



## **Introduction to Census 2020**

An accurate Census count affects our community for the next decade. The allocation of our representation, resources, and funding for the Jefferson area relies on strong Census participation. Being counted helps our communities create jobs, provide housing and food, fund education, prepare for emergencies and build schools, roads, hospitals and libraries. Census data is used to inform spending and policy decisions as well as how legislative districts are drawn. The Jefferson area constitutes nearly 20% of Allegheny County's total population.

Census 2020 provides Jefferson organizations a unique opportunity to participate in educating and encouraging civic engagement.

## **Jefferson Counts Campaign**

Jefferson Counts is a campaign led by Jefferson Regional Foundation and the Jefferson Community Collaborative to ensure a fair and accurate 2020 Census Count in Jefferson communities. The campaign strives to ensure that:

- 1. A fair and accurate count is conducted in Jefferson area, reaching deeply into traditionally under-counted populations**
- 2. The Jefferson community is confident, comfortable, and informed about the Census process & what's at stake**
- 3. Regional interest and enthusiasm in civic engagement rises in the community and continues**

The Jefferson Counts Campaign will offer Jefferson Counts Mini-Grants to support organizations in Census outreach activities focused on historically undercounted and hard-to-count populations and communities. Jefferson Counts Mini-Grants are for targeted Census outreach projects ranging from \$1,000-\$10,000.

**Jefferson Counts Mini-Grant applications can be submitted to Kelleigh Boland, Jefferson Regional Foundation's Program Officer at [kelleigh.boland@jeffersonrf.org](mailto:kelleigh.boland@jeffersonrf.org).**

## **Applications will be accepted by the following dates:**

- December 11, 2019
- January 31, 2020
- February 28, 2020

## Eligibility for Jefferson Counts Mini-Grants

1. Jefferson Counts mini-grants should focus on Census outreach activities to a historically undercounted Census tract or a hard-to-count community or population (seniors, people of color, foreign born residents, children 0-5 years of age, commuter students from colleges/universities, and/or low-income residents). Please visit here for local data: [www.jeffersonrf.org/2020Census](http://www.jeffersonrf.org/2020Census)
2. Jefferson Counts mini-grant applications must be submitted by a fiduciary with a qualified 501(c)(3) or a public entity. Foundation staff are happy to assist with an introductory conversation with a 501(c)(3) if needed. Please contact Kelleigh Boland, Program Officer at [kelleigh.boland@jeffersonrf.org](mailto:kelleigh.boland@jeffersonrf.org) or 412-267-6772 if a connection is needed.
3. A program or project must primarily serve the Jefferson area which encompasses the South Hills and lower Mon Valley communities in Allegheny County. A full list of the Jefferson area's Allegheny County communities can be found here: <https://jeffersonrf.org/about/service-area/>
4. The program or project cannot compete with any activities of Jefferson Hospital or Allegheny Health Network.
5. Jefferson Counts mini-grant projects should range from \$1,000-\$10,000 and can be implemented through April 2020.

## Application Requirements

1. An attached copy of the IRS 501(c)(3) letter awarding tax exempt status to the fiduciary organization. If your organization is a public entity, please attach a copy of your letterhead.
2. Proposed Census activities must take place in the Jefferson area to a historically undercounted Census tract or a hard-to-count community or population. Please visit here for local community data: [www.jeffersonrf.org/2020Census](http://www.jeffersonrf.org/2020Census). Special populations include:
  - a. Seniors
  - b. People of Color
  - c. Foreign Born Residents
  - d. Children 0-5 years of age
  - e. Commuter Students (from local colleges/universities)
  - f. Low-income residents
3. Description of the proposed Census activities, partners, and a timeline through April 2020. Proposed Census activities may include staff time for outreach, events focused on Census education, running a local pledge drive, etc.)
  - a. Jefferson Regional Foundation encourages all mini-grant applicants to use pledges to encourage local residents to complete their Census forms.
  - b. Jefferson Regional Foundation will provide online links and printed copies of pledge forms, cover mailing costs associated with sending pledge confirmations, and offer a webinar outlining how follow-up with local residents can be done through a text-based communication platform.
  - c. Online and printed pledge forms will be available by January 2020 and applicants will be expected to share these with residents.
  - d. Applicants commit to collecting and sending printed pledge cards to Jefferson Regional Foundation.

