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NEW VENTURE FUND'S 2020 CENSUS PROJECT
Census Equity Fund
Request for Proposals February 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 will support 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 will accept 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 second round of grantmaking, with proposals due on April 8, 2019 and decisions announced by June 14, 2019. Appendix A lists the organizations funded in the first round and Appendix B provides the timeline for subsequent 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 numbers 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 American/Black, 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 (4.9% for those living on reservations) and also 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.

As 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, we determined we would prioritize proposals from the following states in the initial RFP rounds:

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

We recognize that within other states there are regions in which an accurate census count will be challenging and which may have relatively few philanthropic resources available to support outreach. However, we will be focusing in this round on identifying potential applicants from the

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.

states above, with a particular interest in applicants from states not funded in the initial round (see Appendix A). In future rounds, we may consider other states. Please note that we welcome feedback on these priorities and the feedback we receive will inform priorities for future rounds of Census Equity Fund grantmaking.

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.

Appendix A lists the organizations funded in the initial round of the Census Equity Fund. Funding provided to organizations or collaborations in a given state in the first round does not preclude others in that state applying in subsequent rounds. Those submitting applications for additional work in these states should include a discussion of how your efforts complement those already funded.

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 \$100,000–\$200,000 range – with a maximum of \$225,000 – over the time period from mid-June 2019 to July 31, 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;
- 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
- A sound approach for measuring progress of outreach efforts; and
- Substantial efforts undertaken to raise funding locally to support the project.

Preparing a Proposal

Please address the following in a proposal of no more than six pages (fewer pages welcome):

- 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;

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.

- Proposed Use of Funds:
 - Major project goals;
 - Activities that will be undertaken to reach those goals;
 - 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

February 25, 2019	Request for Proposals released
April 8, 2019	Proposals due
May 24, 2019	Grant recommendations made to New Venture Fund
May 28 – June 13, 2019	Final proposals submitted to New Venture Fund and due diligence conducted (additional organizational materials may be requested)
June 14, 2019	Grant decisions announced

If you have any questions, please email Amy Dominguez-Arms at amydarms@gmail.com. Please submit your proposals to Amy Dominguez-Arms at amydarms@gmail.com by April 8, 2019.

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
Bauman Foundation
Carnegie Corporation
Ford Foundation
Joyce Foundation
JPB Foundation
Open Society Foundations

Robert Wood Johnson Foundation
Rockefeller Brothers Fund
The James Irvine Foundation
Unbound Philanthropy
W.K. Kellogg Foundation
Wallace H. Coulter Foundation
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 February 2019

ALABAMA

Everyone Counts/Todos Cuentan Campaign*

Contact: Isabel Rubio, Executive Director, HICAI, irubio@hispanicinterest.org

ALASKA

The Foraker Group

Contact: Laurie Wolf, President & CEO, The Foraker Group, lwolf@forakergroup.org

ARKANSAS

Arkansas Impact Philanthropy (AIP)

Contact: Abby Hughs Holsclaw, Coordinator, AIP, abbyhughesholsclaw@gmail.com

FLORIDA

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

Contacts: Maria Rodriguez, Executive Director, Florida Immigrant Coalition, Maria@floridaimmigrant.org; Marcia Olivo, Executive Director, Miami Workers Center, Marcia@theworkerscenter.org; Mone' Holder, Senior Program Director, New Florida Majority, Mone@newfloridamajority.org

The Miami Foundation

Contact: Lindsey Linzer, Director of Programs and Grants Administration, The Miami Foundation, llinzer@miamifoundation.org

GEORGIA

Georgia Family Connection Partnership*

Contact: Rebecca Rise, Georgia KIDS COUNT Manager, rebecca@gafcp.org

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

Contacts: Gilda (Gigi) Pedraza, Executive Director, LCF Georgia, gigi@lcfgeorgia.org; Karuna Ramachandran, Deputy Director, AAAJ-Atlanta, kramachandran@advancingjustice-atlanta.org

ProGeorgia*

Contact: Tamieka Atkins, Executive Director, ProGeorgia, tatkins@progeorgia.org

MISSISSIPPI

Southern Echo*

Contact: Brenda Hyde, Deputy Director, Southern Echo, brenda@southernecho.org

NEW MEXICO

New Mexico Association of Grantmakers and New Mexico Civic Engagement Table

Contact: Cathy Frey, Executive Director, New Mexico Association of Grantmakers, cathyfrey@nmag.org

NORTH CAROLINA

NC Counts Coalition*

Contact: Stacey Carless, Director, NC Counts Coalition, stacey@nccensus.org

TENNESSEE

Tennessee Immigrant & Refugee Rights Coalition

Contact: Lindsey Harris, Co-Executive Director, TN Immigrant & Refugee Rights Coalition,
lindsey@tnimmigrant.org

TEXAS

Border Network for Human Rights

Contact: Teresa Nevarez, Deputy Director, Border Network for Human Rights,
TNevarez@bnhr.org

Center for Public Policy Priorities & Texans Care for Children

Contact: Cecilia Weber, Grants Manager, Center for Public Policy Priorities, weber@cphp.org
and Stephanie Rubin, CEO, Texans Care for Children, srubin@txchildren.org

Houston in Action*

Contact: Frances Valdez, Facilitator, Houston in Action, frances@hccei.org

North Texas Immigration and Education Table

Contact: Kristian Aguilar, Coordinator, North Texas Immigration and Education Table,
coordinator@ntiet.org

VIRGINIA

Virginia Civic Engagement Table

Contact: Julie Emery, Executive Director, Virginia Civic Engagement Table, julie@engageva.org

Voices for Virginia's Children

Contact: Margaret Nimmo Holland, Executive Director, Voices for Virginia's Children,
margaret@vakids.org

* 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	June 14, 2019

Round 3*

RFP released	June 25, 2019
Proposals due	August 9, 2019
Grants announced	October 15, 2019

Round 4*

RFP released	October 25, 2019
Proposals due	December 6, 2019
Grants announced	February 14, 2020

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

APPENDIX C: National Get Out the Count (GOTC) Hubs
Organizations Funded by a National Funders Census Collaborative
As of February 2019

African Americans

Color of Change

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

National Urban League

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

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.

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

Arab Americans

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, Native Hawaiians and Pacific Islanders

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.

Business and Business Organizations

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.

Children

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.

Civic Engagement Tables

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.

Civil Rights and National Hub Coordinator

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.

Faith-Based

Faith in Public Life

Myles Duffy, Vice President – mduffy@faithinpubliclife.org

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

Tom Pearce, National Director – tpearce@shepherdingthenextgeneration.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.

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.

Immigrant and Mixed-Status Families

Fair Immigration and Reform Movement (FIRM)

Sulma Arias, Center for Community Change Field Director – 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.

Latinx

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.

LGBTQ

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.

Native Americans and Native Alaskans

National Congress of American Indians

Amber Ebarb, Program Manager – amber_ebarb@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.

Low-Income People

Community Action Partnership

Denise Harlow, CEO – dharlow@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.

For more information: Karen Narasaki (karen@narasakijustice.com)