



## Making Washington Count in 2020

### The 2020 Census and Risk of an Undercount

The U.S. Constitution requires a decennial count of every person living in the United States. Ensuring that the 2020 Census is fair and accurate is paramount because it plays a critical role to ensure equal representation in government and the equitable distribution of almost \$800 billion in federal resources to states, localities and vulnerable families.

Unfortunately, the 2020 Census is facing unprecedented challenges that heighten the risk that it will fail to accurately count every person. In Washington, several populations are at risk of being undercounted.



- 15 percent of Washington's population, or 1.1 million people, are foreign-born.
- 11 percent, or 790,000 people, live in hard-to-count neighborhoods.
- At least 53,000 Washingtonians live in rural, tribal or non-traditional tracts that are harder and more expensive to count.
- Nearly 13 percent of Washington's households have no or limited internet service, undermining their participation in the first high-tech census.
- Nearly one in six children under age five live in hard-to-count communities.

### Ensuring All Washingtonians Are Counted

To facilitate funders' engagement and investment strategies to support census public education and enumeration in Washington, Philanthropy Northwest leads the coordination of the **Washington Census Equity Fund**. The Washington Census Equity Fund aims to maximize its impact through a pooled fund structure, with participating members investing in a common goal to support a statewide census campaign network. Through an aligned grantmaking strategy, the Fund will coordinate and invest resources in communities across the state to encourage mission-driven census activities. Philanthropy Northwest will facilitate transparency, coordination, collaboration and connectivity among members to:

- ✓ Increase participation in the 2020 Census in hard-to-count (HTC)<sup>1</sup> communities across Washington.
- ✓ Increase investment, communication and coordination for the 2020 Census in Washington.
- ✓ Achieve effective, efficient and strategic philanthropic investments in communities across the state.
- ✓ Support public education, community outreach, regional communications, policy and appropriations advocacy and other coordinated "Get Out the Count" activities.

The Fund will maximize the impact and effectiveness of strategically invested philanthropic resources to ensure a robust and accurate count across the state.

<sup>1</sup> Hard-to-Count communities include people of color, including Native Americans on and off tribal lands, immigrants and refugees, rural residents, low-income residents and young children.

Through the Fund, grantmakers will work collaboratively to identify and fund a diverse range of community stakeholders, including “hub” entities to facilitate “Get Out the Count” efforts in HTC areas across the state and “trusted messenger” groups to encourage participation in the census by the most at-risk members of our communities.

### **Building a Lasting Model of Collaboration in Washington**

The Fund supports increased philanthropic investment, communication and coordination to support 2020 Census participation in HTC communities across Washington. By working with elected officials, Complete Count Committees and intermediary and “trusted messenger” organizations, the Fund will minimize any undercount of Washingtonians, particularly in HTC communities and census tracts, and play an important role to ensure Washington retains its fair share of political representation and federal assistance.

The impact of the Fund will go far beyond the 2020 Census. We will build on already existing partnerships and strengthen their infrastructure for working together. With the deeper connections gained through this effort – across philanthropy, and with community organizations and tribal, state, county and city governments – we will collectively have a more inclusive and responsive model for collaboration ready to activate when community-wide needs emerge. Our tested strategies from working together on the census will support communities in building power to achieve a more vibrant democracy.

### **How to Join the Washington Census Equity Fund**

The Fund’s working group was developed in early Winter 2019. Together, philanthropic members determine which key census activities to support and also develop an easy application process for prospective grantees. Funding partners convened in early February 2019 and will release the RFP in April 2019 and select grantees soon thereafter. Please contact Ankita Patel, Philanthropy Northwest’s public policy and advocacy manager, at [apatel@philanthropynw.org](mailto:apatel@philanthropynw.org), if you are interested in updates about the Fund.

### **Commitment of Philanthropy Northwest**

Philanthropy Northwest facilitates the Washington Census Equity Fund by: providing timely communications and updates from national and regional census experts and partners; convening regular meetings of the funding partners; supporting development of programming and convenings for learning and strategizing among funding partners, grantees and other stakeholders; and serving as fiscal sponsor of the Fund, ensuring that funders’ investments are secure and managing grants with necessary due diligence.