



Central Texas 2020 Census Get-Out-The-Count

Every 10 years, the United States conducts a constitutionally mandated Census that counts every resident. The data collected by the decennial Census is used to distribute billions in federal funds to local communities and to determine the number of seats each state has in the U.S. House of Representatives. Historically, the Census has missed disproportionate numbers of populations of color, immigrants, young children, and the poor, leading to inequality in access to public funding and private investment and political power for these communities.

Millions of dollars in federal aid to Texas depends on the accuracy of the Census, including significant support for health care, housing, transportation, food, and more. The Census affects 55 federal programs that support Central Texas residents. Based on 2010 estimates, being undercounted by even one percent in 2020 could result in a significant loss in federal funding for Texas—at least \$300 million a year.

In Central Texas, a 1% undercount of the population could translate to \$25 million in lost revenue per year.

This lost revenue will adversely affect those most vulnerable populations in our community who are also most at risk for undercounts. When we secure an accurate Census count, we ensure that our communities get their fair share of the more than \$675 billion available annually in federal funding for schools, hospitals, infrastructure, and more, according to the U.S. Census Bureau.

The 2020 Census is facing unprecedented challenges that will make a larger undercount more likely — a leadership void at the Census Bureau; insufficient funding, resulting in canceled tests and scaled back preparations; cybersecurity threats (real and perceived) and the digital divide as the first online Census rolls out; and community reluctance and fear of sharing information with the government. We know the proposed citizenship status question – which ultimately was not included in this Census – will still deter a significant number of respondents. We also anticipate that the first primarily online Census creates a participation barrier for many individuals and families without reliable access to the internet and raise concerns about data privacy.

Central Texas foundations are partnering to fund get-out-the-count efforts in our region. Participating foundations to date include St. David’s Foundation, Episcopal Health Foundation, Austin Community Foundation, and Carl C. Anderson & Marie Jo Anderson Charitable Foundation. United Way for Greater Austin is administering the grants.

Summary

United Way ATX seeks to award up to 30 one-time project grants of \$5,000 to \$20,000 each to qualified community organizations and Complete Count Committees to conduct get-out-the-count efforts for the 2020 Census targeting hard-to-count communities in five Central Texas counties (Bastrop, Caldwell, Hays, Travis, and Williamson). In total, United Way ATX will award a minimum of \$300,000 for this work. Lead foundations contributing to these grants to date include:



Key Dates

- Oct. 10: [RFP Released](#)
- Oct. 14: [Informational Webinar](#)
- Nov. 11: [Proposals Due](#) by 4:59 pm
- Dec. 12: Awards Announced
- Jan. 1, 2020: Grant Term Start
- July 31, 2020: Grant Term End

Questions

Please submit all questions to Sara Reeves at sara.reeves@uwatx.org. Responses to frequently asked questions are posted [here](#).



United Way ATX’s Role in Ensuring an Accurate Count

United Way for Greater Austin brings people, ideas, and resources together to fight poverty in our community. Together with community leaders and partners, we’re leading the charge to create sustainable and lasting solutions to poverty and the cycle that holds people in it.

Accurate Census counts are essential to United Way ATX’s mission to fight poverty. Census data informs service provision and policymaking and determines resources that flow into our community. The lack of state government investment has left Texas behind the curve in preparing to ensure an accurate Census count. Individual counties are working quickly to catch up, each independently building out similar systems and responding to similar challenges – creating the potential for duplication of effort and conflicting messages that could have an unintended detrimental effect on this work.

As the regional, multi-county coordinating body for the Central Texas 2020 Census Get-Out-The-Count efforts, United Way ATX is collaborating with the Complete Count Committees (CCCs), grassroots nonprofit organizations and service providers, funders, and other relevant entities in five Central Texas counties (Bastrop, Caldwell, Hays, Travis, and Williamson) to ensure as complete a count as possible. United Way ATX will administer this funding, provide other resources, share best practices, and maximize return on investment to ensure the most vulnerable populations in our region are counted.

Funding Strategies

Our goal is every person in Central Texas is counted. To minimize the undercount, United Way ATX seeks proposals in two categories: **Grassroots Organizations/Service Providers** and **Complete Count Committees**.

