicated to their communities. Thus, in addition to those states in the South and Southwest identified in the first analysis described above, we added the states of Alaska, Montana, North Dakota and South Dakota given the high proportions of American Indians and Alaska Natives in these states.

In determining priority states, we considered the state population data in the context of available philanthropic resources, particularly large foundations with the capacity to contribute locally to census outreach, and dedicated public resources

Based on these considerations, **in the initial two RFP rounds**, we prioritized proposals from the following states:

Alabama	Mississippi	Oklahoma
Alaska	Montana	South Carolina
Arkansas	Nevada	South Dakota
Arizona	New Mexico	Tennessee
Florida	North Carolina	Texas
Georgia	North Dakota	Virginia
Louisiana		

³ "Hard-to-count" is a common term used for those areas or populations that historically have been either hard to reach to fill out the census or end up being undercounted in the census. For our purposes, we have defined HTC as households that had a low self-response rate in the 2010 census. The data was compiled by the CUNY Mapping Service at the City University of New York's Graduate Center from Census Bureau data.

For the next round of funding, we added to our considerations the grantmaking that has already occurred through the Census Equity Fund (see Appendix A). In the first two rounds, we provided some grants to organizations in nearly all of the initial priority states, with the exceptions of Oklahoma and South Carolina. With this in mind, we have adjusted the priorities for the next round and will be undertaking a two-pronged approach.

Invitation-only grants

First, we see that in some states in which we have conducted grantmaking as well as in Oklahoma and South Carolina, additional resources remain a priority, given the proportion and absolute numbers of HTC populations, subpopulations in which additional investment is needed, and the availability of local philanthropy and public resources. In the following states, we believe it is more appropriate at this stage to invite proposals from groups that could fill in gaps given funding to date, the remaining needs of those already funded, and other proposals we have received. These states are:

Alaska	New Mexico	South Carolina
Florida	North Carolina	Texas
Nevada	Oklahoma	

In addition, we will consider grantmaking in Hawaii, New Jersey and Ohio, which were not on the original list of priority states, but meet the criteria of a substantial number and/or proportion of people in HTC census tracts and limited local philanthropy. These grant solicitations, too, will be undertaken on an invitation-only basis.

Third-round RFP

For this RFP, the Census Equity Fund is prioritizing the following states for accepting proposals from nonprofit organizations that are playing a coordinating or collaborative role in outreach to hard-to-count populations (as described below). Four of the five states were in our initial priority list and Pennsylvania has been added. The priority states are:

Louisiana	Pennsylvania	Virginia
Mississippi	Tennessee	

Funded Activities

As stated above, the Census Equity Fund aims to direct resources to efforts by groups within a state or region that demonstrate coordination or collaboration with other key nonprofit, public and private stakeholders for the purpose of conducting a comprehensive and coordinated outreach campaign. Grant funds may be used to support efforts to prepare for and/or conduct a robust campaign to encourage full participation in the 2020 census. Such activities must target HTC households and could include, but are not limited to:

- Developing partnerships with public agencies, child care and other service providers, schools, health care centers, local businesses, faith-based groups, and other entities to plan a comprehensive census outreach campaign for the state or region;
- Providing materials and information to community partners to support their outreach activities;

- Organizing events to promote participation in the census and provide information about filling out the census form;
- Establishing community sites that provide information and assistance to community members about the census form and how to fill it out online or on paper; or
- Conducting targeted communications efforts, including the use of digital tools to reach target audiences.

Grant amounts will vary, depending on proposed activities and the collaboration's/ organization's capacity. We estimate that most grants will be in the \$75,000–\$125,000 range, with a maximum of \$150,000, over the time period from mid-November 2019 to June 30, 2020. At the same time, we recognize that there may be collaborations or individual organizations working at a more limited scale for which a smaller grant may be appropriate.

Applicants should demonstrate that matching funds, ideally on at least a 1:1 basis, either have been raised for the project or that there is a viable plan to secure such resources. In-kind resources, such as staff time, may count toward the match. We understand that special circumstances may preclude some projects from securing other resources equal to the budget request. If this is the case, we encourage you to apply and explain the circumstances in your application.

