

# Funding Opportunity

## WASHINGTON CENSUS EQUITY FUND AND THE REGIONAL CENSUS FUND

The **Washington Census Equity Fund**<sup>1</sup> is a statewide philanthropic pooled fund to support the 2020 Census efforts to ensure a robust and accurate census. This fund is managed by Philanthropy Northwest.

The **Regional Census Fund**<sup>2</sup> is a partnership of the Seattle Foundation, City of Seattle and King County aimed at a robust and accurate census throughout King County. This fund is managed by Seattle Foundation.

### 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 master the difficult task of accurately counting the state's dynamic, diverse population.

### STATEWIDE AND REGIONAL FUNDING GOALS

*The Washington Census Equity Fund and the Regional Census Fund maximize the impact of philanthropic resources to support the desired outcome of a robust, fair and accurate 2020 Census count across the state and to create a model for community mobilization beyond. In order to support coordination between funders and equitably resource efforts across the state, the Washington Census Equity Fund and the Regional Census Fund are working together with a shared request for proposal and application portal. The Washington Census Equity Fund will focus on efforts across Washington and the Regional Census Fund will focus on work in King County.*

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.

<sup>1</sup> Composed of philanthropic fund partners, aligned funders and representatives from community organizations including the Census Alliance. "Resources" throughout the document refer to both financial and non-financial support.

<sup>2</sup> The Regional Census Fund comprises Seattle Foundation, City of Seattle, and King County.

### SUMMARY INFORMATION

**ANNOUNCEMENT DATE:** April 15, 2019

**PROPOSAL DEADLINE:** May 15, 2019

Second round of funding planned for Fall 2019

### **TOTAL AMOUNT AVAILABLE FOR ROUND ONE:**

**Statewide Fund:** \$800,000 will be available for grants (grant amounts will vary). Fund is administered by Philanthropy Northwest.

**Regional Fund:** \$700,000 will be available for grants (grant amounts will vary). Fund is administered by Seattle Foundation.

**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.

**GRANT TYPES:** Organizations are invited to apply at one of two levels: **Census Planning and Mobilization** support ongoing coordination and implementation activities at up to \$50,000. **Census Education and Outreach** will support periodic efforts to raise awareness and support participation of hard to count communities. *(A future grant cycle will provide funding to additional organizations to support outreach during the Census).*

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

**INFORMATION SESSIONS:** "Census Friday" calls are scheduled on April 19 and 26, and May 3 at 10 am PST. In-person info sessions will be available in King County. Please check either Philanthropy Northwest's or Seattle Foundation's for more information.

**We are prioritizing applications from:**

- Community-based and grassroots nonprofits, and tribes
- Led, staffed or guided by individuals, reflecting the race, ethnicity and culture of the communities being served;
- Showcase a history or demonstrated ability to reach and engage members from their communities; and
- Have a plan for engaging historically undercounted communities.

**WHAT IS NEW AND DIFFERENT IN THE 2020 CENSUS?**

Currently, the 2020 Census is facing challenges that can potentially impact the accuracy of the count. Two known barriers include:



**Federal Census Budget Cutbacks:** estimates show that the 2020 Census is likely to be one of the most underfunded census counts in history, resulting in fewer federally funded resources necessary to reach residents in all communities.



**Technology Constraints:** 2020 is the first census count that will be conducted mostly online. Yet, with federal budget shortages, previously planned testing has not been completed and an online format will be especially difficult for those who do not have access to the internet.

**WHAT IS THE "HARD-TO-COUNT" POPULATION?**

Historically, the census has missed large numbers of people of low income, indigenous people, immigrants, racial and ethnic minorities, young persons, the highly mobile (such as the people experiencing homelessness and renters), and people living in rural parts of the country.

In Washington, several populations are 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.

