



GRANT APPLICATION GUIDELINES

BACKGROUND:

The United States Constitution requires that the residential population of the country be counted every 10 years. **A complete and accurate count is vital for communities.** Census data is used to distribute funding for over 300 federal programs that provide vital community services like medical care, road repairs, school improvements, and nutrition programs. The number and distribution of elected officials are based on census data. Non-profit organizations, businesses, and governments use census data to identify community needs and evaluate solutions to difficult problems.

Historically, some populations - including communities of color, low-income households, people experiencing homelessness, renters, college students, immigrants, and young children - have been undercounted in the census. Undercounts happen for many reasons. People may not understand the census, may not trust the government, or may not want to share their information. Whether the citizenship question will be included in the 2020 Census has contributed to confusion and fear around census participation. Whatever the reason people don't participate, undercounts deprive communities of necessary resources and representation.

The next census occurs in April 2020. For the first time, census data will be collected primarily online. The new format may make it even harder for people without reliable internet access to participate. A fair and accurate count in Census 2020 is vital for Miami-Dade County. Researchers estimate that for every person not counted, communities lose up to \$1,800 per year in federal funds.

FUNDING COLLABORATIVE:

A collaborative of local and national funders is launching Miami-Dade Counts 2020, an outreach campaign to support census participation. Miami-Dade Counts is interested in funding efforts in Miami-Dade County to encourage full participation in the 2020 Census and **we're investing more than \$400,000 in this effort.**

Partners include the Allegany Franciscan Ministries, the Census Equity Fund, The Children's Trust, the Early Learning Coalition of Miami-Dade and Monroe Counties, FIU Metropolitan Center, Health Foundation of South Florida, the John S. and James L. Knight Foundation, The Miami Foundation, Radical Partners, State Voices, Stearns Weaver Miller, the United Way of Miami-Dade, and the Wallace H. Coulter Foundation.





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FOCUS AREAS:

Grants will be awarded to nonprofit and governmental organizations in Miami-Dade County with thoughtful, culturally sensitive, innovative strategies for reaching communities that have historically low rates of participation in the Census.

The collaborative will offer grants to community-based organizations working in the targeted communities to do any of, but not limited to, the following. The below bullets are intended to provide guidance, not limit and/or exclude future approaches to the program's purpose:

- Convene Community Complete Count groups
- Provide for organizational capacity to support Census 2020 work
- Support collaborations between local community groups to engage in outreach
- Establish community sites to provide information and assistance
- Organize events to promote participation
- Conduct targeted communications efforts
- Secure support of elected officials and municipalities

The collaborative will prioritize proposals that demonstrate the following:

- A feasible work plan that builds on an understanding of effective strategies to reach hard-to-count communities
- Demonstrated ability to reach individuals or institutions trusted by hard-to-count communities
- An understanding of and history of involvement with the populations the program aims to reach
- General knowledge about the census process, uses of census data and requirements regarding filling out the form
- Organizational capacity to implement the proposed plan of action
- Evidence of strong networks and partnerships with others in the field
- Plans to utilize outreach resources available through reputable national networks or other sources to avoid duplication of effort (e.g., message testing and materials development for specific population groups)
- A sound approach for measuring progress of outreach efforts

ELIGIBILITY:

Eligible applicants include 501(c)(3) nonprofit organizations and governmental entities serving Miami-Dade County that show a strong track record of providing quality programs that reflect the program's purpose.



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GRANT SIZE:

Grant amounts will vary, depending on proposed activities and the organization's capacity. Grant awards will likely range from \$5,000 to \$25,000.

APPLICATION PROCESS:

Applicants must submit a proposal online via Submittable (<https://themiamifoundation.submittable.com>) using the Miami-Dade Counts 2020 Form.

- Each organization may submit one proposal.
- Proposals due: August 15, 2019.
- Estimated notification of grant awards: October 2019.
- Grant period: October 1, 2019 - May 31, 2020.

PROPOSAL NARRATIVE QUESTIONS:

Mission - Briefly state the organization's mission. (75 words)

Purpose - Describe in one sentence the proposed use of funds. (75 words)

Activities - Summarize the project goals and activities that will be undertaken with concise bullets. (150 words)

Outcomes - What are the proposed outcomes of those activities? Please use concise bullets. (150 words)

Measurement - How will you track and measure the progress of your project efforts? (150 words)

Audience - Which neighborhoods/communities do you intend to work with and who/how many do you expect to reach? Include a specific geographic description (i.e. census tracts, maps, or street boundaries). (150 words)

Specific Audience - Select from the options below the primary hard to count audiences you propose to reach. Options include: Children 0-5, Older Adults, People Experiencing Homelessness, Immigrants, Non-English speakers, Farmworkers, College Students, etcetera.

Specific Geography - Select from the options below which census-designated place in Miami-Dade County you plan to target?

Expertise - What unique expertise do you bring to the table at it relates to the goals of this program? Based on your organization's past experiences in working with the target population, how will your efforts increase census participation in one or more historically undercounted communities. (150 words)

Partners - Who are your key partners and how do these partnerships maximize your impact? (150 words)

Other - Is there anything else you would like to share with the Foundation in support of your request? (150 words)

Funding - How much funding are you requesting? Grant awards will likely range from \$5,000 to \$25,000.



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REQUIRED ATTACHMENTS:

Proposal Budget using the the Miami-Dade Counts 2020 template found at www.miamicensus.org/apply

Organization's current annual operating budget

Current Board of Directors list

ANY QUESTIONS?

- Join us for a webinar on **Wednesday, July 17th at 9:30 a.m.** to learn more about the program and get their questions answered. You can register [here](#) or by visiting www.miamicensus.org.
- Direct your questions to Lindsey Linzer, Senior Director of Programs and Grants Administration, at The Miami Foundation: LLinzer@miamifoundation.org.