Selection Criteria

The Census Subgroup will prioritize proposals that demonstrate the following:

- Coordination or collaboration with other entities – potentially in the public, nonprofit and private sectors – to conduct a comprehensive and coordinated outreach campaign and an understanding of existing or upcoming outreach efforts planned for the state or region covered by the proposal;
- A feasible work plan that builds on an understanding of effective strategies to reach potentially hard-to-count communities, including the use of trusted messengers;
- An understanding of and history of involvement with the populations the collaborative or organization aims to reach and demonstrated ability to reach those communities;
- General knowledge about the census process, uses of census data and requirements regarding filling out the form;
- Organizational capacity to implement the proposed plan of action;
- Evidence of strong networks and partnerships with others in the field;
- Plans to utilize outreach resources available through reputable national networks or other sources to avoid duplication of effort (e.g., message testing and materials development for specific population groups);⁴

⁴ Appendix C lists national organizations serving as hubs of census resources and information related to outreach to specific communities. These hubs have been established to provide support to state and local census outreach efforts.

- A sound approach for measuring progress of outreach efforts; and
- Substantial efforts undertaken to raise funding locally to support the project.

Please note that the Fund aims to direct resources to collaborative efforts *within a state or region* that demonstrate coordination with other key nonprofit, public and private stakeholders. Generally, projects that entail activities across multiple states are not a close match for the Census Equity Fund.

Preparing a Proposal

Please address the following in a proposal of no more than six pages (fewer pages welcome), plus the budget request as described below:

- Name of the organization submitting the proposal with contact information for key staff; if more than one organization is collaborating on the proposal, please specify which organization will be the grant recipient if approved;
- Background on the collaborative or organization:
 - Mission and major activities and programs of the applying organization or of the leading partners in a collaborative;
 - Track record related to the project for which funding is sought; and
 - Key staff who will implement the proposed activities;
- Proposed Use of Funds:
 - Major project goals;
 - Activities that will be undertaken to reach those goals;
 - The major outreach strategies that will be utilized to encourage the participation/counting of specific populations (e.g. young children, immigrant households)
 - How these activities relate to other census activities being undertaken by state or local governments, nonprofits, businesses, funders, or others;
 - A description of key partners and allies;
 - Expected challenges and how they will be addressed;
 - Approach for tracking progress; and
 - For funder collaboratives, a description of the process and criteria that will be used to allocate funding to support census outreach.
- Budget:
 - Project budget and amount requested from the Census Equity Fund; and

- Additional funding information on resources that would be used to match a Census Equity Fund grant:
 - ✓ List of other foundation, business, and government funding sources, including dollar amounts and indications of which sources are committed, pending, or anticipated;
 - ✓ In-kind resources; or
 - ✓ An explanation why a match cannot be provided.

Additional organizational materials may be requested during the proposal review.

Timeline

July 3, 2019	Request for Proposals released
August 16, 2019	Proposals due
October 25, 2019	Grant recommendations made to New Venture Fund
Oct. 28 – Nov. 15, 2019	Final proposals submitted to New Venture Fund and due diligence conducted (additional organizational materials may be requested)
Nov. 15, 2019	Grant decisions announced

Please submit your proposal to Amy Dominguez-Arms at amydarms@gmail.com by August 16. Please include your state and organization’s name in the email subject line.

About the Democracy Funders Collaborative Census Subgroup

In 2015, leaders from several foundations participating in the Democracy Funders Collaborative formed a Census Subgroup to develop and execute a plan to ensure a complete count as the U.S. Constitution requires. Today, the Census Subgroup members include:

- | | |
|---------------------------|--------------------------------------|
| Annie E. Casey Foundation | Robert Wood Johnson Foundation |
| Bauman Foundation | Rockefeller Brothers Fund |
| Carnegie Corporation | The James Irvine Foundation |
| Ford Foundation | Unbound Philanthropy |
| Joyce Foundation | W.K. Kellogg Foundation |
| JPB Foundation | Wallace H. Coulter Foundation |
| Open Society Foundations | William and Flora Hewlett Foundation |

The following foundations also participate:

- Heising-Simons Foundation
- Kresge Foundation
- The California Endowment

APPENDIX A: Census Equity Funds Grants Awarded in Initial Two Rounds

ALABAMA

Everyone Counts/Todos Cuentan Campaign

ALASKA

The Foraker Group

ARIZONA

Inter Tribal Council of Arizona

One Arizona

ARKANSAS

Arkansas Impact Philanthropy (AIP)

