

CENSUS2020

MICHIGAN NONPROFITS COUNT CAMPAIGN

WHY NONPROFITS?

MICHIGAN NONPROFITS: UNIQUELY QUALIFIED TO MOBILIZE THE HARD-TO-COUNT POPULATIONS FOR CENSUS 2020

Historically, the Census has missed disproportionate numbers of racial minorities, immigrants, young children and those living in poverty – “hard-to-count populations” – leading to inequality in political power, government funding and private-sector investment for these communities.

WHY NONPROFITS TO MOBILIZE THE HARD-TO-COUNT POPULATIONS:

- Located in communities most at risk of being under counted (urban and rural).
- Maintain everyday contact and have trusting relationships with the communities they serve.
- Manage cultural sensitivities and language needs within their communities.
- Nonprofits driven by social missions strive to ensure their communities have access to the funds, services, representations, and physical and social infrastructure affected by the Census count.
- Nonprofits are keenly aware of the negative impact an undercount will have on their communities, and that they will need to find ways to make up for the shortfalls.

becountedmi2020.com

m.n.a. 
Michigan Nonprofit Association

CMF Council of
Michigan
Foundations
Growing the impact of Michigan philanthropy