



2020 Count DMV In Census Project

Funding Opportunity: 2020 Census

Currently we are less than one year from the commencement of the 2020 Census. Increased understanding of the importance of the census, how it is used, and the potential impact of a complete and accurate count, messaged for relevance, can inform regional awareness and inspire local action.

Census data determine where government allocates our tax dollars for new schools, hospitals, roads, sewers, and other critical infrastructure. Census data determine federal resources for maternal and child health, Head Start, supplemental food programs, subsidized housing, and other human services (more than \$24 billion to DC, Maryland, and Virginia combined!) Companies use census data when considering where to pursue business opportunities. Census data is also used to determine the number of congressional seats that will prevail for the next 10 years.

Most importantly, a complete and accurate 2020 Census is critical for advancing racial equity in our region. The census count has historically missed disproportionate numbers of people of color, immigrants, young children, low-income, and rural households. It is estimated that more than 55,000 individuals were “undercounted” in this region in 2010. When communities of color are undercounted in the census they are impacted in multiple ways. It could lead to under-representation in government and thus a lack of focus on and investment in their priorities and concerns. Federal funding for social service programs could be drastically reduced. Businesses that are urgently needed – like grocery stores – may fail to open in under-resourced neighborhoods because the data does not reflect the potential for sufficient demand.

The current political environment, a reduction of federal resources for outreach workers (“enumerators” in census-speak), and the sweeping move to an online census have exacerbated the likelihood of our region’s most marginalized communities being grossly under-counted. It is essential for the nonprofit, philanthropic, business, and government sectors to step up and optimize our inherent potential to reach and support communities that are at most risk of being undercounted in the 2020 Census. The viability of an equitable future depends on a complete and accurate 2020 Census.

The 2020 Count DMV In Census Project will entertain applications from nonprofit organizations who will undertake activities that will focus on hard to count communities in the Washington, DC region. For information about the hard to count communities in our region, [click here](#).

Funding will be provided for activities, including, but not limited to:

1. Public education and information activities
2. Outreach and mobilization
3. Indirect assistance to individuals and families completing the 2020 Census Form
4. Communications and media work
5. Partnerships with community and nonprofit organizations, small businesses, and local governments to conduct public education and outreach



GRANTS AVAILABLE

Grant awards will range between \$5,000-\$20,000 for program requests only. General operating requests will not be accepted. The Review Committee will consider (on a case by case basis) larger grants for comprehensive coordinated proposals for applicants that seek to work in multiple jurisdictions.

ELIGIBILITY CRITERIA

1. Organizations must be 501(c)3 nonprofits OR have partnerships that appoint a 501(c)3 nonprofit institution as their fiduciary agent.
2. Organizations are required to operate in Washington, DC or the following counties: Montgomery and Prince George's, MD; Arlington, Fairfax, Prince William, Loudoun, and the cities of Alexandria, Falls Church, Fairfax, Manassas, and Manassas Park in Virginia.
3. Organizations that are valued by the community as a "trusted messenger" and resource as evidenced by extensive experience or a mission that includes providing direct services, outreach, and engagement of hard to count communities.

Executive Summary

1. Organization name and address and full contact info
2. Name of Executive Director and email/phone/fax
3. Name of main contact for this proposal, if other than Executive Director and email/phone/fax
4. Tax exempt status/EIN Number
5. Fiscal Agent Organization name, address, and Director of the organization (IF APPLICABLE)
6. Total organizational budget (current year)
7. Program/Project budget
8. Fiscal year (MM/YYYY - MM/YYYY)
9. Requested Amount
10. Organization's mission
11. Purpose of Request

Narrative (3 pages maximum, uploaded as an attachment)

1. Briefly describe your organization's previous work on the Census, if any.
2. Describe specifically how your organization intends to use the funds requested to carry out the project described in the application.
3. Briefly describe the history of institutional racism that is associated with the Census.
4. Describe the hard to count communities/populations that you will focus on and how they would be engaged in the proposed work.
5. Describe the strategies that your organization (and partners if applicable) will undertake to achieve a complete and accurate count of the communities that you will focus on.



6. If you are applying as a partnership, please identify the organizations and the specific roles they will be playing in order to implement your proposed scope of work. Additionally, briefly describe your strategy for managing your efforts across multiple organizations.
7. Provide the data showing the racial/ethnic and gender composition of the organization's management, other staff and board members.

ATTACHMENTS

1. Proposal Narrative
2. Organization's current budget
3. One-page project budget

APPLICATION PROCESS

Proposals must be submitted through our online grant application system, Gifts Online. No hard copy, email or faxed proposals will be accepted. Applications are due by **4:00pm on Monday, July 29**. Proposals will be reviewed in August 2019 and applicants will be notified if they have been selected for funding by September 2019.

To access the application link, please [click here](#). Applicants must have a functioning Internet connection and one of the following browsers, with cookies enabled: Internet Explorer v7 or higher Firefox v3 or higher.

QUESTIONS

For any questions regarding this funding opportunity or technical assistance with the online system, please reach out to:

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