FLORIDA

Everyone Counts Campaign: Florida Immigrant Coalition, Miami Workers Center and New Florida Majority

Florida Civic Engagement Table

The Miami Foundation

Urban League of Broward County, with Jacksonville Urban League and Orlando Urban League

GEORGIA

Asian Americans Advancing Justice-Atlanta and Latino Community Fund (LCF) Georgia

Black Voters Matter

Coalition for the People's Agenda

Fair Count

GALEO

Georgia Family Connection Partnership

ProGeorgia

LOUISIANA

Power Coalition*

Urban League of Louisiana*

MISSISSIPPI

Southern Echo

One Voice*

MONTANA

Montana Voices, led by Western Native Voice*

NORTH DAKOTA and SOUTH DAKOTA

Four Directions*

NEVADA

Silver State Voices

NEW MEXICO

New Mexico Association of Grantmakers and New Mexico Civic Engagement Table

NORTH CAROLINA

NC Counts Coalition

TENNESSEE

Tennessee Immigrant & Refugee Rights Coalition

TEXAS

Border Network for Human Rights

Center for Public Policy Priorities & Texans Care for Children

Houston in Action

North Texas Immigration and Education Table

Texas Organizing Project

United Ways of Texas

VIRGINIA

CASA and National Korean American Service & Education Consortium (NAKASEC)

Virginia Civic Engagement Table

Voices for Virginia's Children

* Pending final grant approval by New Venture Fund

APPENDIX B: Census Equity Fund Request for Proposals Timeline

Round 1

RFP released	November 4, 2018
Proposals due	December 10, 2018
Grants announced	February 25, 2019

Round 2

RFP released	February 25, 2019
Proposals due	April 8, 2019
Grants announced	July 3, 2019

Round 3

RFP released	July 3, 2019
Proposals due	August 16, 2019
Grants announced	November 15, 2019*

Round 4

RFP released	November 1, 2019*
Proposals due	December 6, 2019*
Grants announced	February 14, 2020*

* NOTE: These dates are estimates and may change slightly.

APPENDIX C: National Get Out the Count (GOTC) Hubs

As of June 2019

American-Arab Anti-Discrimination Committee

Samer Khalaf, National President – skhalaf@adc.org

Janeen Rashmawi, Communications Manager – jrashmawi@adc.org

Arab American Institute Foundation

Maya Berry, Executive Director – mberry@aaiusa.org

The two organizations are working together on opinion research and effective messaging for their community. They are also implementing a national strategy for 2020 Census education and mobilization, serving as the coordinator of resources, information, and networking in support of Arab American outreach.

Asian Americans Advancing Justice | AAJC

John Yang, President & Executive Director – jcyang@advancingjustice-aaic.org

Terry Minnis, Director of Census and Voting Programs – tminnis@advancingjustice-aaic.org

AAJC is leading a two-phase strategy consisting of messaging research developed from focus groups and surveys and a national campaign for outreach to hard-to-count AANHPI communities.

Color of Change

Jennifer Edwards, Program Director – jennifer.edwards@colorofchange.org

Color of Change is taking on a number of activities to promote a robust census count through public opinion research, modeling & message development; micro-targeted digital advertising based off of previous messaging research; data acquisition and technology; and a dedicated Black grassroots and grassroots effort.

Community Action Partnership

Denise Harlow, CEO – धारlow@communityactionpartnership.com

By leveraging the depth and breadth of the nationwide Community Action Network, which includes Head Starts, community action agencies, and others delivering services to low-income families, CAP will provide GOTC with expansive geographic reach and deep engagement with hard-to-count communities.

Fair Immigration and Reform Movement (FIRM)

Sulma Arias, Center for Community Change Interim Director of Immigrant Rights –

sarias@communitychange.org

FIRM is developing a narrative and communications plan that includes media toolkits, earned media strategies, and more. They are also working in coordination with five national immigrant rights groups – CASA, CHIRLA, FIRM, Make the Road New York, and the Illinois Coalition for Immigrant and Refugee Rights – and developing state-based tables in three to five states.

