

# Washington Census Equity Fund Request for Proposals

*The Spanish translation of this RFP is available, yet limited resources require that applications be submitted in English only.*

## ABOUT THE WASHINGTON CENSUS EQUITY FUND

The Washington Census Equity Fund<sup>1</sup> maximizes the impact of philanthropic resources, through a pooled fund structure, toward the goal of a robust and accurate 2020 Census count across the state and to support a model for community mobilization beyond. The overarching desired outcomes of this effort are to organize, inform and activate residents in historically underrepresented communities that are at risk of being undercounted in the 2020 Census.

This fund, managed by Philanthropy Northwest, was created in 2019 by a collective of independent funders and foundations to support local community census participation efforts. The fund awarded \$800,000 in Summer 2019 (Round One) and this RFP is for the final round of funding (Round Two).

Equity Fund partners and other philanthropic organizations may be able to directly fund applicants who are unable to receive funding due to the limited funding available for this round. Please let us know whether we have your permission to share your application with Equity Fund partners and other philanthropic organizations in Question 17 of the Proposal Questions to be considered for funding.

## I. WHAT IS THE CENSUS

Every 10 years, the United States Constitution requires that all residents, including non-citizens and undocumented immigrants, be counted through a nationwide census. The goal of the decennial census is to count each person in the United States based on their residence as of April 1, 2020. Accurate census data are essential for federal funding allocations to states and localities. Federal resources are divided up between jurisdictions according to what census data tell us about various communities' demographic characteristics, needs and assets. **For Washington to receive its fair share, the Census Bureau must have an accurate count of the state's dynamic, diverse population.**

## SUMMARY INFORMATION

**ANNOUNCEMENT DATE:** October 28, 2019  
**PROPOSAL DEADLINE:** November 22, 2019  
**NOTIFICATION DATE:** January 10, 2020

**TOTAL AMOUNT AVAILABLE:** \$600,000 will be available for grants (grant amounts will vary between \$5,000-\$20,000). The Fund is administered by Philanthropy Northwest.

**DESCRIPTION:** Funding will support planning and engagement activities through the 2020 Census such as education and outreach, one-on-one technical assistance and other gatherings and/or events to support participation of hard-to-count communities.

**ELIGIBILITY:** 501(c)(3) organizations (or organizations with a 501(c)(3) fiscal sponsor) and/or tribes are eligible to apply.

**INFORMATION SESSIONS:** "Census Friday" calls are scheduled on November 1, 8, and 15 at 10 am PST.

For more information, please check out the Washington Census Equity Fund page on Philanthropy Northwest's website, <https://philanthropy.org/washington-census-equity-fund>.

<sup>1</sup> Composed of philanthropic fund partners, aligned funders and philanthropic organizations that also work within communities and members of the Washington Census Alliance. "Resources" throughout the document refer to both financial and non-financial support.

## II. WHAT IS THE "HARD-TO-COUNT" POPULATION

Historically, the census has missed large numbers of Indigenous people, immigrants, people of color, young persons, low-income persons, the highly mobile (such as the people experiencing homelessness and renters) and people living in rural areas. These populations are considered "hard-to-count."

In Washington, the list of priority hard-to-count populations for funding include:

- Communities of color
- Indigenous persons
- Immigrant and refugee communities
- Low-income persons
- Persons experiencing homelessness
- Persons with mental or physical disabilities
- Non-English speakers
- LGBTQIA persons
- Young persons (18 years old and younger)
- Geographic localities (e.g., rural)

In Washington, there are significant numbers of people at greater 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.

## III. KEY RESOURCES

We encourage all applicants to first review the resources and toolkits currently available to you and the communities you serve. There is a wealth of information that could be useful to you in your census activities, education and outreach.

**Connect with your local community foundation:** Reach out to your [nearest community foundation](#) to learn about other efforts underway in your community and possible partners.

**Connect with Complete Count Committees:** Complete Count Committees are established by local governments and community leaders to organize local and regional efforts. Find your nearest Complete Count Committee by visiting the [Washington's Office of Financial Management webpage](#).

