



Lake County's Community Foundation

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United States®  
**Census  
2020**

## Legacy Foundation 2020 Census Grant

### Section 1: INTRODUCTION

#### Legacy Foundation

Legacy Foundation is a community foundation and the leading philanthropic partner serving Lake County, Indiana. The Legacy Foundation 2020 Census Initiative will provide small grants of up to \$2,500 to support coordinated campaigns to increase participation in the 2020 Census in communities across Lake County, Indiana that are at risk of being undercounted, known as hard-to-count (HTC) communities. The overall goal of this initiative is to ensure a coordinated, safe, secure, and accurate census count, as well as continue furthering the work of community engagement. To achieve this, Legacy Foundation invites proposals from 501(c)3 organizations, municipalities, educational institutions, and faith-based organizations for activities including, but not limited to public education, outreach, communications, special events, and mobilizing, specifically aimed at increasing the self-response rate to the census in communities across Lake County, Indiana.

#### Importance of the Census

The U.S. Constitution requires that all residents (including non-citizens and undocumented immigrants) be counted every ten years through a nationwide census. Census data guides government decisions about where to build schools, hospitals and roads and the location of social services. Census data are also used for drawing congressional and state legislative districts, and monitoring and enforcing civil rights laws in housing, employment, voting, lending and education. The census is essential to ensuring all Americans are represented in our democracy and well served by it. Inaccurate census counts can deprive individuals and communities of their fair representation in Congress and can result in inequitable distribution of federal resources.

#### Challenges to a Fair and Accurate 2020 Count

##### **Hard-to-Count Populations**

- Historically, the census has undercounted young children (age 0-5), people of color, immigrants, rural residents, and low-income households at higher rates than other population groups. Individuals with disabilities, seniors, individuals experiencing homelessness, college students, and individuals of the LGBTQ+ community are also considered hard to count.

##### **High Tech Census**

- While alternative methods will be available, the Census Bureau plans to encourage most households to answer the 2020 Census questionnaire via the Internet. The online format will include multiple languages and will be accessible on multiple mobile devices. However, households with poor Internet connectivity or no computer will be at risk of being undercounted. Some communities in Lake County, Indiana have very limited broadband infrastructure, which may make them a hard-to-count area in 2020, even if the community had historically responded at higher rates during the 2010 paper-based Census. The **Census 2020 hard-to-count map application** (<https://www.censushardtocomap2020.us/>) highlights tract-level household Internet access based on data from the Federal Communications Committee.

## **Section 2: GRANT GUIDELINES**

In accordance with federal, state, and local laws, and in keeping with its mission, Legacy Foundation will not fund organizations that use race, color, sex, religion, age, disability, sexual orientation, marital status, national origin, veteran status, or any other protected classification as a basis to deny services to qualifying individuals who seek assistance that falls within the scope of the organization's mission.

Grant applications must be completed and submitted on Legacy Foundation's online portal. Visit [www.legacyfdn.org](http://www.legacyfdn.org) to access the application.

- Deadline for the application is 5:00pm CST on Friday, December 13, 2019.

For questions, please email Maranda Fishback at [mfishback@legacyfdn.org](mailto:mfishback@legacyfdn.org)

## **Section 3: EVALUATION CRITERIA**

Proposals will be evaluated based on the following criteria, with the weight of each area in parentheses. Topics below are not listed in order of priority. Outline numbers and letters are used for reference purposes only.

### **1. Applicant qualifications and organizational capacity (20%):**

- Lake County Census Initiative Grants are open to:
  - i. Registered 501(c)3 organizations serving Lake County, Indiana
  - ii. Lake County, Indiana municipal/county departments
  - iii. Faith-based organizations in Lake County, Indiana
  - iv. Lake County, Indiana educational institutions
- Applicants that are not 501(c)3 may apply under a fiscal sponsor that is a 501(c)3 in good standing.
- Applicants should be able to demonstrate established relationships with targeted communities.
- Applicants should have good track records working on activities that increase community engagement or civic participation, such as community organizing, public education, outreach, or advocacy.
- Applicants should be able to demonstrate stable structures for organizational leadership and financial oversight.

### **2. Focus on "hard-to-count" (HTC) geographic areas or populations (30%):**

Priority will be given to projects that focus on at least one of the areas or populations listed below:

a. **Hard-to-count geographic area:** The Census Bureau identifies HTC areas as having a self-response rate in the 2010 decennial of 73 percent or less. Maps identifying HTC areas can be found in Census 2020 HTC mapping application: <https://www.censushardtcountmaps2020.us/>

b. **Historically undercounted populations:** Historically, the census has undercounted young children (age 0-5), people of color, rural residents, and low-income households at higher rates than other population groups. Additionally, people with disabilities, seniors, people experiencing homelessness, and LGBTQ+ people are also considered hard to count. (See [Race and Ethnicity in the 2020 Census \[PDF\].](#))

c. **Groups with socio-economic factors correlated to low self-response rates:** Prior censuses or census tests showed that certain populations were hard to count, including “linguistically isolated” households; frequent movers and renters; foreign-born residents; households below the poverty line; overcrowded households; low educational attainment households and single-parent headed households, as well as rural communities. And, people who distrust government authorities and/or have been or could be targets of law enforcement or heightened surveillance may be less likely to respond to the census. In the Census 2020 HTC **application**, statistics on these groups for each tract are presented when a tract is selected on the HTC mapping application:

<https://www.censushardtcountmaps2020.us/>.

d. **Households with no computer or inadequate Internet access:** The Census Bureau plans to encourage most households to answer their 2020 Census questionnaire via the Internet. As a result, households with poor Internet connectivity or no computer access will be at risk of being undercounted. Some communities in Lake County, Indiana have very limited broadband infrastructure, which may make them a hard-to-count area in 2020, even if the community had historically responded at higher rates during the 2010 paper Census. The Census 2020 HTC map application also highlights tract-level household Internet access based on data from the Federal Communications Commission (FCC): <https://www.censushardtcountmaps2020.us/>.

### 3. **Clear strategies of engagement (20%):**

The goal of Legacy Foundation’s Census Initiative is to ensure a fair, accurate and inclusive census count for Lake County, Indiana. Proposals should include objectives and activities designed to address this goal.

- Activities can include (*but are not limited to*) **public education campaigns, media/communications, community outreach, trainings, special events, organizing, advocacy, leveraging and adapting existing materials, and engaging in social media.**
- Activities that are connected to or amplify broader existing or planned civic engagement efforts are encouraged.
- Creative and innovative ideas are encouraged, especially those used to engage new populations, or using new and culturally relevant outreach and education methods.

### 4. **Collaborations and alignment (20%):**

Applicants should be able to articulate understanding for a coordinated, safe, secure and accurate census count, addressing concerns and challenges.

- Collaboration amongst organizations is encouraged.
- Applicants should demonstrate their awareness and alignment (when appropriate) with the efforts of the Census Bureau, Census complete count committees, local governments, or other national and local nonprofit organizations, especially those active in their targeted geographies or with their focused population groups.