

Why The 2010 Census Matters For Colorado Nonprofits

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Overview

- What is the Census?
- How is the data used?
- What's at stake for Colorado
- Who tends to be at risk of not being counted?
- Why should nonprofits get involved?
- How can nonprofits help?

What is the Census?

- Count of every person residing in the U.S
- Happens every 10 years
- Required by law to mail in forms
- Collects demographic information on households:
 - # people in household
 - Their age, race, gender

How is the data used?

Federal Funds:

- Determines spending of \$450 billion nationally
- Medicaid, Head Start, community block grants, education, etc.

Public Infrastructure:

- Spending on and locating schools, roads, public transportation, etc.

How is the data used?

Community needs:

- Needs assessment by nonprofits and governments

Political Representation:

- Determines # U.S. Representatives per state
- Informs drawing of electoral districts

What's at stake for Colorado?

- 2000 Census: 74% of Coloradans counted
- \$4.3 billion in federal funds based on Census (Brookings Institution, '07)
- 30th in federal funds based on Census(Ibid.)
- 49th per capita
- \$878.73 received/lost for each person counted/not counted (Ibid)

Who tends to be at risk of not being counted?

- Racial and ethnic minorities
- Low income populations
- Renters and highly mobile people
- The homeless
- Immigrants, people with Limited English Proficiency
- Adults without a high school diploma
- Young children
- Unemployed persons

Why should nonprofits get involved?

Access: Nonprofits serve “hard to count” people and communities

Trust: People trust nonprofits that help them and that they know

Why should nonprofits get involved?

Community-based services

Nonprofits provide services appropriate for communities and populations they serve

Why should nonprofits get involved?

Better understanding of who we serve

- Clearer demographic picture
- Data informs service design and delivery

Why should nonprofits get involved?

More federal funds for our communities

- More competitive grants available for nonprofits
- Greater investments in public infrastructure

Why should nonprofits get involved?

More support for Colorado

- Greater share of federal funds
- Better demographic information for policy decisions
- Could mean more Representatives, more clout in Congress

How can nonprofits help?

Tell people about the Census.

Newsletters, website, materials at events, posters and forms in the office, etc.

Offer forms and/or on site assistance.

Training and resources to become a “Be Counted” site or a “Questionnaire Assistance Center.”

How can nonprofits help?

Help with Census Outreach

- Promote Census jobs
- Join your local Complete Count Committee.
- Partner with the Census.
- Sign up at www.nonprofitscount.org
- Contact a Census Partnership Specialist

Census Resources

- U.S. Census Bureau Regional Office: (303) 969-6750 and ask for a Partnership Specialist or visit www.census.gov/roden/www/become.html
- State of Colorado: Census data, Complete Count Committees www.colorado.gov/2010census
- Nonprofits Count: toolkits, training, and technical assistance www.nonprofitscount.org
- Colorado Nonprofit Association
www.coloradononprofits.org/census.cfm