**Washington Nonprofits:** Washington Nonprofits has created helpful toolkits, resources and materials. Check out the [Washington Nonprofits 2020 Census webpage](#) for free webinars, fact sheets and information.

**Washington Census Alliance:** Washington Census Alliance, a statewide coalition of organizations led by, and who serve communities of color, focuses energy and resources on historically undercounted communities. If you are an organization led by and working within communities of color, please connect with the Washington Census Alliance for up-to-date information on coordinating strategies by visiting the [Washington Census Alliance webpage](#).

Finally, please visit **Philanthropy Northwest's** [2020 Census webpage](#) to learn more about how philanthropy is responding to the 2020 Census. For more information about the Washington Census Equity Fund, please visit the [Washington Census Equity Fund webpage](#).

#### IV. APPLICANT ELIGIBILITY CRITERIA

For the purposes of the Washington Census Equity Fund RFP, the “Application Eligibility Criteria” means that organizations will have to satisfy these requirements to be considered for funding, as follows:

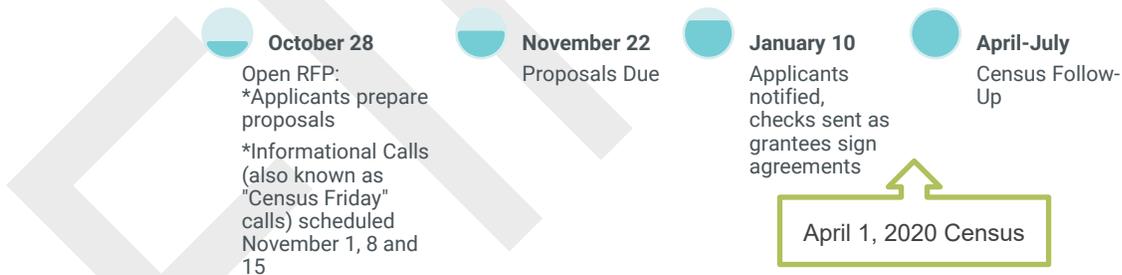
- Organizations with tax exempt 501(c)(3) status, and/or tribes, or community groups fiscally sponsored by a 501(c)(3) organization and/or tribes; and
- Working in the identified hard-to-count communities and geographies.

#### V. FUNDING PRIORITIES

For the purposes of the Washington Census Equity Fund RFP, “Funding Priorities” means that the following set of factors will be highly considered to make funding decisions. If you do not meet a “Funding Priority” factor, this does not mean that you will automatically be disqualified from consideration. Funding Priorities include:

- Entities who have not previously received a grant award in Round One from the Washington Census Equity Fund;
- Community-based, grassroots nonprofits;
- Tribal-led organizations and/or tribes;
- Proposed project led, staffed or guided by individuals reflecting the race, ethnicity and culture of the communities being served;
- Proposals showcasing a history or demonstrated ability to reach and engage members from their communities;
- Includes plans for engaging hard-to-count communities (defined in Section II); and
- Census activities supporting hard-to-count populations outside of King County.

#### VI. FUNDING TIMELINE AND PROCESS



- **October 28 – November 22, 2019: Round Two Open Request for Proposals RFP)** in which eligible groups may submit a proposal for funding. Informational calls and email support are available.

**Informational Sessions also known as “Census Friday” calls)** are scheduled on November 1, 8 and 15 from 10 am – 11 am PT to answer any questions about the RFP. Calls will be in audio format only.

**Dial-in information:** Conference line: (267) 930-4000; Participant code: 329-709-300

- **November 22, 2019: Submission Deadline**
- **November 22, 2019 – January 10, 2020: Review and selection** will be based on satisfactory responses to the proposal questions and availability of funds, as well as other criteria noted in Section VIII below.