Faith in Public Life

Myles Duffy, Vice President – mduffy@faithinpubliclife.org

Faith in Public Life is convening a Census Faith Council on national faith organizations, recruiting and mobilizing over 500 Faith Census Ambassadors from hard-to-count communities, drafting sample sermons and flyers in English and Spanish, and organizing a Day of Action on April 1, 2019. They are also doing in-depth organizing in FL, GA, NC, OH, and VA, states where there are high shares of foreign-born Latinx and African American populations.

Leadership Conference Education Fund

Beth Lynk, Census Counts Campaign Director – lynk@civilrights.org
Sonum Nerukar, Get Out the Count Manager – nerukar@civilrights.org

LCEF is the coordinator of the national hub organization and is carrying out their GOTC Campaign in three phases: inform and educate national and community organizations, businesses and local officials that can serve as trusted messengers in hard-to-count communities; engage and mobilize by shifting focus from awareness-building to encouraging action; and, “search and rescue” by conducting non-response follow up assistance to the Bureau. LCEF and State Voices coordinate States Count Action Network.

NALEO Educational Fund

Arturo Vargas, Executive Director – avargas@naleo.org

NALEO is carrying out its work in three phases: opinion research, message development and outreach; tailored messages, messengers, and media outreach that increase awareness of census importance; and tailored messages, messengers, and media outreach that empower Latino community to participate in Census 2020.

National Congress of American Indians

Jamie Gomez, External Affairs Director – Jamie_Gomez@NCAI.org

NCAI is leading a multifaceted approach that includes: an outreach component to develop and distribute educational materials, develop and distribute branded promotional materials, develop an Indian Country Counts toolkit, and develop communications infrastructure; a coalition building component that aims to convene a peer learning summit to launch national Indian Country Counts coalition, recruit members to the Indian Country Counts coalition, provide grants to tribes or intertribal organizations to execute local work plans, and hold coalition meetings with both national and regional representatives; and a community engagement and training component aiming to hold training events for advocates, NCAI conference events, and build out the census components of the NCAI website.

National Disability Rights Network (NDRN)

Erika Hudson, Public Policy Analyst – Erika.Hudson@ndm.org

NDRN is working with its partners (both in the disability and broader civil rights community) and its members (the nationwide network of Protection and Advocacy agencies) to make sure the 2020 Census and its outreach efforts are fully accessible and inclusive of people with disabilities. NDRN is developing materials as to why the census matters for people with disabilities, while also supporting the work of its partners in the disability and broader civil rights communities. <https://www.ndrn.org/issues/census-2020/>

National LGBTQ Task Force

Meghan Maury, Policy Director – mmaury@thetaskforce.org

The Task Force's Census plan consists of public education, policy advocacy, activating census champions, and GOTC events designed to reduce the undercount of the LGBTQ community.

National Urban League

Jeri Green, 2020 Census Senior Advisor – jerigreen202@gmail.com

National Urban League will support messaging campaigns, distribute tool kits, and work with African and Afro-Caribbean groups to help plan for GOTC.

Partnership for America's Children

Deborah Stein, Network Director – dstein@foramericaschildren.org

Partnership for America's Children's goal is ensuring that all young children are counted in the 2020 Census and their work has three components: (1) Supporting advocacy by members to strengthen the Census at the local, state and federal levels; (2) Coordinating GOTC activities around the undercount of young children by members and other state and local child advocates; and (3) Developing outreach tools to use with families with young children based on opinion research to guide message development.

ReadyNation (project of Council for Strong America)

Jeffery Connor-Naylor, Associate Director – jnaylor@readynation.org

ReadyNation is conducting outreach to the business community that includes creating a Business 2020 Census Council, encouraging businesses and business organizations to engage in census efforts, and developing toolkits to guide business in engaging in GOTC efforts.

Shepherding the Next Generation (project of Council for Strong America)

Tom Pearce, National Director – tpearce@shepherdingthenextgeneration.org

Shepherding the Next Generation mobilizes faith census ambassadors, employs trainings and public education to faith leaders, advocates for the census with lawmakers, and convenes 2020 Census Faith Councils.

State Voices

Elena Langworthy, Census Program Manager – elena@statevoices.org

State Voices is conducting both a national and state effort to ensure a complete 2020 count through: partnering with census hubs in target states, GOTC planning and execution, conducting federal advocacy, facilitating partnerships between local government officials and the Census Bureau, organizing convenings, drafting materials, and providing technology and data assistance to groups.