

# Nonprofit Leaders and the 2020 Census



### Introductions





### **Census Overview**

#### What is the Census?

- Constitutional mandate to count <u>all</u> people every 10 years
- Distribution: March 2020-July 2020
- Census Day April 1st, 2020
- Ensures equity and inclusion through fair representation, fair distribution of resources, and data to make smart decisions.





## Multiple Roles for MCN



#### **Audience**

 All of MCN's members and beyond! Rural and urban nonprofits + historically undercounted communities

#### <u>Role</u>

- Train nonprofits to provide ongoing information and technical assistance.
- Support nonprofits in mobilization work and in the follow up period.



Misallocated Federal funds. Minnesota receives \$15,549,175,947 from the government every year. That is \$15 billion!



Decreased representation in Washington, D.C. Census data is used to determine congressional seats.

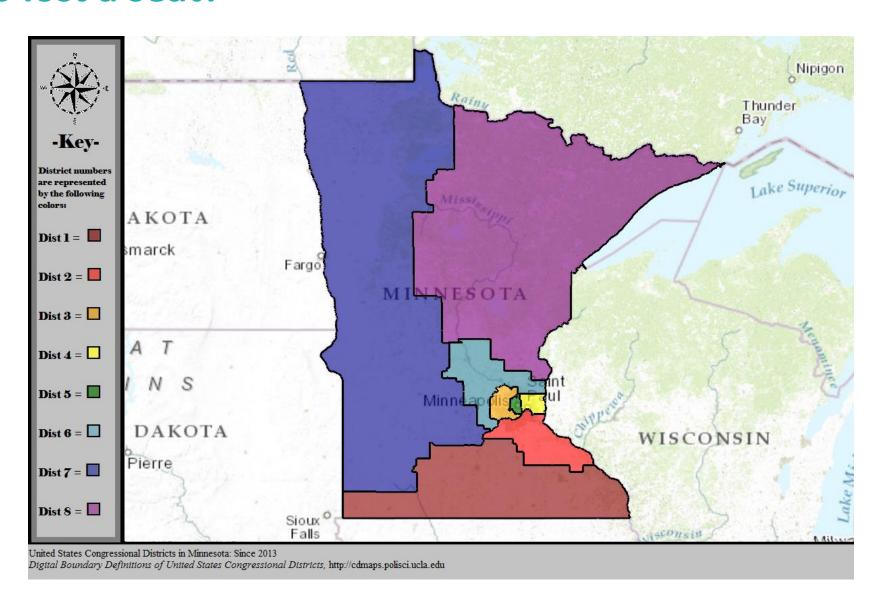


Decreased growth and resources for your community. Census data helps plan roads, schools, hospitals, etc.



Businesses use Census data to locate factories, stores, etc.

### How might Minnesota congressional districts change if the state were to lost a seat?



#### Historically undercounted communities

- Immigrant groups including, Latinx, Somali, Hmong, Lao, Khmer, Karen, Vietnamese, and West African.
- Communities of color
- Tribal members living on tribal lands
- Urban and rural Native people
- Low-wealth
- Rural residents
- Renters
- Children under the age of 5





#### Language Resources

The online version and paper version of the census is given in the following 12 languages other than English: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese.

The census will provide language guides, language glossaries, and language identification cards in the following languages below:

Spanish	Haitian Creole	Bengali	Romanian	Tamil	Tigrinya	Igbo
Chinese	Portuguese	Greek	Telugu	Navajo	Ilocano	Marathi
Vietnamese	Japanese	Amharic	Burmese	Hungarian	Dutch	Sinhala
Korean	Italian	Somali	Punjabi	Hebrew	Croatian	Slovak
Russian	Farsi	Thai	Lao	Malayalam	Bulgarian	American
Arabic	German	Gjurati	Hmong	Swahili	Twi	Sign
Tagalog	Armenian	Khmer	Albanian	Yiddish	Lithuanian	Language
Polish	Hindi	Nepali	Turkish	Indonesia	Yoruba	
French	Ukrainian	Urdu	Bosnian	Serbian	Czech	



#### Key Dates in 2020

- March 12<sup>th</sup> 20<sup>th</sup>: Invitation to respond
- March 26th April 3rd: Reminder letter #1 and #2
- April 1, 2020: National Census Day
- April 8<sup>th</sup> April 16<sup>th</sup>: Reminder letter #3 and paper questionnaire
- April 20<sup>th</sup> 27<sup>th</sup>: Final reminder
- April 28th August 2020: Primary non-response follow-up operation (to households that did not self-respond)
- 2021: Redistricting (State legislatures)





### What to expect in 2020

### Types of Census Forms

1. Short Form (the most widely distributed)

2. Group Form (i.e. dorm rooms, group living homes, etc.)

3. Form for Native American Reservations

# Instructions & 4 questions that apply to the entire household

#### Start here OR go online at XXXX.XXXX.gov to complete your 2020 Census questionnaire.

Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at XXXX.XXXX.gov or call the number on page 8.

