

Why Nonprofits: Key to a Complete Count

Challenges to a Complete Count

Mail: The Census is conducted by mail. If any of the 125 million households do not receive the form and they don't seek out the form from a trusted source—thousands could be missed.

Hard to Count: Recent foreclosures, unemployment and the post 9/11 political environment for immigrants all create a high risk for the undercount of populations the Census has deemed hardest to count—those who've recently moved, live in temporary or multi-unit dwellings or those lower income, on public assistance or unemployed.

Language: Language barriers often contribute to the undercount of many non-English speaking residents.

Trust: There is no factor more important than trust in the census. When a government official knocks on their door, people may be uncertain about what information to share—or whether to answer the door at all.

Communities served by nonprofits are at the **greatest risk of being undercounted** in the 2010 Census.

Every person not counted puts ten years worth of government funds, political representation and public infrastructure at risk. **The government cannot conduct the Census alone.** They need nonprofit organizations and community service providers who have the reach and trust of hard-to-count populations to engage their communities for a complete count.

Why Nonprofits Are Key to a Complete Count

Nonprofits are uniquely poised to provide education and motivation around Census participation. Nonprofits maintain ongoing, trusting relationships with the people they serve. As such, nonprofits can be powerful vehicles for encouraging their communities to return the Census questionnaire or respond to Census enumerators.

Location: Nonprofits are densely located in hard to count areas.

Access: Nonprofits have everyday contact with communities most at risk of being undercounted. Without inventing a new program, nonprofits can provide basic information to the thousands who pass through their doors on how and why to participate in the Census.

Trust: Nonprofits have trusting relationships with the communities they serve and can act as powerful vehicles for education about the importance of Census participation. When the message to be counted comes from a trusted entity, people are more likely to participate.

Multilingual: Nonprofits connect to a range of constituencies and cultures. Most nonprofits serving communities who speak languages other than English, can

provide access to Census education materials in their communities languages.

Visibility: Nonprofits are out in the community at events, meetings and everywhere people live, work and play.

A Vested Interest: Nonprofits driven by social missions have an inherent interest in ensuring that their communities have access to the funds, services, representation and physical and social infrastructure impacted by the census count.

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