Category I: Grassroots Organizations and Service Providers

United Way ATX seeks proposals from organizations with existing ties to hard-to-count (HTC) communities in five Central Texas counties (Bastrop, Caldwell, Hays, Travis, and Williamson) to conduct boots-on-the-ground, get-out-the-count activities targeting HTC populations. Proposals must identify target HTC populations and include specific activities that will ensure that individuals from these populations successfully complete and submit the Census survey.

Boots-on-the-ground support can include, but is not limited to:

- Census survey completion assistance centers
- Door-to-door canvassing and Census completion support
- General assistance completing the survey (e.g. service providers incorporate survey completion into normal operations)

Hard-To-Count Communities

Historically, the census has missed large numbers of vulnerable populations. Through this work, we will target hard-to-count (HTC) communities in in Central Texas where 25-35% of the population lives in hard-to-count neighborhoods, including:

- Young children
- Highly mobile
- Racial/ethnic minorities
- Non-English speakers
- Low income
- Homeless
- Undocumented
- Distrust of government
- LGBTQ
- Mental or physical disabilities
- Non-traditional housing

Complete Count Committees

Complete Count Committees (CCCs) utilize local knowledge, influence, and resources to educate communities and promote the census through locally based, targeted outreach efforts.

CCCs help the Census Bureau get a complete count in 2020 through partnerships with local governments and community organizations.

Resources

[2020 Census Community Outreach Toolkit](#)

[Center for Public Policy Priorities 2020 Census in Texas](#)

[Texas Hard-To-Count Maps](#)

[Find Your Local CCC](#)



These are only intended as examples and applicants should not feel limited to these options. United Way ATX is eager to learn from the expertise of grassroots organizations with deep ties to HTC communities and encourages applications from organizations that proposes any activities most likely to connect with the target populations.

Please note, the purpose of this funding is to provide direct, boots-on-the-ground support. Therefore, organizations whose proposals only include information dissemination (such as distributing flyers) – and do not include direct support for individuals to submit a complete Census survey – will not be considered for this funding. Proposals may include some elements of information dissemination if appropriate, but applicants should be prepared to coordinate with their local CCCs in these efforts. In addition, preference will be given to proposed work that takes place before the April 1, 2020 count day. Organizations may propose work that continues until the July 31, 2020 survey deadline, but a majority of the efforts should occur prior to April 1, 2020.

United Way ATX anticipates a majority of grants awarded in this category will range from \$5,000 to \$20,000. Grant proposals and budgets should not exceed \$20,000. However, the goal of this funding opportunity is to have the greatest impact by reaching significant numbers of individuals in HTC communities and assisting them in successfully completing the Census survey. Organizations with the capacity to scale their work and reach more individuals in HTC communities can indicate this in the application. These organizations will be asked to indicate the number of individuals they could reach with a \$50,000 grant.

Category II: Complete Count Committees

United Way ATX seeks proposals from official CCCs in five Central Texas counties (Bastrop, Caldwell, Hays, Travis, and Williamson) to conduct and/or coordinate get-out-the-count activities with specific focus on targeting HTC populations. Proposals must identify key HTC populations and include strategies that will ensure that individuals from these populations successfully complete and submit the Census survey.

United Way ATX anticipates a majority of grants awarded in this category will range from \$10,000 to \$20,000. The goal of this funding opportunity it to have the greatest impact by reaching significant numbers of individuals in HTC communities and assisting them in successfully completing the Census survey. CCCs with the capacity to scale their work and reach more individuals in HTC communities can indicate this in the application. These CCCs will be asked to indicate the number of individuals they could reach with a \$50,000 grant.

Eligibility Requirements

In order to be eligible for consideration in this award, applicants must:

- Demonstrate prior community engagement/organizing experience with the HTC population(s) targeted in the proposal.
- Be led, staffed, and/or guided by individuals reflecting the race, ethnicity, and culture of the communities being served.
- Showcase a history or demonstrated ability to reach and engage members from their communities.
- Accept the terms of the [United Way ATX Grant Agreement](#).
- Operate as an official Complete Count Committee **OR**
- Operate as a registered nonprofit organization for one year prior to application submission and have an official letter of determination of 501c3 status from the Internal Revenue Service.
 - Organizations with religious affiliations will be considered for funding only if the project for which they seek support addresses the needs of the wider community without regard to religious beliefs.



