



## Why Should Nonprofits Get Involved in the Census?

Each year, California receives \$76 billion in federal funding based in part on census data. It is estimated for that every person who is counted in California, our state will receive \$2,300 in federal funding -- money that goes to health clinics, HeadStart, road maintenance, food stamps, local schools, and more.

Historically, the census has missed disproportionate numbers of racial minorities, immigrants, young children, and those living in poverty – all considered “hard to count” populations – leading to inequality in political power, government funding, and private-sector investment in these communities. California has millions of people who can be considered "[hard to count](#)." In fact, one in every four Californians is considered "hard to count" because they live in a rural area or are homeless, don't speak English at home, or are hesitant to respond to a government agency.

In 2020 there are three significant challenges California will face in obtaining an accurate count: our demographics, the way the count is being administered (primarily via the internet), and the attempt to add a citizenship question to the survey.

California's 80,000+ nonprofits are uniquely qualified to make sure all Californians are counted in the 2020 Census:

- Located in communities most at risk of being undercounted including urban and rural areas, communities of color and indigenous communities, homeless
- Maintain everyday contact and have trusting relationships with clients, patrons, families, and residents in their community.
- Communicate in culturally and language appropriate ways.
- Experienced advocates for their communities.
- Understand the profound negative impact of undercounting on all aspects of Californians' lives.

**This is where you, the trusted nonprofit in your community, come in.** They see you when they bring their children to the childcare center, see a doctor at a local clinic, receive job skills training, or open the door to a Meals-on-Wheels volunteer. [That existing level of trust means people will listen when nonprofits speak to them about the Census](#). And, nonprofits are already good at [stepping outside our lanes](#) when it comes to emergencies or [responding to unexpected needs](#) in the community.

In addition, as the Census begins hiring, nonprofits will also help by recruiting paid enumerators (Census counters) that come from the communities where they will be working.

For more information, including a timeline for getting involved and tips for easy, inexpensive ways to raise awareness and make sure your community is counted visit [www.calnonprofits.org/programs/census-2020-toolkit](http://www.calnonprofits.org/programs/census-2020-toolkit).