**In Washington, the list of priority populations for funding include:**

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

**APPLICANT ELIGIBILITY CRITERIA**

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

## FUNDING TIMELINE AND PROCESS



- **April 15 – May 15, 2019: Round One Open Request for Proposals (RFP)** in which eligible groups may submit a proposal for consideration for funding. Informational sessions, over-the-phone, and email support are available. Contact information is listed in the “How to Submit a Proposal” section.
- **May 15, 2019:** Proposal submission deadline.
- **May 16, 2019 – Early June: Review and selection** will be based on satisfactory responses to the proposal questions and availability of funds, as well as other criteria noted below:
  - **Eligibility and Criteria:** are the factors that will determine who is selected for funding. Eligibility determines who can apply for funding. Criteria guides the decisions made to fund eligible applicants.
  - **Proposal Review Panel:** the review panel includes representation from diverse perspectives and populations, including community partners representative of the funding geography.
  - **Selection:** grant selection will be a consensus-based process in which reviewers’ rate individual applications and seek consensus based upon equitable demographic diversity of the full slate.
- **June 15, 2019:** Round One applicants notified by email of funding decisions.
- **Late June 2019:** Round One grantees awarded funds; interim updates on grant activities expected periodically through the grant period.
- **Fall 2019:** Round Two open request for proposals.
- **April 1, 2020:** 2020 Census Day.
- **April – June 2020: Census Non-Response Follow-Up** (reaching those who have not completed the census).
- **July 2020:** Final grant report due.

## FUNDING ACTIVITIES

With the current availability of funds, our goal is to support an early launch to help organizations raise awareness about the census, make plans, coordinate efforts, and understand their community needs and gaps that need to be addressed for a full census count. In this first round of funding (Spring 2019), applicants are encouraged to assess their readiness to plan, organize and implement activities and decide on one of the funding approaches below that is best suited for their capacity and commitment to undertake census efforts in their community.

### Census Planning and Mobilization – \$20,000 to \$50,000

This tier of funding supports a sustained effort over the next year that provides ongoing outreach, education and technical assistance related to the census up to and through the count. This level would support ongoing operations within a lead organization to lead or coordinate the census work.

#### Examples of funding activities include:

- Local nonprofits and community-based groups create trainings, awareness campaigns, and educational materials about the census.

- Trusted community organizations and leaders engage their constituents to develop a plan for census outreach and participation in April 2020.
- Anchor organizations selected by community to facilitate partnerships and coordinate census planning activities for the next stage of targeted outreach and technical assistance.

### **Census Education and Outreach – \$5,000 to \$15,000**

This tier of funding supports one-time or periodic activities to raise awareness of the census and support those completing the count. This level supports events, tabling or other integration of census related activities into programmatic activities of applicants.

#### **Examples of funding activities include:**

- Outreach activities in diverse communities to raise awareness about the census.
- 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.
- Trainings with nonprofits on effective outreach tactics and methods for identifying and engaging hard-to-reach communities.
- Outreach efforts and messaging during nonresponse follow-up phase.

**A second funding round will take place in Fall 2019, as we anticipate additional funding resources, and these grants will focus efforts on ensuring participation of historically undercounted communities.**

## RFP QUESTIONS

Please address the following questions (see review criteria on page 7):

Indicate the funding opportunity of interest:

- Washington Census Equity Fund
- Regional Census Fund

### Identified Population/Community

a) Which historically undercounted communities do you serve? (Check all that apply)

- Communities of color

Specify: \_\_\_\_\_

- Indigenous people

Specify: \_\_\_\_\_

- Immigrant and refugee communities

Specify: \_\_\_\_\_

- Low-income persons

- Persons experiencing homelessness

Specify: \_\_\_\_\_

- Persons with mental or physical disabilities

Specify: \_\_\_\_\_

- Non-English speakers

Specify: \_\_\_\_\_

- Rural communities

Specify: \_\_\_\_\_

- LGBTQIA persons

Specify: \_\_\_\_\_

- Young persons (18 years old and younger)

Specify: \_\_\_\_\_

Comments (if the population is not reflected here):

\_\_\_\_\_

b) Where will the proposed activities take place?"