The census must also include people without a permanent place to live, so:

 If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.
- 1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

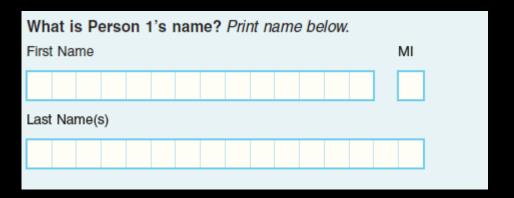
2. Wer	re there any <u>additional</u> people staying here on April 1, 2020 you <u>did not include</u> in Question 1?
Mai	k 🔀 all that apply.
	Children, related or unrelated, such as newborn babies, grandchildren, or foster children
	Relatives, such as adult children, cousins, or in-laws
	Nonrelatives, such as roommates or live-in babysitters
	People staying here temporarily
	No additional people
3. Is ti	his house, apartment, or mobile home — Mark 🗷 ONE box.
	Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
	Owned by you or someone in this household free and clear (without a mortgage or loan)?
	Rented?
	Occupied without payment of rent?
4. Wh	at is your telephone number?
	will only contact you if needed for official Census Bureau iness.
Tele	phone Number
FORM D-	Q (05-17-2018) Draft 17

6 questions asked about each person living in the household

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Yes, for a job or business   Yes, to a job or business   Yes, to a job or business   Yes, to a proton   Yes, to a number of yes, to a morber reason   Yes, to a number of yes, to a morber reason   Yes, to a number of yes, to a morber of yes, to a morber of yes, to a morber   Yes, a morber   Yes, a morber   Yes, a morber   Yes, cuban   Yes, a morber   Yes, cuban   Yes, cobban   Yes, cuban   Yes, cuba		_					Mayan, Aznec, Native Vitage of Barrow Inspirat Fractional Government, Nome Eskimo Community, als. ⊋
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Biological son or daughter   Other relative   Recommals or housemats   Some other race - Print race or origin.    Stepson or stopdaughter   Foster child     Brother or state   Other portraidive		П	Same-sex husband/wfle/sp	ouse	Parent-In-law	•	Hinding, alc. g Marshall also, etc. g
Adopted son or daughter		П	Same-sex unmarried parts	ar .	Son-in-law or daughter-in-law	-	
Abopted son or daughter		П	Biological son or daughter		Other relative		
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						the	front page, continue with Person 3 on the

#### Questions asked about each person in the household

#### 1. Name



### 2. Relationship to Person 1

How	v is this person related to Pers	on 1	? Mark X ONE box.
	Opposite-sex husband/wife/spouse		Father or mother
	Opposite-sex unmarried partner		Grandchild
	Same-sex husband/wife/spouse		Parent-in-law
	Same-sex unmarried partner		Son-in-law or daughter-in-law
	Biological son or daughter		Other relative
	Adopted son or daughter		Roommate or housemate
	Stepson or stepdaughter		Foster child
	Brother or sister		Other nonrelative

#### Questions asked about each person in the household

3. Sex What is this person's sex? Mark X ONE box. Male Female 4. Age and Date of What is this person's age and what is this person's date of Birth birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age. Print numbers in boxes. Age on April 1, 2020 Month Day Year of birth vears 5. Hispanic/Latino **Ethnicity** Is this person of Hispanic, Latino, or Spanish origin? No, not of Hispanic, Latino, or Spanish origin Yes, Mexican, Mexican Am., Chicano Yes, Puerto Rican Yes, Cuban Yes, another Hispanic, Latino, or Spanish origin - Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc. 7

#### Questions asked about each person in the household

#### 6. Race

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.   American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.   Chinese	White – Pri Lebanese,			aerman,	mon,	Eriyiis	rr, ruc	zirari,	
American Indian or Alaska Native — Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.  Chinese Vietnamese Native Hawaiian Filipino Korean Samoan Asian Indian Japanese Chamorro Other Asian — Print, for example, Pakistani, Cambodian, Fijian,									
principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.  Chinese Vietnamese Native Hawaiian Filipino Korean Samoan Asian Indian Japanese Chamorro Other Asian — Print, for example, Pakistani, Cambodian, Fijian,									1,
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# There will not be a citizenship question on the 2020 Census.

