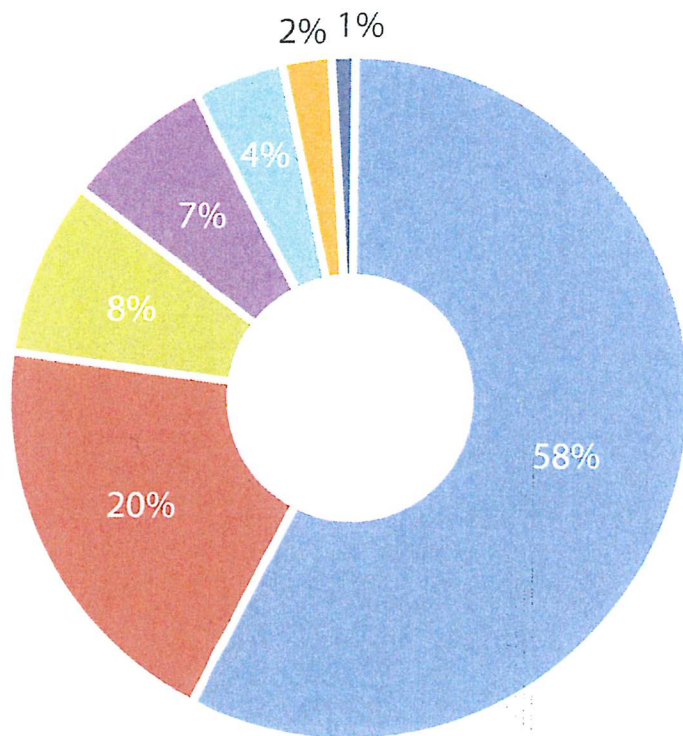


CENSUS 2020

MICHIGAN NONPROFITS COUNT CAMPAIGN

WHAT'S AT STAKE?



LARGEST FEDERAL SOURCES THAT USE CENSUS DATA FOR DISTRIBUTION

- Medicare/Medicaid/Health Centers
- SNAP/WIC/School Lunch
- Education (Title I, IDEA, Headstart)
- Infrastructure (Highways, Roads, Bridges)
- Housing (Section 8)
- Children (Child care, S-CHIP, Foster Care)

THERE IS STRENGTH IN NUMBERS

The more people counted means more money and power for Michigan residents at home and in Washington. What's at stake:

- Michigan stands to lose \$1,800 per person per year of federal funding to support programs that use Census data.
- Census data are used by public officials to determine distribution of federal funds for programs, including: Title I and Special Education grants; Foster Care and Child Care grants; Section 8 Vouchers; K-12 Education; and Head Start/Early Start, among others.
- Michigan stands to lose another Congressional seat and a reduction in the number of electoral college votes – reduced representation at the federal level.
- Federal funding for infrastructure programs, including rebuilding roads, highways and bridges.
- An inaccurate Census count means the hard-to-count populations will rely more heavily on nonprofit organizations for services.

MICHIGAN'S HARD-TO-COUNT POPULATIONS

- People of color
- Immigrants
- Undocumented people
- Young children
- Low-income people
- Homeless individuals
- Those traditionally served by nonprofits

CENSUS 2020

MICHIGAN NONPROFITS COUNT CAMPAIGN

WHY NONPROFITS?

MICHIGAN NONPROFITS: UNIQUELY QUALIFIED TO MOBILIZE THE HARD-TO-COUNT POPULATIONS FOR CENSUS 2020

Historically, the Census has missed disproportionate numbers of racial minorities, immigrants, young children and those living in poverty – “hard-to-count populations” – leading to inequality in political power, government funding and private-sector investment for these communities.

WHY NONPROFITS TO MOBILIZE THE HARD-TO-COUNT POPULATIONS:

- Located in communities most at risk of being under counted (urban and rural).
- Maintain everyday contact and have trusting relationships with the communities they serve.
- Manage cultural sensitivities and language needs within their communities.
- Nonprofits driven by social missions strive to ensure their communities have access to the funds, services, representations, and physical and social infrastructure affected by the Census count.
- Nonprofits are keenly aware of the negative impact an undercount will have on their communities, and that they will need to find ways to make up for the shortfalls.