

# Funding Opportunity

## REGIONAL CENSUS FUND

The **Regional Census Fund** maximizes the impact of public and philanthropic resources to support the desired outcome of a robust, fair and accurate 2020 Census count across King County, Washington and to create a model for community mobilization beyond.

Funding partners include Seattle Foundation, City of Seattle, City of Bellevue, City of Kirkland, City of Redmond, and King County. The fund is administered by Seattle Foundation.

### WHAT IS THE CENSUS

Every 10 years, the United States Constitution requires that every person living in the United States be counted through a nationwide census.<sup>1</sup> The goal of the decennial census is to count each person in the United States based on their residence as of April 1, 2020. Accurate census data are essential for federal funding allocations to states and localities. Federal resources are divided up between jurisdictions according to what census data tell us about various communities' demographic characteristics, needs, and assets. For King County to receive its fair share, the Census Bureau must master the difficult task of accurately counting the county's dynamic, diverse population.

### REGIONAL FUNDING GOALS

The overarching desired outcomes of this effort are to organize, inform, activate, and assist residents in historically underrepresented communities that are at risk of being undercounted in the 2020 Census.

### We are prioritizing applications from community-based and grassroots nonprofits and tribes that:

- Are led, staffed, or guided by individuals reflecting the race, ethnicity, and culture of the communities being served;
- Showcase a history or demonstrated ability to reach and engage members from their communities; and
- Have a plan for engaging historically undercounted communities.

### SUMMARY INFORMATION

**ANNOUNCEMENT DATE:** September 16, 2019

**PROPOSAL DEADLINE:** October 16, 2019

### **TOTAL AMOUNT AVAILABLE FOR FALL 2019**

**Regional Census Fund will have a total of \$450,000 available for grants.** This fund is administered by Seattle Foundation.

**DESCRIPTION:** Funding will support engagement activities through the 2020 Census such as education and outreach, one-on-one assistance, and other gatherings and/or events to support participation of historically undercounted communities.

**ELIGIBILITY:** 501(c)(3) organizations (or organizations with a 501(c)(3) fiscal sponsor) and/or tribes. Organizations who received a grant from the Regional Census Fund spring round are not eligible to apply.

**FUNDING RANGE:** Eligible organizations are invited to apply for \$5,000-\$20,000 for 2020 Census related activities. Organizations can request any amount within the range. Grant amounts will depend on scope of work.

**INFORMATION SESSIONS:** In-person informational sessions will be hosted at locations in King County. For more information, visit [www.seattlefoundation.org](http://www.seattlefoundation.org).

<sup>1</sup> United States Census Bureau. [www.2020census.gov](http://www.2020census.gov)

## WHAT IS NEW AND DIFFERENT IN THE 2020 CENSUS?

Currently, the 2020 Census is facing challenges that can potentially impact the accuracy of the count. Three known barriers include:



**Federal Census Budget Cutbacks:** Estimates show that the 2020 Census is likely to be one of the most underfunded census counts in history, resulting in fewer federally funded resources necessary to reach residents in all communities.<sup>2</sup>



**Technology Constraints:** 2020 is the first census count that will be conducted mostly online<sup>3</sup>. Yet, with federal budget shortages, there has been limited testing of the new system. An online format will be especially difficult for those with limited internet access and those concerned with data protection and privacy.<sup>4</sup>



**Contested Citizenship Question:** Though there will not be a citizenship question on the 2020 Census, research shows that national attention brought by the contested citizenship question has led to increase fear of completing the census and increased percentage of questions skipped.<sup>5</sup>

## WHO ARE HISTORICALLY UNDERCOUNTED COMMUNITIES?

Historically, the census has missed large numbers of people of low income, indigenous people, immigrants, racial and ethnic minorities, young persons, the highly mobile (such as the people experiencing homelessness and renters), and people living in rural parts of the country.<sup>6</sup>