# How do you know your information is protected?

- Under the law census data can only be used for statistical purposes. Title 13 of the U.S. code requires that respondents information is kept confidential.
- Personal information cannot be disclosed for 72 years (including names, addresses, and telephone numbers)
- Census bureau staff has sworn for life to protect confidentiality and are subject to a fine of \$250,000 or up to 5 years in prison for wrongful disclosure of information.

#### Who can access the data?





ONLY the U.S. Census Bureau can access the data



Other government entities, like ICE or U.S. Court

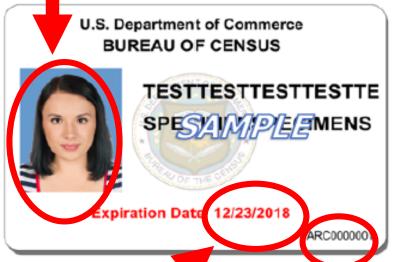
# How to verify if someone is a Census Worker

Verify a Census Worker:

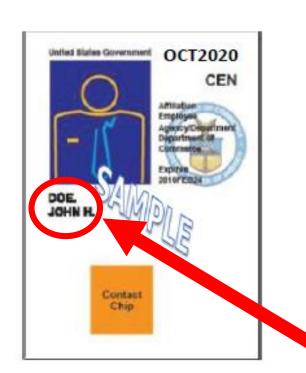
- 1. Ask of the Census worker to present a badge, identification number, and or letterhead with official Census logo.
- 2. Call the Chicago Regional Office (1-800-865-6384) or verify via the Census Bureau staff search website (https://www.census.gov/staffsearch).

# Census Bureau Staff Identification

- 1. Full Name of Census Worker
- 2. Photograph of Census Worker
- 3. Department of Commerce Watermark
- 4. Expiration date of the badge
- 5. Identification number









# How to Build Power Leading Up to the 2020 Census



#### Some fun ideas to engage communities

- Host a lunch and learn about the census with your staff, volunteers, or community
- Have your Executive Director send an email to staff, board, and volunteers emphazsizing the importance of the census and encouraging folks to participate.
- Post about the 2020 census on social media platforms using: #WeCount #NonprofitsCount #CensusIsLiberation #OurMNCensus
- Host a census education event for your constituents!
- Table at your organization and hand out resources about the census to constituents.



#### What's your plan for the 2020 Census?

- Who is your target audience?
- What are key messages that work for them?
- How can we make the census fun and joyful for the communities we work with?
- What do your constituents enjoy doing (sport events, breweries, coffee shops, etc)?



#### MCN's Census Grants

- Applications are open!
- Applications closes October 30<sup>th</sup>
- More information on MCN census webpage (http://bit.ly/MCNCensus)



#### **Grant Tiers**

- Education (up to \$700)
- Mobilization (up to \$2000)
- Culturally Specific Mobilization (up to \$5000)



#### Resources

- Minnesota State Demographic Center: <a href="https://mn.gov/admin/demography/">https://mn.gov/admin/demography/</a>
- Minnesota Council on Foundations: www.mcf.org
- The Census Project: www.thecensusproject.org
- Census Bureau: www.Census.gov
- Minnesota Council of Nonprofits: <a href="http://bit.ly/MCNCensus">http://bit.ly/MCNCensus</a>



#### **Culturally Specific National Resources**

- Hagase Contar! <a href="https://hagasecontar.org/archives/1684">https://hagasecontar.org/archives/1684</a>
- Asian Americans Advancing Justice (AAJC) <a href="https://www.advancingjustice-aajc.org/census">https://www.advancingjustice-aajc.org/census</a>
- Southeast Asian Resource Action Center (SEARAC) https://www.searac.org/census/
- Arab American Institute <a href="https://www.aaiusa.org/census">https://www.aaiusa.org/census</a>



### Questions?

Michelle Chang
public policy and equity coordinator
mchang@minnesotanonprofits.org
651-757-3078

