

Seven Things

Any Nonprofit Needs to Know About Census 2010

1. Why is the census important for nonprofits and their communities?

- Every person counted in their community impacts ten years of funding, representation and allocation of public services and infrastructure.
- It is a mirror that creates a new picture of a community—defining the challenges and opportunities ahead for nonprofits and the people they serve.

2. What are three things most affected by the Census?

- Federal Funds: For 100 people not counted, a community loses an estimated \$1.2 million in federal funds for programs such as Medicaid, social services block grant and vocational education.
- Political Representation: Census numbers re-draw boundaries for 435 congressional districts, 1,971 state senate districts, 5,411 house districts, city council, county boards and more.
- Public Infrastructure: Government and businesses use census numbers to locate schools, transit, retail outlets.

3. Who is in danger of being undercounted?

The Census tracks 12 “Hard to Count” conditions—including people’s current housing situation, income, literacy, employment status and language spoken at home.

4. When does the population census take place?

- The Census starts in February 2010 counting “group quarters” such as senior homes, student dorms, prisons and populations.
- Census forms go in the mail to 145 million households in late March. It does special counts of the homeless on specific dates near April 1st. Households not returning a form will receive home visits and be encouraged to go to Questionnaire Assistance Centers housed at local nonprofits. (Note: Funds available to nonprofits to be a QAC)

5. What’s new and different this time around?

- What’s easier? Everyone gets the short form. It’s one page. Six questions.
- What’s harder? More people. More multiple-family households. More immigrants and languages. Trust in government has declined. It can’t be done without nonprofits helping!

6. How easy is census engagement for nonprofits to do?

There are many easy activities to integrate into everything nonprofits already do.

7. What’s the best thing a 501(c)(3) can do for the Census right now?

- Contact their local census office. Have a short conversation with a partnership specialist about simple ways their nonprofit get help get a complete count!
- Visit www.nonprofitscount.org and sign up for nonprofit census updates.

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