**In King County, several populations are at higher risk of being undercounted<sup>7</sup>:**



- 22% of King County's population or 468,000 people are foreign-born.<sup>7</sup>
- 13% of King County's population or 285,600 people live in historically undercounted neighborhoods.<sup>7</sup>
- 3/4 of King County's population growth from 2010-17 has been people of color.<sup>7</sup>
- 11.5% of households in King County have limited/no internet subscriptions.<sup>7</sup>

**The list of priority populations for the Regional Census Fund include:**

- Communities and people of color (e.g., African American, Latinx, Pacific Islanders)
- Indigenous persons
- Immigrants
- Recent refugee communities
- Low-income persons
- Renters
- Persons experiencing homelessness
- Persons with mental or physical disabilities
- Non-English speakers and English Language Learners
- LGBTQIA persons
- Children under 5
- Geographic localities (e.g., rural)

<sup>2</sup> Urban Institute. [www.urban.org/urban-wire/underfunded-2020-census-puts-accurate-count-risk](http://www.urban.org/urban-wire/underfunded-2020-census-puts-accurate-count-risk)

<sup>3</sup> United States Census Bureau. [www.census.gov/library/visualizations/2019/comm/2020-everyone.html](http://www.census.gov/library/visualizations/2019/comm/2020-everyone.html)

<sup>4</sup> New York Times. [www.nytimes.com/2019/07/03/us/2020-census-digital.html](http://www.nytimes.com/2019/07/03/us/2020-census-digital.html)

<sup>5</sup> Harvard Kennedy School. <https://scholar.harvard.edu/files/msen/files/censuscitizenship.pdf>

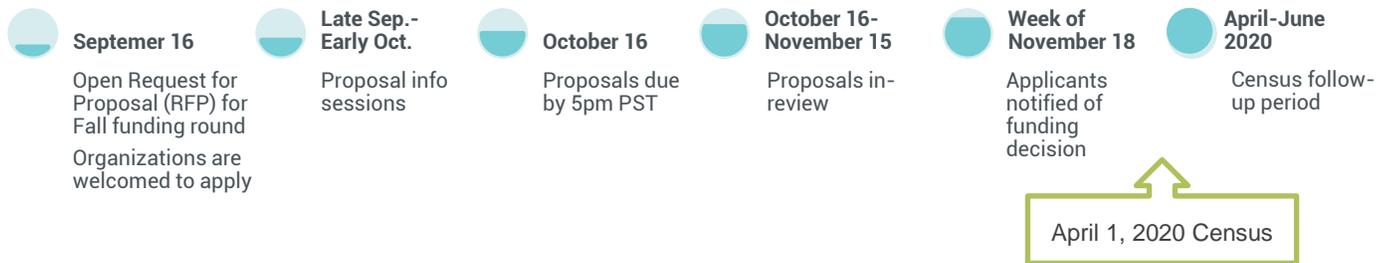
<sup>6</sup> United States Census Bureau. <https://www2.census.gov/programs-surveys/decennial/2020/program-management/pmr-materials/10-19-2018/pmr-hard-to-count-2018-10-19.pdf?>

<sup>7</sup> United States Census Bureau. American Community Survey 2013-17

## APPLICANT ELIGIBILITY CRITERIA

- Organizations with tax-exempt 501(c)(3) status, and/or tribes
- Community groups fiscally sponsored by a 501(c)(3) organization
- Organizations and coalitions working in the identified historically undercounted communities and geographies

