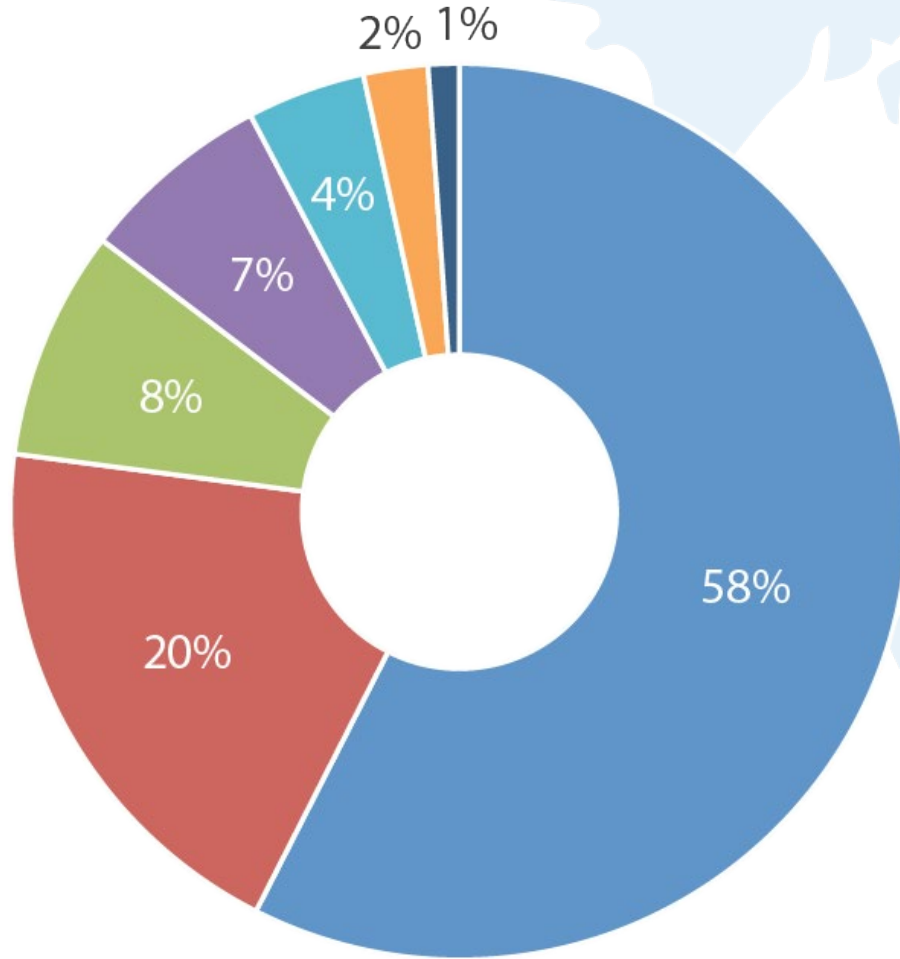


CENSUS2030

MICHIGAN NONPROFITS COUNT CAMPAIGN

WHAT'S AT STAKE?



LARGEST FEDERAL SOURCES THAT USE CENSUS DATA FOR DISTRIBUTION

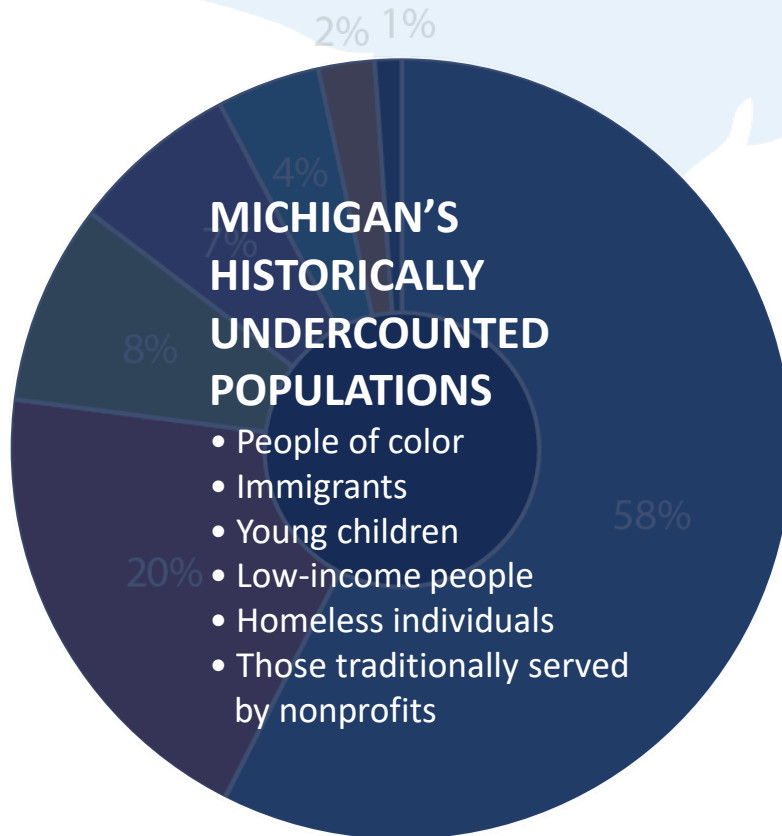
- Medicare/Medicaid/Health Centers
- SNAP/WIC/School Lunch
- Education (Title I, IDEA, Headstart)
- Infrastructure (Highways, Roads, Bridges)
- Housing (Section 8)
- Children (Child care, S-CHIP, Foster Care)

WHAT'S AT STAKE?

THERE IS STRENGTH IN NUMBERS

The more people counted means more money and power for Michigan residents at home and in Washington. What's at stake:

- Michigan stands to lose an estimated \$1,800 **per person per year for 10 years** of federal funding to support programs that use Census data. (2020 estimate)
- Census data are used by public officials to determine distribution of federal funds for programs, including: Title I & Special Education grants; Foster Care and Child Care grants; Section 8 Vouchers; K-12 Education; and Head Start/Early Start, among others.
- Michigan lost a Congressional seat last time. Losing another seat and more electoral votes further weakens our representation.
- Federal funding for infrastructure programs, including rebuilding roads, highways and bridges.
- An inaccurate Census count means the historically undercounted populations will rely more heavily on nonprofit organizations for services.



CENSUS2030

MICHIGAN NONPROFITS COUNT CAMPAIGN

WHY NONPROFITS?

WHY NONPROFITS?

Historically, the Census has missed disproportionate numbers of people of color, 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.

- Nonprofits are 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, representation, and physical and social infrastructure affected by the Census count.
- Foundations and 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.