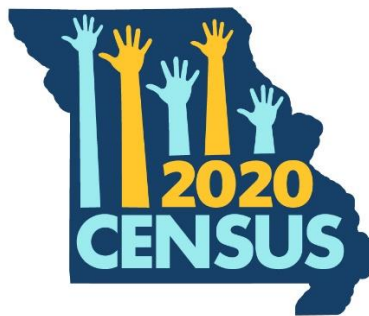


ST. LOUIS REGIONAL CENSUS FUND

Ensure A Complete 2020 Census Count

Request for Proposals



St. Louis Census 2020 Funders Working Group

Clark-Fox Family Foundation, Deaconess Foundation, Incarnate Word Foundation, Lutheran Foundation of St. Louis, Marillac Mission Fund, Missouri Foundation for Health, St. Louis City Senior Fund, St. Louis County Children's Service Fund, and St. Louis Community Foundation. The Gateway Center for Giving and the United Way of Greater St. Louis serve as partners in this work.

RFP Issued September 4, 2019

Proposals due by midnight pm Central Time on October 15, 2019. Technical assistance with the online application, however, will not be available after 3:00 pm October 15.

Grant Application available at the St. Louis Community Foundation's website at:

<https://stlgives.org/nonprofits/grants-management/> (Click on St. Louis Regional Census Fund button)

BACKGROUND

The US Census provides an official count of the United States' population and information about important demographic changes over a 10-year period. This data is used to ensure states are being fairly represented, both in the allotment of federal dollars and the number of congressional districts. The federal funds driven by census estimates go toward numerous programs aimed at helping underserved communities.

Low participation in the 2020 Census could have substantial negative consequences for our state. As a result of the 2010 Census, Missouri lost a congressional seat and hundreds of millions of dollars in federal funding. In fact, for every person undercounted, Missouri forfeits an estimated \$1,272 in federal dollars.

Achieving a complete count will already be a challenge for the St. Louis region, with 43 percent of the population living in hard-to-count communities during the 2010 Census. Households most at risk of being undercounted include those who are low-income, renters, people of color, immigrants, and have young children.

Beginning in the fall of 2018 a group of St. Louis area funders began to meet to determine how we can support efforts to reach a full and accurate 2020 Census count in the St. Louis region. The St. Louis Census 2020 Funders Working Group (Census Funders Group) believes that collaborating and coordinating our approach as funders is the best way to support an accurate and equitable census count in 2020. To that end, we have developed a set of shared principles and goals, chief among them to align our funding to increase the response rate in "Hard-to-Count" communities. A list of participating funders may be found in Exhibit 1 and the Census Funders Group's Statement of Principles, including our equity lens and our collective commitments can be found in Exhibit 2.

The Census Funders Group is pooling resources of approximately \$350,000 in a St. Louis Regional Census Fund managed by the St. Louis Community Foundation. These funds will be used to provide grant support for trusted community-based organizations, centralized and culturally-relevant communications and training, and other proven activities to increase participation in hard-to-count communities. The Funders Group anticipates that projects will run through May 2020.

PURPOSE

The collaborative plans to support coordinated efforts that:

- Decrease undercounts and increase overall participation in the 2020 Census, with a particular focus on hard-to-count communities
- Reduce real and perceived barriers to census participation across the eight Missouri counties of the St. Louis region (St. Louis County, St. Louis City, St. Charles, Jefferson, Franklin, Lincoln, Warren, and Washington)

- Increase availability of culturally responsive and accurate census information to traditionally undercounted communities
- Increase awareness of the negative consequences of a census undercount on typically underrepresented communities
- Build the capacity of traditionally undercounted communities to engage in the 2020 Census

This opportunity will prioritize populations and areas that are historically undercounted, such as:

- Communities of color
- Immigrant and refugee communities
- Low-income persons
- Persons experiencing homelessness
- Older persons (60 and older)
- Renters
- Persons with mental or physical disabilities
- Non-English speakers
- Young persons (18 years old and younger)
- LGBTQIA + people

The Census Funders Group will award grants of \$2,000 to \$40,000 to organizations engaging in education and outreach about the 2020 Census with hard-to-count communities in the eight Missouri Counties of the St. Louis metropolitan area (listed above). A limited number of grants will be available in each of the following funding levels:

- \$2,000 - \$4,999
- \$5,000 - \$9,999
- \$10,000 - \$24,999
- \$25,000 - \$40,000

Examples of possible activities include, but are not limited to:

- Education events or workshops for members of hard-to-count communities to learn more about the 2020 Census, the risks to an accurate count, and why it is important to participate
- Organizing events to promote participation in the census and provide information about filling out the census form
- Technical assistance for nonprofit organizations that are encouraging communities to complete the census form, including language translation, internet access, and other accessibility accommodations
- Developing partnerships with public agencies, child care and other service providers, schools, health care centers, local businesses, faith-based groups, and other entities to plan a comprehensive census outreach campaign for region
- Providing consistent messaging and information to community partners to support outreach activities. This can include social media campaigns as well as traditional media activities. *Please note: The Missouri Foundation for Health is preparing materials that will be made available to all Missouri community organizations (anticipated November 2019).*
- Establishing community sites that provide information and assistance to community members about the census form and how to fill it out

- Door-to-door canvassing to encourage households to complete the census form
- Any other activities determined by applicant to improve participation in the 2020 Census, with a specific focus on hard to count areas

The Census Funders Group recognizes that the 2020 Census faces unique and significant challenges. As a result, we are open to both established strategies based on integrated engagement practices and emerging strategies to test new ideas and approaches.