## FUNDING TIMELINE AND PROCESS



- **September 16-October 16: Open Request for Proposals (RFP)** in which eligible groups may submit a proposal for consideration for funding.
  - **Informational sessions** will be available to provide additional information on the Regional Census Fund and instructions on how to apply. Application support via email is available throughout this period. Contact information is listed in the “How to Submit a Proposal” section.
- **October 16, 2019: Proposal submission deadline.**
- **October 16, 2019 – Early November: Review and selection** will be based on satisfactory responses to the proposal questions and availability of funds, as well as other criteria noted below:
  - **Eligibility and Criteria:** Factors that will determine who is selected for funding. Eligibility determines who can apply for funding. Criteria guides the decisions made to fund eligible applicants.
  - **Proposal Review Panel:** Review panel includes representation from diverse perspectives and populations, including community partners representative of the funding geography.
  - **Selection:** Grant selection will be a consensus-based process in which reviewers’ rate individual applications and make collective funding recommendations in line with funding priorities.
- **Week of November 18, 2019:** Applicants notified of funding decision.
- **April 1, 2020: 2020 Census Day.**
- **April-June 2020: Census Non-Response Follow-Up** (reaching those who have not completed the census).
- **December 2020:** Final grant report due.

## FUNDING ACTIVITIES

### Census Education, Outreach, and Assistance – \$5,000 to \$20,000

Funding supports organizations in raising awareness around the 2020 Census, including outreach, education, and questionnaire assistance. This funding can support events, tabling, or other integration of census related activities.

**Examples of funding activities include:**

- Local nonprofits and community-based groups create trainings, awareness campaigns, and educational materials about the census.
- Outreach activities in their diverse communities to educate and create awareness about the census.
- Direct support with questionnaire assistance and communications support such as internet access, language translation, and other accessibility accommodations.
- Workshops, public campaigns, and informal gatherings to address census-related concerns and questions.
- Trainings with nonprofits on effective outreach tactics and methods for identifying and engaging historically undercounted communities.
- Outreach efforts and messaging during nonresponse follow-up phase.

**RFP QUESTIONS**

**Please address the following questions (see review criteria on page 6):**

**About Your Organization**

Application Organization Name: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone #: \_\_\_\_\_

Organization Type:  501(c) 3 Determination OR  Fiscally Sponsored

EIN (Tax ID): \_\_\_\_\_

Funding Amount Request (\$5,000-\$20,000): \_\_\_\_\_

**Identified Population/Community**

**a) Which historically undercounted communities do you serve? (Check all that apply)**

**Communities of color**

Specify: \_\_\_\_\_

**Indigenous persons**

Specify: \_\_\_\_\_

**Immigrant communities**

Specify: \_\_\_\_\_

**Refugee communities**

Specify: \_\_\_\_\_

**Low-income persons**

Specify: \_\_\_\_\_

**Persons experiencing homelessness**

Specify: \_\_\_\_\_

**Renters**

Specify: \_\_\_\_\_

**Persons with mental or physical disabilities**

Specify: \_\_\_\_\_

**Non-English speakers**

Specify: \_\_\_\_\_

**Rural communities**

Specify: \_\_\_\_\_

**LGBTQIA persons**

Specify: \_\_\_\_\_

**Children under 5 years old**

Specify: \_\_\_\_\_

**Comments (if the population is not reflected here):** \_\_\_\_\_

**b) Where will the proposed activities take place?**

City (ies): \_\_\_\_\_

County (ies): \_\_\_\_\_

Neighborhood (s): \_\_\_\_\_

Others: \_\_\_\_\_

**c) Please tell us more about your identified population/community in King County and potential barriers that they may face in participating in the census. (500-word limit)**

**Approach and Alignment with Census Fund Goal**

**a) Please share how you plan to engage the identified population/community to overcome barriers to participating in the 2020 Census. (500-word limit)**

**In the template below, please document anticipated activities in detail, timeline, and location related to phases of 2020 Census work.**

Census Phase (Examples: Planning, Awareness, and Education, Questionnaire Assistance, No Response Follow-Up, add your own)	Activities (please be specific)	Locations	Months

**b) How has the identified historically undercounted communities been involved in this project? (250-word limit)**

**c) Describe plans for tracking information about the progress and results of proposed activities. (250-word limit)**

**Capacity and Collaboration**

**a) Please describe your organization’s experience engaging with the identified communities. If your effort does not have a history of working to mobilize the identified community, please provide a reference letter from a community leader/organization/partner/foundation that can speak on behalf the work you have done together. (500-word limit)**