- Demonstrate sufficient resources to undertake the proposed work within the grant term.¹
- Not be delinquent on any state or federal debt.
- Share United Way ATX’s view of collaborative and inclusive service to the entire community, without excluding anyone on the basis of race, color, religion, gender, ethnicity, national origin, age, disability, sexual orientation, or any other factor not relevant to a person’s eligibility for service or ability to contribute.
- Propose a project that targets one or more specific hard-to-count populations.
- Propose a project that targets individuals in one or more of the following Central Texas Counties
 - Bastrop
 - Caldwell
 - Hays
 - Travis
 - Williamson
- Agree to coordinate their efforts (as appropriate) with other Census outreach efforts in the region, including their local CCC, and participate in regular coordinating calls with United Way ATX, if requested.
- Agree to update their information in the 2-1-1 data system on a regular basis, if appropriate.

Application

Basic Organization Information

- Federal Tax Number²
- Address and Phone Number
- Website
- Contact Information

Narrative Responses

1. **HTC Community(ies) and Demonstrated Experience**

Provide an overview of the HTC population(s) you will serve and detail your history with and capacity to serve this population(s) in the Central Texas region. Include the number of individuals you intend to reach with this work. For CCCs, if you intend to subgrant or have partners, include these details for the intended partners.

2. **Strategy and Activities**

Outline your approach to reaching your targeted HTC population(s) and the activities you will undertake. Include supporting information/rationale for your selected strategies and activities. Provide details on how you will ensure the work is done in a culturally relevant manner and takes into account target population(s) needs such as language, literacy level, transportation, child care needs, computer/mobile access, etc.

3. **Funding and Collaboration**

Outline secured and prospective funding sources for this work and detail all key collaborations necessary for success. Please note that grassroots organizations and service providers are asked if they have already been in contact with their local CCC about coordination.

4. **Budget Narrative**

Brief description of purpose of expenses included in the project budget.

Attachments

- Key Staff
- Key Partners (if applicable)
- Project Timeline
- Project Budget ([use provided template](#))
- IRS determination letter or tax-exempt status²
- Current operating budget²
- Recent income statement and balance sheet²
- Recent W9²

¹ If United Way ATX funding covers only a portion of the project costs, the organization must demonstrate that other funding is available to complete the project.

² If your organization is not a recognized nonprofit or part of a government entity, you will provide this information for your fiscal agent.



Reporting

Grantees will be asked to submit short monthly reports with numbers served, brief descriptions of activities, and important lessons learned to share with the regional partners. Two more thorough reports will be submitted on April 15 and August 7, 2020. United Way ATX will collect the following information:

- Number of members of HTC communities reached with outreach efforts. Measured through direct counts and/or estimates of reach.
- Number of Census surveys completed and submitted. Measured by count of Census forms completed with direct support.
- Qualitative description of activities –including successes and barriers

Informational Webinar

Join us on Monday, October 14, 2019 for an informational webinar on this grant opportunity. Register for the webinar here: https://zoom.us/webinar/register/WN_a86U3HP2R4OuyMT37r-8Eg

How to Apply

Details on this grant opportunity can be found here: www.unitedwayaustin.org/census2020

Proposals are submitted online here: <https://app.smartsheet.com/b/form/869e3c65af6a48f9a9670f2d0e3939e5>

All proposals must be received by United Way ATX before 4:59 pm Central Time on November 11, 2019.

Review Process

Proposals will be screened for eligibility and completeness. Those entities who meet the eligibility criteria outlined above and submit complete applications will move on to a community review process. The review committee will include representatives from partnering funders and the statewide CCC, as well as United Way ATX program officers. In addition, local CCCs will be invited to participate in the review of grassroots organization and service provider applications.

Grant proposals will be evaluated, on a competitive basis, using the following criteria:

- Established track record working with and engaging target populations.
- Clarity of project description and project activities.
- Capacity to reach individuals in HTC population(s) in Central Texas counties.
- Achievable timeline that corresponds with key activities.
- Organizational capacity to implement the project – including staffing, leadership, and operational and fiscal management.
- A budget narrative that makes clear the necessity of the project’s specific line items.
- Alignment with CCC and regional efforts.