- e. Pledge cards are designed to double as Census reminders and will be mailed to residents in mass by the Foundation.
4. A clear and reasonable list of project expenses ranging from \$1,000-\$10,000
5. Confirmation of being a Jefferson Counts Census Leader

## **Technical Assistance for Organizations**

Jefferson Regional Foundation is pleased to provide the following Census resources for organizations applying for a Jefferson Counts mini-grant.

1. **Jefferson Counts Census Resources & Toolkit** ([www.jeffersonrf.org/2020Census](http://www.jeffersonrf.org/2020Census)): resources, talking points, and promotional items to help organizations reach deeply into our local communities to ensure that everyone is counted. Organizations are encouraged to tailor the provided resources to best reach their targeted audiences.
2. **Data on Hard-to-Count Communities** ([www.jeffersonrf.org/2020Census](http://www.jeffersonrf.org/2020Census)): data overview on communities and populations that are at risk of being undercounted to help your organization identify how you may target your strategies.
3. **Assistance with Outcome Tracking:** Foundation Civic Engagement Fellow Amy Wisseman will provide forms to mini-grant awardees to help track the following:
  - # of residents who receive Census education through your events/activities
  - # of promotional materials distributed to residents
  - contact information for any print pledges you may collect
4. **Connections to The Jefferson Community Collaborative:** ([www.jeffersonrf.org/jefferson-community-collaborative/](http://www.jeffersonrf.org/jefferson-community-collaborative/)) - a network of 90 community-serving organizations committed to bringing together change-makers to positively impact the health & vitality of communities south of Pittsburgh.



## Jefferson Counts Mini-Grant Application

Application information should be completed in this Word document and submitted with any attachments via email to [kelleigh.boland@jeffersonrf.org](mailto:kelleigh.boland@jeffersonrf.org).

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**PART 1: Organizational Information-** Please fill in the following information:

- a. Name of Organization:
- b. Address of Organization:
- c. The Organization's Current Fiscal Year Budget:
- d. The Organization's Tax ID:
- e. Brief description of organization's work in the Jefferson area (one paragraph):
- f. Contact Person for Census 2020 efforts-
  - Name:
  - Job Title:
  - Phone Number:
  - Email Address:
- g. Attach a copy of the IRS tax-exempt determination 501(c)(3) letter

**PART 2: Project Information**

- a. In 2-3 paragraphs, describe the communities and/or special populations (seniors, people of color, foreign born residents, children 0-5 years of age, commuter students attending colleges/universities, rural households, and low-income residents) in the Jefferson area you hope to impact with your Census 2020 activities. Explain why your organization is best positioned to work in your identified targeted communities and/or with your targeted audience.

- b. In 2-3 paragraphs, describe your Census activities including how if you plan to engage in the Jefferson Counts pledge process, any partnerships, and your project timeline (through April 2020). What unique strategies will you use?
- c. What difference will this project make and what will success look like? Include 3-5 key objectives and measures if applicable.

**PART 3: Project Costs and Amount Requested**

- a. Provide a general idea of project costs and what other resources will be used
  - Total Mini-Grant request amount:
  - General idea of project costs:
  - Other funding also being used for the project, if applicable:

**PART 4: Confirmation of Being a Jefferson Counts Census Leader (please check all that apply)**

- My organization has attended a Jefferson Counts Census intensive training session, a Complete Count Committee training session, or is planning to attend a Complete Count Committee training session on December 10, 2019
- My organization has committed and used the Jefferson Counts toolkit to inform and educate Jefferson community members about the Census 2020
- My organization will work closely with Jefferson Regional Foundation staff and complete follow-up forms as requested.



**Jefferson Counts Mini-Grant**

**Application Check-List**

Application Requirement	Check Off When Complete
<b>PART 1-</b> Organizational Information- all information included	
<b>501(c)(3)</b> form attached with email submission to <a href="mailto:kelleigh.boland@jeffersonrf.org">kelleigh.boland@jeffersonrf.org</a>	
<b>PART 2-</b> Project Information- all information included	
<b>PART 3-</b> Project Costs and Amount Requested- all information included	
<b>PART 4-</b> Confirmation of Being a Jefferson Counts Census Leader	

**Please submit your application and any attachments via email to [kelleigh.boland@jeffersonrf.org](mailto:kelleigh.boland@jeffersonrf.org).**

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