- **Proposal Review Panel.** The review panel includes representation from the community, with emphasis on diverse perspectives, populations and geographic areas.
  - **Selection.** Grant selection will be a consensus-based process in which reviewers' rate individual applications and seek consensus based upon equitable demographic diversity across the slate of proposals.
- **January 10, 2020: Round Two applicants notified by email of funding decisions.**
  - **Mid-January 2020: Round Two grantees awarded funds upon receipt of signed grant agreement.**
  - **March 18: Grantee Check-In Phone Call**
  - **April 1, 2020: 2020 Census Day**
  - **April – July 2020: Census Non-Response Follow-Up** (reaching those who have not completed the census)
  - **June 30, 2020: Final Grant Report**

## VII. FUNDING ACTIVITIES

Our goal is to support organizations in addressing needs and gaps to ensure a robust and accurate census count in their community. In this final round of funding, applicants are encouraged to assess their readiness to plan, organize and implement activities that are best suited for their capacity and commitment to undertake census efforts, beyond existing resources. **Note that there are many resources, including census outreach toolkits, available online for free see Section III above).**

We are supporting one-time or periodic census education and outreach activities to raise awareness of the census and support those completing the count, with grants ranging from \$5,000 to \$20,000. The total amount of funding available for Round Two is \$600,000.

Examples of funding activities include:

- Local nonprofits and community-based groups creating or implementing existing census trainings, awareness campaigns and educational materials tailored to community engagement.
- Technical assistance and communications support such as internet access, language translation and other accessibility accommodations.
- Workshops, public campaigns and informal gatherings to address census-related concerns and questions from community members.
- Trainings with nonprofits or community leaders on effective outreach tactics and methods for identifying and engaging hard-to-reach communities.
- Outreach efforts and messaging during the nonresponse follow-up phase.

Partisan political activities are ineligible for funding.

## VIII. CRITERIA CATEGORIES

Criteria below, listed in order of priority, will guide the Review Panel's considerations for funding decisions.

### Identified Population/Community

- Focuses on hard-to-count communities/geographic areas.
- Organization reflects strong understanding of the needs within their identified community.
- Identifies specific strategies and plans that address the unique cultural and regional needs of the community.

- Aims to track the results of proposed activities and has ability to modify practices based on lessons learned.

### **Approach and Alignment with the Washington Census Equity Fund**

- Articulates how proposed strategies and/or activities will contribute toward increased census participation among hard-to-count communities.
- Identifies strategies and/or efforts that are informed and led by the people within the identified community described in the application, and engages that community in the ongoing work, planning and leadership.

### **Capacity and Collaboration**

- Organization has experience working within historically undercounted communities, if not, can demonstrate understanding of their role as a partner in working with these communities.
- Staff/board/designated leaders are representative of the communities they are working with.
- Demonstrates the necessary capacity to carry out the proposed activity.
- Understands their own community's barriers to participating in the 2020 Census, address issues of public and community concern and demonstrates potential to mobilize communities of engagement beyond the 2020 Census.

### **Implementation and Budget**

- Demonstrates activities consistent with the approach and anticipated results of increasing participation in the census count.
- Budget presents a realistic estimate of costs associated with the activities.
- Funding request is reasonable given the scope of work.

This document continues on the next page.

## IX. PROPOSAL QUESTIONS

This section lists the questions in the [Washington Census Equity Fund RFP Application](#). **Once you begin online, your progress on the application cannot be saved and resumed.** Please write out and finalize your answers on a separate document before copying your answers into the Application and submitting it for consideration.

The **Funding Priorities** (Section V) and **Criteria Categories** (Section VIII) will inform how these questions are scored by Review Panels.

1. **Applicant Organization Name**
2. **Please list the Employer Identification Number (EIN) of your organization, if registered with the IRS. If applicant is utilizing a fiscal sponsor, list the EIN of the sponsoring organization. Format: 12-1234567**
3. **If you have a fiscal sponsor, name the fiscal sponsor organization here:**
4. **Applicant Primary Contact:**
  - Name:
  - Title:
  - Address:
  - City:
  - State:
  - Zip:
  - Email:
  - Phone #:
5. **The Washington Census Equity Fund is supporting census outreach, awareness and education efforts, with grants ranging from \$5,000 to \$20,000. Please numerically indicate the amount your organization is requesting in the box below, using whole numbers only. Example: 5100**
6. **Which historically undercounted communities do you intend to serve with the proposed activities? Please select all that are applicable.**
  - Communities of color
  - Indigenous people
  - Immigrant and refugee communities
  - Low-income persons
  - Persons experiencing homelessness
  - Persons with mental or physical disabilities
  - Non-English speakers
  - Rural communities
  - LGBTQIA persons
  - Young persons (18 years old and younger)

