GETTING OUT THE COUNT

CENSUS 2020
PHILANTHROPY COUNTS!

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GETTING OUT THE COUNT
Philanthropy and Community Outreach in the 2020 Census

Presented by:
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Tracy Nájera, Executive Director, The Children’s Defense Fund

December 18, 2019
Nelson Beckford
Program Director, Neighborhood Revitalization & Engagement
Cleveland Foundation
Land acknowledgment

• Taken from Indigenous protocol, opening up space with reverence and respect.

• Counter the “doctrine of discovery” with the true story of the people who were already here.

• Support equity, larger truth-telling and reconciliation efforts.
The Collective

• The George Gund Foundation
• Children’s Defense Fund
• Cleveland Votes/Cleveland Neighborhood Progress
• Complete Count Committees
• Cleveland Foundation
Why should foundations care the 2020 Census?
Census Readiness Quiz

1. You have participated in **POH webinars/trainings** on the Census
2. You know the 2010 **completion rate** for your funding footprint
3. You have met with your **Complete County Committee (CCC)**
4. You are involved with your local/regional **CCC**
5. You can identify partners/grantees that serve **Hard to Count (HTC)** populations
6. You have **educated** your board and staff about the 2020 Census
7. You have made **grants** (in 2019) for Census efforts
8. You have **convened local partners/foundations** around the Census
9. You have used/willing to use the foundation’s **influence, and expertise** to raise awareness
10. You will make **grants** (in 2020) for Census efforts
Origin story:
Frederick H. Goff started a movement in Cleveland in 1914

To pool resources to fund charitable purposes for the mental, moral, and physical improvement of the inhabitants of Cleveland regardless of race, class or creed.
The Cleveland Foundation invests its resources to create vibrant* places in Greater Cleveland.

*full of energy and life.
PROGRAM AREAS

- Arts & Culture
- Economic Development & Workforce
- Education
- Environment
- Health
- Leadership Development
- Neighborhoods
- Youth & Social Services
Columbus and Cleveland still the most populated cities in Ohio

Franklin and Cuyahoga still the most populated counties in Ohio

Cuyahoga County added about 7,500 Asians and 14,000 Hispanics

396,815 people (17% down from 2000)

Population growth in Cleveland neighborhoods - Downtown and University Circle
"You don't want to be perceived as a shrinking city," Brown said. "There's just a fear that those are the cities people don't want to move to, that businesses don't want to go to….”

Greg Brown, PolicyBridge

Context: 2010 Census results and role of perception.
Census data is converted to information…
> the impact on neighborhoods.

**Media**
- *Used in journalism and news reporting*

**Private sector**
- *New markets and where to expand*
- Location of retail outlets
- Workforce development

**Public Sector**
- *Housing and Urban Development/Community Development Block Grants*
- Political Representation
2010 Census lessons + reflections

- Start early
- Misinformation + Noise
- No Muscle Memory
- Trusted Messengers/Grassroots
What are some of the factors that will influence the completion rate for the 2020 Census?
1. Misinformation

Donald J. Trump @realDonaldTrump · 2h
The News Reports about the Department of Commerce dropping its quest to put the Citizenship Question on the Census is incorrect or, to state it differently, FAKE! We are absolutely moving forward, as we must, because of the importance of the answer to this question.
3. Privacy concerns

“Before I write my name on the board, I’ll need to know how you’re planning to use that data.”
Trusted Messengers

“.......think of the people who have helped you become who you are. Those who have cared about you and wanted what was best for you in life.”

– Fred Rogers

Librarians, Teachers, Faith leader, Block club leader, Local business owner, Soccer Coach..
Trusted Spaces

Libraries, Rec Center, Barbershops, Neighborhood Park, Town Plaza
Personalized Messaging

"If you needed an organ transplant, would you have one? If so, please help others"

Result: 100,000 more organ donors

Appeal to self interest. Make it personal.
Trusted Voices, Trusted Spaces, and Personalized Messaging:

People
1) Families with children under 5
2) Newcomers, immigrants and the undocumented
3) Students
4) Renters + others who move frequently
5) LatinX / Hispanic/Latino population

Place
1) HTC census tracks/geographies
2020 Census –
What does success look like for the Collective?

• Increase Completion rate (74% in 2010)

• Build capacity of community based organizations

• Muscle memory - documentation of tactics and lessons learned
QUESTIONS?

CLEVELAND Foundation
Marcia Egbert
Senior Program Officer
The George Gund Foundation
The Census Equity Fund

- CEF = national pooled fund
- Supports Census prep + outreach in historically HTC populations
- CEF priority = coordination + collaboration
- Goal = comprehensive outreach campaign in a state or region.
How can your foundation help??

- Educate board
- Become an official Census partner (www.Census.gov/partners)
- Convene grantees in Census Engagement Workshop
- Share info with networks
- Post Census info on website and social media
- Local media outreach
- Participate in local CCC
- Create Muscle Memory – document tactics and lessons learned
- INVEST!

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OCAC Structure

- Executive Committee
- OCAC Coalition
- Work Groups
  - Communication
  - Local Outreach
  - Advocacy - Federal State, and Local
The OCAC Local Outreach Working Group and its Co-Chairs are leading outreach efforts in 5 regions across the state: NE, NW, SE, SW, and CO (Central Ohio).

Each of these 5 regions will have:

- A regional co-lead, who will be coordinating Census efforts in the region and work with OCAC to develop an outreach/field plan for their region.
- A coalition of partner organizations who will help develop and implement the region’s field/outreach plan.
The OCAC has received funding for GOTC efforts:

- Ideally outreach would be several million dollars, as evidenced by other States.
- State budget has $0 line item for Census 2020.
- Projected $1.7 million in needs to do a bare minimum of outreach.
- Ohio’s philanthropic community has stepped up to provide targeted investments to reach areas of highest need in the state for field and digital work for:
  - Field (canvassing, in-person contacts, events) - Cuyahoga, Franklin, and Hamilton
  - Digital (social and digital media) - Athens, Lucas, Summit, and Montgomery
Targeted HTC Communities - Field:

- Cuyahoga: AAPI communities, kids under 5, Latinx/Hispanic communities, low-income African American families, New Americans/immigrant communities
- Franklin: Kids under 5, low-income African American families, New Americans/immigrant communities, young adults aged 18-24
- Hamilton: Low-income African American families, New Americans/immigrant communities, young adults aged 18-24
Targeted HTC Communities - Digital:

Digital (potential field expansion with additional funding):

- Athens: Low-income Caucasian families
- Lucas: Low-income African American families
- Montgomery: Low-income African American families
- Summit: AAPI/immigrant communities, kids under 5, low-income African American families
OCAC Outreach Budget Deliverables:


Public Education: Hold 5 Census 2020 education events (i.e. townhall, Census 101) - February-April 2020.


Canvassing: Attempt 1,750 houses to do Census outreach and education. - April 1, 2020-June 30, 2020.
Grant Process:

December 18, 2019: Application released.

January 10, 2020: Application due.


January 31st-June 30, 2020: Grant period.

July 31, 2020: Final report due.
How Can Local Funders Help?

- Be a Census ambassador.
- Match OCAC mini-grants to reach targeted HTC communities in targeted counties.
- Reach additional geographic areas.
- Reach additional HTC communities.
- Provide rapid response funding for communities getting undercounted (April-July 2020).
- Agree to a simplified reporting process for grants and release grants by February 1, 2020.
- Connect local grantees with OCAC’s regional work to build capacity.
Thank you