

**Be Counted Northeast Michigan**  
Census 2020  
Mini-Grant Application

**About Be Counted Northeast Michigan**

The United States Constitution requires the residential population of the country be counted every 10 years. A complete and accurate count is vital for communities. Census data is used to distribute funding for road repairs, school improvements and social programs. The number and distribution of elected officials are based on Census data. Nonprofit organizations, businesses and governments use Census data to identify community needs and evaluate solutions to difficult problems.

The Census has historically missed certain communities — senior citizens, young children, communities of color, urban and rural low-income households, and immigrants — at disproportionately high rates. Being undercounted deprives us of equal political representation and private and public resources.

***Communities at Risk of Being Undercounted***

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

- Low-income persons
- Young children
- Geographically isolated persons
- Physically isolated persons
- Persons with mental or physical disabilities
- Persons who distrust the government
- Persons without internet access or computing devices
- Persons experiencing homelessness
- Persons who do not live in traditional housing
- Highly mobile persons
- Communities of color
- Non-English speakers
- LGBTQ persons
- Undocumented immigrants

***Impact of Census participation***

A fair and accurate count in Census 2020 is vital for Northeast Michigan. Researchers estimate that for every person not counted, communities will lose about \$1,800 per year in federal funds. As trusted members of the communities they serve, Michigan nonprofit organizations are well positioned to engage on this issue and encourage Census participation.

***Grant Opportunity***

With support from the Michigan Nonprofit Association, the Community Foundation of Northeast Michigan, Iosco County Community Foundation, North Central Michigan Community Foundation, and the Straits Area Community Foundation (SACF), are offering grants for projects that:

- Engage and educate undercounted communities about the importance of the 2020 Census
- Familiarize communities with the Census process and changes to the 2020 Census
- Develop and implement effective strategies to boost Census participation and support communities beyond the life of the project

Potential project ideas include, but are not limited to:

- A youth center hosting a “Census Party” to encourage family participation in the Census and have volunteers available to help participants complete the Census online
- Door prizes or raffle items for Census activities\*
- A non-traditional nonprofit media source writing a series of articles leading up to the 2020 Census to educate their readers about what’s at stake and how to be counted
- Human service providers setting up a kiosk for individuals to learn more about the Census and complete it online
- Community outreach or informational booth opportunities to build awareness

\*Grant funds may not be used to provide gift cards or other incentives for people to complete the Census; or for iPads or similar devices that would be used in door-to-door canvassing. This should be left to U.S. Census workers.

## **Grant Eligibility and Grantee Requirements**

### ***Eligibility***

- Deadline: January 2, 2020
- Funding Available Dates: By February 1, 2020
- Eligibility: Must be an IRS 501(c)(3) organization, church, school, hospital or government agency serving one or all of the following counties – Alcona, Alpena, Cheboygan, Crawford, Iosco, Montmorency, Ogemaw, Oscoda or Presque Isle. Organizations without a 501(c)(3) may apply under a nonprofit fiscal sponsor. **Individuals are not eligible to apply for or receive funding.**
- Must be used by August 1, 2020

### ***Other requirements/details***

- Funding amount requests: \$2,500 (*If your funding need is greater than \$2,500, please call us to discuss.*)
- Collaboration with other organizations and leveraging other sources of funds are encouraged
- Projects spanning multiple counties will be accepted
- Grantee organizations will be required to report quarterly through an online survey provided by the Community Foundation for Northeast Michigan
- Grantee organizations will be required to submit a report at the end of the grant period to share results and demonstrate that all funds were spent as intended
- Campaign support cannot be used for partisan efforts

### ***Additional Criteria:***

- Organization must have a 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

### ***Prioritizing Equity***

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 “get 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 believe a focus on equity is a critical strategy.

### ***Submitting an Application***

Applications are available online as fillable PDFs. If you need a paper application, please contact the Community Foundation office at 989-354-6881 or [census@cfnem.org](mailto:census@cfnem.org). Applications can be submitted online as a PDF to [census@cfnem.org](mailto:census@cfnem.org), or by mailing to the address below. ***Please do not attach additional pages. Your answers to each question should fit within the space provided.***

Community Foundation for Northeast Michigan  
100 N Ripley St., Ste. F  
Alpena, MI 49707

Questions about the application can be directed to Patrick Heraghty, CFNEM Executive Director at 989-354-6881 or [census@cfnem.org](mailto:census@cfnem.org).

### ***Payment of Grants***

If your application is approved for funding, a check will be mailed to your organization upon the grant’s approval. You will be required to provide periodic reporting via an online survey, and final grant reporting. Please be sure to keep a record of all receipts and invoices for final reporting.