



JOIN IN.
BE COUNTED.

Help Miami get its share of resources through the 2020 Census.

www.miamicensus.org



Powered by:



CENSUS
EQUITY
FUND



Commissioner
Eileen Higgins
District 5



STEARNS WEAVER MILLER

STATE
VOICES



With support from:



AT RISK FOR MIAMI

MILLIONS IN FUNDING

Estimated 1% undercount in 2010 - millions of dollars in federal funds lost each year as a result. Our share of \$800 billion in federal funds for schools, roads, and health care.

DATA ACCURACY

Local businesses, hospitals, government and universities rely on census data to assess community needs, conduct research, determine services, make hiring decisions and more.

POLITICAL POWER

Census data are used for apportionment of seats and Congressional redistricting. 1-2 House seats are up for grabs for Florida.

WHY THE 2020 CENSUS IS DIFFERENT

ONLINE

For the first time ever people will have the option to respond to census online, in addition to phone and paper responses.

FUNDING

The 2020 Census is underfunded at all levels - especially considering the new and somewhat untested online response.

MISTRUST

Levels of government mistrust are at an all time high. Uncertainty regarding citizenship question and safety of information.

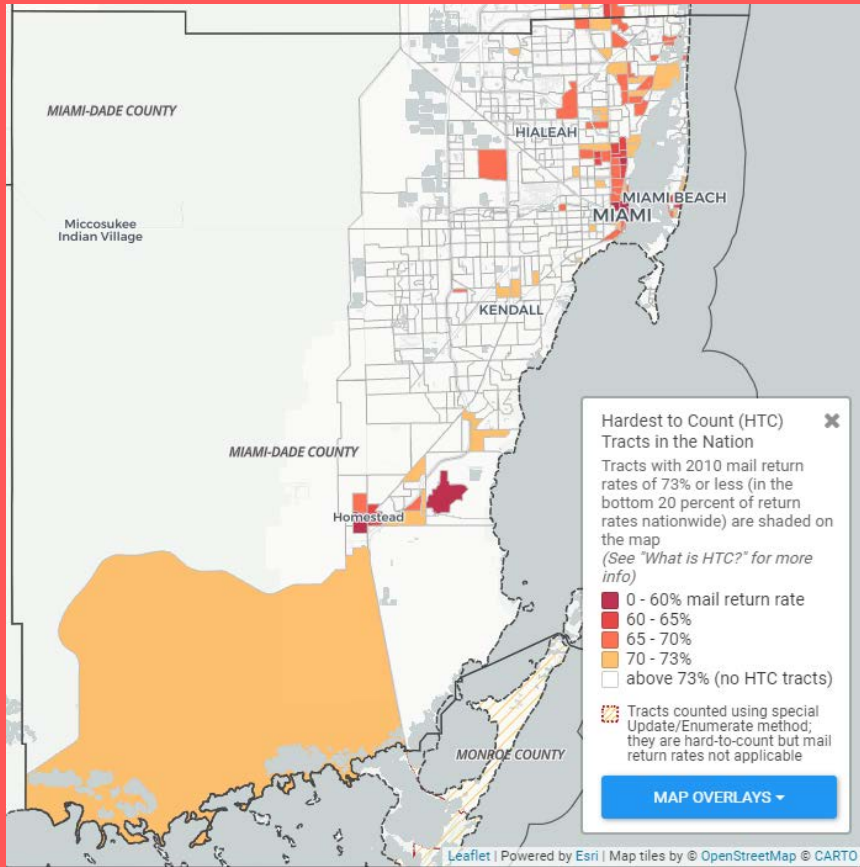
TECHNOLOGY

More reliance on technology and online responses means fewer fieldworkers.

HISTORICALLY UNDERCOUNTED POPULATIONS

- Racial and ethnic minorities
- Persons who do not speak English fluently
- Lower income households
- Homeless persons
- Undocumented immigrants
- Young, mobile persons
- Children under 5 years of age
- Persons who are angry at and/or distrust government
- LGBTQ persons





MIAMI-DADE'S HARD TO COUNT CENSUS TRACTS

MIAMI-DADE COUNTS 2020 APPROACH



GRANTMAKING

Awards to organizations working towards complete count efforts.



OUTREACH

Develop shared messaging and tools to collectively support full participation in Census 2020.



PARTNERSHIP

Unite philanthropists, elected officials, influencers, nonprofits and residents around Census 2020 efforts.



GRANT PROGRAM

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.

FOCUS AREAS

- Convene Community Complete Count groups
- Provide for organizational capacity
- 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

TIMELINE

July 9, 2019

RFP released

August 15, 2019

Proposals due

October 2019

Grants awarded

GRANT PROGRAM DETAILS

GRANT SIZE

Grant awards will range from \$5,000 to \$25,000. Over \$475,000 available for grantmaking.

ELIGIBILITY

501(c)(3) nonprofit and governmental entities service Miami-Dade County.
Groups with established fiscal sponsor.

APPLICATION

Each organization may submit 1 application at <https://themiamifoundation.submittable.com>

ATTACHMENTS

Proposal budget
Organization operating budget
Current board list

FREQUENTLY ASKED QUESTIONS

CAN OUR ORGANIZATION APPLY?

If you are a 501(c)(3) organization or a government entity. Otherwise you need an established fiscal sponsor.

HOW MUCH CAN I REQUEST?

Grant awards will be in the range of \$5,000 - \$25,000.

WHERE DO I FIND CENSUS TRACT INFO?

Visit [census.gov](https://www.census.gov) or censushardtocountmaps2020.us to find out which census tracts your organization serves and whether they are considered hard -to-count.

WHAT IS THE GRANT TERM?

October 1, 2019 - May 31, 2020

WHO IS THE GRANT COMING FROM?

The Miami Foundation will be awarding grants on behalf of the collaborative of funders.

WHO DECIDES GRANT AWARDS?

A committee of funders and partners with expertise on community needs.



GET INVOLVED

APPLY FOR FUNDS

Are you an organization ready to encourage communities to take the Census? Apply for a grant to make it happen.

SPREAD THE WORD

Tell your family, your friends, and your colleagues that the Census is happening in April 2020.

CONTACT US

Lindsey Linzer, The Miami Foundation
LLinzer@miamifoundation.org

Natalie Castellanos, Health Foundation of South Florida
Ncastellanos@hfsf.org



www.miamicensus.org