

# Seven Things

## Any Nonprofit Needs to Know About Census 2010

### 1. Why is the census important for nonprofits and their communities?

- Every person counted in their community impacts ten years of funding, representation and allocation of public services and infrastructure.
- It is a mirror that creates a new picture of a community—defining the challenges and opportunities ahead for nonprofits and the people they serve.

### 2. What are three things most affected by the Census?

- Federal Funds: For 100 people not counted, a community loses an estimated \$1.2 million in federal funds for programs such as Medicaid, social services block grant and vocational education.
- Political Representation: Census numbers re-draw boundaries for 435 congressional districts, 1,971 state senate districts, 5,411 house districts, city council, county boards and more.
- Public Infrastructure: Government and businesses use census numbers to locate schools, transit, retail outlets.

### 3. Who is in danger of being undercounted?

The Census tracks 12 “Hard to Count” conditions—including people’s current housing situation, income, literacy, employment status and language spoken at home.

### 4. When does the population census take place?

- The Census starts in February 2010 counting “group quarters” such as senior homes, student dorms, prisons and populations.
- Census forms go in the mail to 145 million households in late March. It does special counts of the homeless on specific dates near April 1st. Households not returning a form will receive home visits and be encouraged to go to Questionnaire Assistance Centers housed at local nonprofits. (Note: Funds available to nonprofits to be at QAC)

### 5. What’s new and different this time around?

- What’s easier? Everyone gets the short form. It’s one page. Six questions.
- What’s harder? More people. More multiple-family households. More immigrants and languages. Trust in government has declined. It can’t be done without nonprofits helping!

### 6. How easy is census engagement for nonprofits to do?

There are many easy activities to integrate into everything nonprofits already do.

### 7. What’s the best thing a 501(c)(3) can do for the Census right now?

- Contact their local census office. Have a short conversation with a partnership specialist about simple ways their nonprofit get help get a complete count!
- Visit [www.nonprofitcounts.org](http://www.nonprofitcounts.org) and sign up for nonprofit census updates.

**NONPROFITS  
COUNT**  
[www.nonprofitcounts.org](http://www.nonprofitcounts.org)

For more information:  
[info@nonprofitcounts.org](mailto:info@nonprofitcounts.org)