



United Way of the
Battle Creek and
Kalamazoo Region
changesthestory.org



Be Counted 2020: Kalamazoo County Event Stipend or Grant Request for Proposal

Background:

As required by the U.S. Constitution, the federal government conducts the decennial census once every ten years to count the population living in the United States of America as of April 1, 2020. Census data is used to drive \$14.5 billion dollars in federal funding to Michigan every year, accounting for 42% of the state's annual budget. This money is used for healthcare, housing, roads, vital school programs, community development, and more. The private sector also uses census data for planning and decision making.

The census has historically undercounted communities of color, urban and rural low-income households, immigrants, highly-mobile people, and young children—at disproportionately high rates. Being undercounted deprives these communities of equal political representation and private and public resources. For every individual that is uncouned, researchers have shown Michigan will lose \$1,800 per year for ten years in that critical federal funding. Michigan is also at risk of losing another member of Congress and Electoral College vote.

Communities at Risk of Being Undercounted:

The following populations are at risk of being undercounted in the 2020 census.

- People of Color
- Hispanic/Latinx Community
- East/Southeast Asian Community
- Immigrants of any Status
- Limited/Non-English Speakers
- LGBTQA/Queer Community
- Families or Individuals Facing Homelessness
- Low-income Individuals or Families
- Families with Young Children
- Individuals with Disabilities
- Rural Individuals and Families
- Residents of the Northside Neighborhood
- Residents of the Eastside Neighborhood
- Residents of the Edison Neighborhood
- Residents of the Arcadia Neighborhood/WMU Campus

Campaign Background:

As part of a statewide effort led by the Michigan Nonprofit Association, the United Way of the Battle Creek and Kalamazoo Region is working to mobilize nonprofits to encourage participation in the 2020 census by historically undercounted and hard-to-count populations in Kalamazoo County*.

In this campaign, equity in opportunity is a top-priority. Equity means recognizing the need to eliminate disparities from historically underserved and underrepresented populations. It also means the creation of opportunities, sharing of resources, and empowering communities to civic action.

We recognize that there are many different approaches to getting-out-the-count and we value diversity in our funding. We believe that the communities most affected by inequity already hold the knowledge of what needs to be done to make sure their communities are counted in the census. We are committed to addressing policies and practices that perpetuate disproportionality and racial disparities and believe a focus on racial equity is a critical strategy.

**If your organization is based in Calhoun County, please contact the Urban League of Southwest Michigan or the Battle Creek Community Foundation for information on their census activation efforts.*

Purpose of Stipends and Grants:

With support from the Michigan Nonprofit Association and the United Way of the Battle Creek and Kalamazoo Region, stipend and grant recipients will:

- Educate and encourage historically undercounted communities to complete the 2020 census.
- Provide opportunities for those you serve/represent to complete the 2020 census.

Stipend and grant recipients are key to the success of the campaign. As trusted entities, local organizations know their neighborhoods and those they serve best. Organizations may apply for both funding opportunities.

Event Stipends:

If your organization plans on hosting or participating in community events to educate the public on the importance of an accurate census and wishes to apply for funding for marketing materials, prizes and client incentives, or hardware, please apply for an event stipend.

Stipend Amount Range and Duration:

Grant amount range: \$100 - \$1,000

Grant period: August 1, 2019 to July 31, 2020

Event stipend applications are accepted on a rolling basis **starting July 1, 2019** with funding decisions made as soon as possible.

Grants

Grants will be provided to organizations that have a demonstrated history of working with hard-to-count and historically undercounted populations and have a clear vision on how to increase participation in the 2020 Census, scheduled to be conducted from March to June 2020.

Examples of potential programs could include:

- Volunteers and staff of a neighborhood service organization canvassing blocks with literature translated into the language commonly spoken in the community.
- A youth center might have a “census party” to encourage family participation in the Census and offer prizes or incentives to those who’ve completed the census.
- With help from volunteers and staff, human service providers may set up a kiosk for individuals to learn more about the Census and complete it online.

Grant Application, Amount Range, and Duration:

Grant applications will be accepted from **July 1, 2019 through August 2, 2019 at 5:00 PM**. Grant decisions will be made by the end of August and funding will begin late August/early September 2019.

Grant amount range: \$1,000 - \$15,000

Grant period: September 1, 2019 to July 31, 2020

Reporting Requirements:

Stipend recipients will submit an evaluation within one week of completing the funded event(s).

Grant recipients will submit brief monthly check-ins via our online system.

Each stipend and grant recipient will also submit a final evaluation budget by August 31, 2020.

Basic Eligibility Criteria:

- To be selected for funding, organizations must be a legally incorporated entity in Michigan with 501(c)(3) status or a project sponsored by a government agency with a clear charitable purpose. Organizations with a fiscal sponsor are also eligible to apply.
- The campaign does not fund individuals.
- Campaign support cannot be used for partisan efforts.
- Organizations must satisfy all reporting requirements including narrative and financial reports to local hub administrators.

Additional Funding Criteria for Event Stipend and Grant Recipients:

- Proven track record of serving or representing those who are most at risk of being undercounted in the 2020 Census.
- Clear understanding of the challenges, including institutional and structural issues, the community faces in obtaining an accurate census count.
- An organized constituency base and concrete goals/strategies to get-out-the-count in their community.
- Organization aims to have staff, volunteers and board that are reflective of the community at-risk of being undercounted.

Review:

- Event stipends of \$100-\$1,000 can be applied for from July 1, 2019 until further notice. Decisions and funding will be done quickly.
- Grants of up to \$15,000 can be applied for from July 1, 2019 through August 2, 2019 with funding going out around September 1, 2019.

For more information or to apply, please contact:

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