The fundamental goal of the U.S. Census: Count everyone once, only once, and in the right place.

For most of this nation’s history, leaders have sought to ensure that the Census was accurate, valid and reliable to fairly allocate federal funding, determine political balance, and encourage economic development in our communities. In 2020, however, we are at-risk of a serious undercount – reduced Census resources, a transition in leadership, new technology and the proposed addition of an untested citizenship question all threaten to dramatically reduce the accuracy of the count.

Our democracy – and a lot of money – is at stake.

In California, more than 70% of our population belongs to a group that has historically been undercounted in the decennial Census. The Public Policy Institute of California believes that as many as 1.6 million Californians could be missed in the 2020 count.

With $1,950 per person per year in federal funding at stake, a failed Orange County Census could jeopardize $15 billion in resources to our most under-represented and disenfranchised communities over the next 10 years.

We have a plan to make sure Orange County counts.

According to recent analysis by CPAN (Census Policy Advocacy Network), it’s estimated that it would cost $8M to conduct a fair and accurate county of Orange County. While we don’t anticipate raising $8M, we are determined to raise about $4M to catalyze planned efforts to achieve a fair and accurate Census count in Orange County.

|$1.4 million|
---|---|
Already received by Charitable Ventures on behalf of Orange County nonprofits to conduct critical community outreach

|$1.5 million|
---|---|
Already received by the County of Orange to support the Count and coordinate with the US Census Bureau

|$1 million|
---|---|
Currently being sought from private donors and foundations to capitalize the Census Fund and catalyze existing public funds

By establishing the Census Fund, we can bolster coordinated marketing and messaging around the Census, promote education about the Census, train trusted messengers, and mobilize resources for outreach in our HTC communities.

For more information on how you can help, contact Sarah Middleton at sarah.middleton@missionup.co or Anne Olin at anne.olin@charitableventuresoc.org and read the attached Fund snapshot.
For funders interested in catalyzing the 2020 Census Complete Count effort in Orange County, the OC Census Fund is a targeted and strategic vehicle for philanthropic participation

FREQUENTLY ASKED QUESTIONS

What are the advantages of participating in a collective impact strategy rather than offering my own Census grants?
Investing in the OC coordinated Census campaign can increase the impact of your dollars by supporting larger grants to more organizations.

Can I designate that my dollars go to a specific geography, strategy or population?
Yes, please connect with the contacts for the OC Census Fund, Anne Olin or Sarah Middleton to discuss how to designate the use of your funding.

I cannot provide funds from my grant program, but I still want to support. Are there other opportunities to do so?
Orange County is getting creative! In-kind contributions like video production for PSAs, printing marketing materials, producing T-shirts and collateral for dissemination, sending your staff to convenings to stay informed, getting your organization’s staff to participate in the Census, communicating opportunities for engagement with your grantees, spreading the word about enumeration job opportunities, donating computers to set up kiosks at nonprofit locations that don’t have an extra computer…we will gratefully take it all!

<table>
<thead>
<tr>
<th>Geographic Focus</th>
<th>Orange County</th>
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<tbody>
<tr>
<td>Fund Objective</td>
<td>To ensure a fair and accurate count in Orange County by aligning private, public and in-kind resources through a targeted community outreach strategy</td>
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| Population Focus – Hard to Count Communities (defined by the State of California) | • Latinos  
• African–Americans  
• Native Americans and Tribal Communities  
• Asian–Americans & Pacific Islanders (API)  
• Middle–Eastern North Africans (MENA)  
• Immigrants and Refugees  
• Farm–workers  
• People with Disabilities  
• Lesbian, Gay, Bisexual, Transgender, and Queer/Questioning (LGBTQ)  
• Seniors/Older Adults  
• Homeless Individuals and Families  
• Children Ages 0–5  
• Veterans  
• Areas with low broadband subscription rates and limited or no access  
• Households with limited English proficiency  
• Other Populations as identified by the regional leadership |
| Grantmaking Focus of the Fund | • Census education and outreach  
• Marketing and communications campaigns to raise awareness and educate members of HTC communities  
• CommunityConnect Labs technology tools  
• Technical assistance  
• Evaluation initiative |
| Fundraising Goal | $1 million |
| Administration | Census funds to be administered by Charitable Ventures, providing project and grants management, fiscal and HR, contract management, audit and infrastructure expenses necessary to deploy this funding inside of a 12 month period. Admin fee is 9%. |
| Deadline | October 15, 2019 |
| RFP to Regional CBOs Released | November 2019 |
| Grant Award Decisions Made | December 2019 |
| Funds Distributed | Q1 2020 |