**b) Please describe your organizations experience with past or current census work. (250-word limit)**

**c) How does your organization’s leadership and/or staff reflect the race, ethnicity, and/or languages spoken of the identified community? (250-word limit)**

**d) List partners or organizations needed to help in the successful implementation of your proposed activities. (e.g., community centers, libraries, businesses, schools, media) (250-word limit)**

**Implementation and Budget**

a) Describe the key activities and budget necessary for this proposed project to meet success:

Activities	Estimated Cost (round to whole dollars)

b) Budget explanatory notes. (250-word limit)

c) Please include an annual organizational budget for 2019 with total resources and expenses.

**Other Information – Optional**

- a) What else would you like us to know that is relevant to the proposed funding request and not addressed in earlier responses?
- b) Have you applied for other funding opportunities related to census planning and engagement? If so, what funding have you received for census?
- c) How did you learn about this opportunity?

**CRITERIA CATEGORIES**

Criteria below will guide the funding decisions. **Please note that they are listed in order of priority.**

**Identified Population/Community**

- Focuses on historically undercounted communities/geographic areas.
- Organization reflects strong understanding of the needs within identified community.
- Identifies specific strategies and plans that address the unique cultural needs of the community.
- Aims to track the results of proposed activities and has ability to modify practices based on lessons learned.

**Approach and Alignment with the Regional Census Fund**

- Articulates how proposed strategies and/or activities will contribute toward increased census participation among historically undercounted communities.
- Identifies strategies and/or efforts that are informed and led by the people within the identified community described in the application, and engages that community in the ongoing work, planning, and leadership.

**Capacity and Collaboration**

- Has experience working within historically undercounted communities. If not, they can demonstrate understanding of their role as a partner with reference letter.
- Staff/board/designated leaders are representative of the communities they are working with.
- Demonstrates the necessary knowledge and capacity to carry out the proposed strategy or effort.
- Understands their own community’s barriers to participating in activities to address issues of public and community concern and demonstrates potential to mobilize communities beyond 2020 Census.

## **Implementation and Budget**

- Response demonstrates activities consistent with the approach and anticipated results designed to increase participation in the census count.
- Budget presents a realistic estimate of costs associated with census activities.
- Funding request is reasonable, given the scope of work.

## **HOW TO SUBMIT A PROPOSAL AND CONTACT INFORMATION**

We encourage that proposals are submitted online. Online proposals must be submitted by **5:00 p.m. on October 16, 2019**. The application can be found online at [tinyurl.com/regionalcensusfund](http://tinyurl.com/regionalcensusfund).

We can accept proposals by mail that are postmarked by October 16, 2019, to Seattle Foundation (1601 Fifth Ave., Suite 1900, Seattle, WA 98101).

**For additional questions, please email Bao-Tram Do at [B.Do@seattlefoundation.org](mailto:B.Do@seattlefoundation.org)**

## **INFORMATION SESSIONS**

In-person information sessions will be available throughout locations in King County. Attend an informational session to learn more about the Regional Census Fund, how to apply, and general application questions. Translation may be available upon request.

For more information, visit [www.seattlefoundation.org/nonprofits/nonprofitgrantopportunities](http://www.seattlefoundation.org/nonprofits/nonprofitgrantopportunities).

## **STAY UP-TO-DATE BY VISITING OUR WEBSITES:**

**Seattle Foundation** [www.seattlefoundation.org/nonprofits/nonprofitgrantopportunities](http://www.seattlefoundation.org/nonprofits/nonprofitgrantopportunities)

**King County** [www.kingcounty.gov/census](http://www.kingcounty.gov/census)

**City of Bellevue** [www.bellevuewa.gov](http://www.bellevuewa.gov)

**City of Kirkland** [www.kirklandwa.gov](http://www.kirklandwa.gov)

**City of Redmond** [www.redmond.gov](http://www.redmond.gov)

**City of Seattle** [www.seattlecensus.org](http://www.seattlecensus.org)