If you would like to elaborate on your response above or mention hard-to-count populations you serve that were not listed, you may do so here [300 character max]:

7. **In which counties will the proposed activities take place? Please select all that are applicable. [Checklist of all counties]**

If you would like to provide further details on the geography that your activities will serve (e.g., cities, neighborhoods, others), you may do so here [300 character max]:

8. **Briefly describe the major barriers the identified community faces to participating in the census.**
9. **Please share how you plan to engage the identified population/community to overcome barriers of participation and ultimately participate in the census count.**

**Briefly describe the proposed activities, location to the extent known) , months they will occur, and estimated number of participants.** You may list between one and ten activities [300 character max for each]

*Example: Set up a booth at the County Fair in Best County to talk with attendees about Census 2020 and distribute flyers, March 10-20, reaching approximately 400 people.*

10. **Have the identified communities been involved in this proposal in any manner? If so, briefly describe how.**
11. **How many people do you estimate your proposed activities will directly engage in total?**
12. **Describe plans for tracking information about the progress and results of proposed activities.**
13. **Please describe your organization's experience engaging with the identified communities.**
14. **How does your organization's leadership and/or staff reflect the race, ethnicity and/or languages spoken of the identified community?**
15. **Optional: List partners or organizations needed to help in the successful implementation of your proposed activities? For example, community centers, libraries, specific businesses, schools, media)**
16. **Describe key activities no more than ten) and budget costs necessary for those activities. Include in your description budget explanatory notes for large expenses. Please ensure budget requests align with the proposed activities in your narrative. [300 character max for each]**

*Example: Setting up a census education booth at the county fair- \$1,900 for supplies, snacks for volunteers and table registration fee.*

**Activity 1 + Budget Estimate:**

**Activity 2 + Budget Estimate:**

...

17. **May we share this application with other funders interested in supporting census work in Washington? Yes/No)**
18. **Have you received other funding related to census planning and engagement? Please include the amount and the source.**
19. **Optional: What else would you like us to know that is relevant to the proposed funding request and not addressed in earlier responses?**

**20. Optional: How did you hear about this opportunity?**

If you are submitting your application by mail, please contact us at [CensusEquity@philanthropynw.org](mailto:CensusEquity@philanthropynw.org) for a Word version of the application.

**X. HOW TO SUBMIT A PROPOSAL AND CONTACT INFORMATION**

Please answer all questions in Proposal Questions (Section IX) [online](#). **Remember: The application cannot be saved and returned to later.** *Please write out and finalize your answers on a separate document before copying your answers into the online Application and submitting it.*

Proposals must be completed online by 5:00 pm PT on November 22, 2019.

Alternatively, if the proposal is mailed, it must be received no later than November 22, 2019 at

Philanthropy Northwest  
**Attn: Washington Census Equity Fund**  
2101 Fourth Ave., Suite 650  
Seattle, WA 98101

For additional questions on submitting a proposal, please email Marc Moshcatel at [CensusEquity@PhilanthropyNW.org](mailto:CensusEquity@PhilanthropyNW.org).

**XI. "CENSUS FRIDAY" INFORMATIONAL SESSIONS**

If you are interested in learning more, please consider attending one of the optional hour-long "Census Friday" informational sessions over the phone.

Washington Census Equity Fund open informational sessions:

- Friday, November 1, 2019 (phone call): 10:00 – 11:00 am
- Friday, November 8, 2019 (phone call): 10:00 – 11:00 am
- Friday, November 15, 2019 (phone call): 10:00 – 11:00 am

**Dial-in information** Conference line: (267) 930-4000; Participant code: 329-709-300

Stay up-to-date by visiting our website: <https://philanthropynw.org/washington-census-equity-fund>