City (ies): \_\_\_\_\_

County (ies): \_\_\_\_\_

Neighborhood (s): \_\_\_\_\_

Others: \_\_\_\_\_

c) Briefly describe the major barriers the identified community faces to participating in the census? (250 word limit)

### Proposed Activities

**Planning and Mobilization:** this tier of funding supports a sustained effort over the next year that provides ongoing outreach, education and technical assistance related to the census up to and through the count.

**Education and Outreach:** this tier of funding supports one-time or periodic activities to raise awareness of the census and support those completing the count.

**Approach and Alignment with Census Fund Goal**

- a) Please share how you plan to engage the identified population/community to overcome barriers of participation and ultimately participate in the census count.

In the template below, please document anticipated activities, timeline and location related to phases of 2020 Census work.

Census Phase (Examples: Planning, Awareness and Education, Questionnaire Assistance, No Response Follow-Up, add your own)	Activities	Locations	Months

- b) Have the identified historically undercounted communities been involved in this proposal in any manner? If so, briefly describe how. (250 word limit)
- c) Describe plans for tracking information about the progress and results of proposed activities. (250 word limit)

**Capacity and Collaboration**

- a) Please describe your organization’s experience engaging with the identified communities. If your effort does not have a history of working to mobilize the identified community, please provide a reference letter from a community leader/organization/partner/foundation that can speak on behalf the work you have done together. (500 word limit)
- b) How does your organization’s leadership and/or staff reflect the race, ethnicity and/or languages spoken of the identified community? (250 word limit)
- c) List partners or organizations needed to help in the successful implementation of your proposed activities. (Community centers, libraries, specific businesses, schools, media)

**Implementation and Budget**

- a) Describe the key activities and budget necessary for this proposed project to meet success:

Activities	Estimated Cost (round to whole dollars)

- b) Budget explanatory notes (optional) (250 word limit)

## Other Information – Optional

- a) **What else would you like us to know that is relevant to the proposed funding request and not addressed in earlier responses?**
- b) **Have you applied for other funding opportunities related to census planning and engagement?**
- c) **How did you hear about this opportunity?**
- d) **Did your organization apply for the Seattle Foundation’s 2019 Voter Education Fund?**

## CRITERIA CATEGORIES

Criteria below will guide the funding decisions. **Please note that they are listed in order of priority.**

### 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 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 and the Regional Census 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

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

### Implementation and Budget

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

## HOW TO SUBMIT A PROPOSAL AND CONTACT INFORMATION

Proposals must be completed online by **5:00 p.m. on May 15, 2019**. Alternatively, if the proposal is mailed, it must be received no later than May 15, 2019 at Seattle Foundation, 1601 Fifth Ave., Suite 1900, Seattle, WA 98101.

For additional questions on submitting a proposal, **please email:**

**Washington Census Equity Fund (Statewide):** Leslie Silverman at [CensusEquity@PhilanthropyNW.org](mailto:CensusEquity@PhilanthropyNW.org)

**Regional Census Fund (King County):** Bao-Tram Do at [B.Do@seattlefoundation.org](mailto:B.Do@seattlefoundation.org)

## INFORMATION SESSIONS

For those interested in learning more, please consider attending one of the optional information sessions over the phone or in-person.

### **Washington Census Equity Fund and Regional Census Fund open call information sessions:**

- Friday, April 19, 2019 (phone call): 10:00 -11:00 am
- Friday, April 26, 2019 (phone call): 10:00 -11:00 am
- Friday, May 3, 2019 (phone call): 10:00 -11:00 am

Regional Census Fund in-person information sessions will be scheduled shortly, please check the Seattle Foundation's website for updates.

### **Stay up-to-date by visiting our websites:**

**Washington Census Equity Fund (Statewide):** <https://philanthropyNW.org/washington-census-equity-fund>

**Regional Census Fund (King County):** <https://www.seattlefoundation.org/nonprofits/nonprofitgrantopportunities>