The Census Funders Group will not provide funding for activities that are in the purview of the US Census Bureau, such as paying for census workers or collecting census information on behalf of individuals.

TIMELINE

Date	Activity
September 4, 2019	Request for Proposals released
September 20, 2019	Information Session (see below for details)
October 15, 2019	Grant proposals due at midnight
November 2019	Grants awarded

ELIGIBILITY

Any organization that is a 501(c)3 or is fiscally sponsored by a 501(c)3 and meets the requirements outlined in this RFP may apply for funding from the St. Louis Regional Census Fund. This may include some governmental or quasi-governmental entities, such as libraries, health departments, and schools.

Priority will be given to organizations and coalitions that are already working in the identified hard-to-count communities and geographies

Though this Request for Proposals focuses specifically on the Missouri counties in the region, we recognize that efforts are underway to reach a full census count in Illinois as well. (For more information on the Illinois census, please go to [IL Count Me In 2020](#).)

INFORMATION SESSION

The Census 2020 Funders Group will hold an Information Session for interested organizations. Logistics include:

Date: Friday, September 20, 2019

Time: 2pm – 4 pm

Location: Deaconess Center for Child Well-Being, 1000 N. Vandeventer, St. Louis MO 63113

RSVP: Please copy and paste in your browser:

<https://fs29.formsite.com/dKn5NW/uampvh9tIj/index.html>

APPLICATION

The application for funding from the Census 2020 Fund may be accessed on the St. Louis Community Foundation's website <https://stlgives.org/nonprofits/grants-management/>. Click on St. Louis Regional Census Fund button and follow the directions to the online application.

Applications are due by midnight on October 15, 2019, submitted to the St. Louis Community Foundation. Technical assistance with the online application will not be available after 3:00 pm on October 15.

Applicants are required to affirm that the organization(s) does not/will not discriminate on the basis of race, color, sex, religion, national origin, age, disability, sexual orientation, gender identity or veteran status.

QUESTIONS

Please contact us with questions about the St. Louis Regional Census Fund and this Request for Proposals. The primary contacts are:

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Alexandra (Alex) Rankin, JD
Government Affairs Manager
Missouri Foundation for Health
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arankin@mffh.org

If you have questions regarding the 2020 Census generally or would like information on speakers, please contact Alex Rankin.

Exhibit 1

St. Louis Census 2020 Funders Working Group

Clark-Fox Family Foundation

Maxine Clark, CEO & Co-Founder
Primary Contact: Maxine Clark
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Deaconess Foundation

Rev. Dr. Starsky Wilson, President & CEO
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Incarnate Word Foundation

Bridget Flood, Executive Director
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Lutheran Foundation of St. Louis

Ann Vazquez, President & CEO
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Marillac Mission Fund

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Missouri Foundation for Health

Robert Hughes, President & CEO
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St. Louis Community Foundation

Amelia Bond, President & CEO
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St. Louis County Children's Service Fund

Emily Smith Koenig, Acting Executive Director
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St. Louis City Senior Fund

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United Way of Greater St. Louis

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Gateway Center for Giving

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Exhibit 2

St. Louis Census 2020 Funders Working Group STATEMENT OF PRINCIPLES

Our Equity Lens:

We recognize that structural racism, other oppressions, and geographic isolation have historically suppressed census counts of certain communities and that this continues to have compounding negative impacts on resources and outcomes for those communities. Therefore, we believe that investing first and most in efforts that arise from and focus on communities of color and populations that experience barriers to census and civic participation is the best way to ensure that our work ultimately benefits all Missourians. We will prioritize support for: culturally and linguistically responsive strategies; organizations and communities that otherwise do not have access to the resources needed; and otherwise isolated and “hard to count” communities.

Our Collective Commitments:

- Applying an equity lens to our work/decisions (as noted above) and focusing our attention on “hard to count” populations and areas of the St. Louis region
- Connecting with community-based organizations early and often to center their expertise and perspectives (with appropriate compensation) while being sensitive not to over-promise
- Supporting community organizations to coordinate with and learn from each other about effective strategies to reach “hard to count” populations
- Developing a coordinated funding model that pools or aligns funds using a “no wrong door” policy that minimizes application hurdles for community organizations
- Emphasizing funding approaches that intentionally support long-term capacity (particularly organizing capacity) for community organizations for the census and beyond
- Connecting and engaging with other partners – government, health systems, universities, schools, faith communities, chambers – to maintain a landscape scan of assets, activities, and challenges around the region with respect to the 2020 Census
- Honoring historical knowledge in communities while being responsive to their changing contexts and conditions (including technical issues that present challenges for digital census participation)
- Supporting approaches that ensure that communities are informed about the potential positive and negative impacts of engaging in the census in order to make informed choices
- Exploring support for community-validated counts as an immediate follow on to census work, dependent on community interest and identified leverage points
- Revisiting these commitments if and when the need arises to adjust or reaffirm them