

# St. Louis Regional Census Fund

Friday, September 20, 2019

Sponsored by the St. Louis Census Funders Working Group:

- Clark-Fox Family Foundation
- Deaconess Foundation
- Gateway Center for Giving
- 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
- St. Louis Community Foundation
- United Way of Greater St. Louis



# Welcome

- Kiesha Davis, Deaconess Foundation
- Alexandra Rankin, Missouri Foundation for Health



# Overview of Request for Proposals (RFP) and Application

Elizabeth George, St. Louis Community Foundation



# RFP and Application Overview

## Goals:

- 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
- 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

# RFP and Application Overview

## Priority Populations

- 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

# RFP and Application Overview

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

# RFP and Application Overview

## Timeline

- September 4, 2019 - Request for Proposals released
- September 20, 2019 - Information Session
- **October 15, 2019 - Grant proposals due at midnight**
- November 2019 - Grants awarded
- November-December 2019 - Grantee webinar/learning session on partnership and census engagement

# Application Overview

## To Get to the Online Application

- Go to [www.givestl.org](http://www.givestl.org)
  - Click on **Nonprofits** in the upper right corner
  - Click on **Apply for a Grant**
  - Click on **Learn More**
  - Scroll to the **St. Louis Regional Census Fund** button
- St. Louis Regional Census Fund button
  - Intro material
  -  at the bottom





## Logon Page

Email Address\*

Password\*

Log On

Create New Account

[Forgot your Password?](#)

**Welcome to the St. Louis Community Foundation's Online Grant Portal.**

**New Nonprofits:** Please click on "Create New Account" to complete the registration process and create your logon credentials.

**Existing Nonprofits:** Please enter your credentials and log in. If you forgot your password, please use the "Forgot your Password?" link to the left to reset your password.


**Not Sure?** Please contact our Grant Administration Team ([grants@stlgives.org](mailto:grants@stlgives.org)) to see if your organization has already created an account (Bonus: We can provide log in credentials for you if it has!)


# Application Overview

Cancel Account Creation

## Create New Account

If you already have an Account, click the 'Cancel Account Creation' button to go to the Logon page

 Using the browser's back button will delete your registration information.

 This registration process has multiple steps you must complete before you can apply.

Fields with an asterisk (\*) are required.

### Organization Information

**Organization Name\***

**EIN / Tax ID (##-#####)\***

**Web Site**

**Telephone Number (###-###-#### x###)\***

**Address 1\***

**Address 2**

**City\***

**State\***

# Application Overview

Address 1\*

Address 2

City\*

State\*

Postal Code\*

Country

Next >

User Information

Executive Officer Question

Additional Executive Officer Information


Password

# Application Overview

## Application

Preview As

Administrators

 Question List

[Process Manager](#) / [Census 2020 Fund](#) / [CGA 2.0 - 2019](#) / [Preview](#)

 Fields with an asterisk (\*) are required.

∨ Doing Business As

**Does your organization use another name?\***

Doing Business As (DBA)

- Yes  
 No

> Fiscal Sponsor

> Organizational Information

> Project Summary

> Project Information

> Diversity, Equity, and Inclusion

# RFP Review Criteria

Kiesha Davis, Deaconess Foundation



# RFP Review Criteria

- Hard-to-count reach
- Service area and need
- Do activities match objectives and of targeted populations?
- Does funding align with activities?
- What type of activity is being funded?

# Allowable Activities & Partner Guidelines

Treena Thompson, Lutheran Foundation of St. Louis



# Allowable Activities & Guidelines

- Guidelines for partners handout
- Partners should not attempt to collect 2020 Census data directly or fill out information on behalf of anyone
- Canvassing dependent on organization

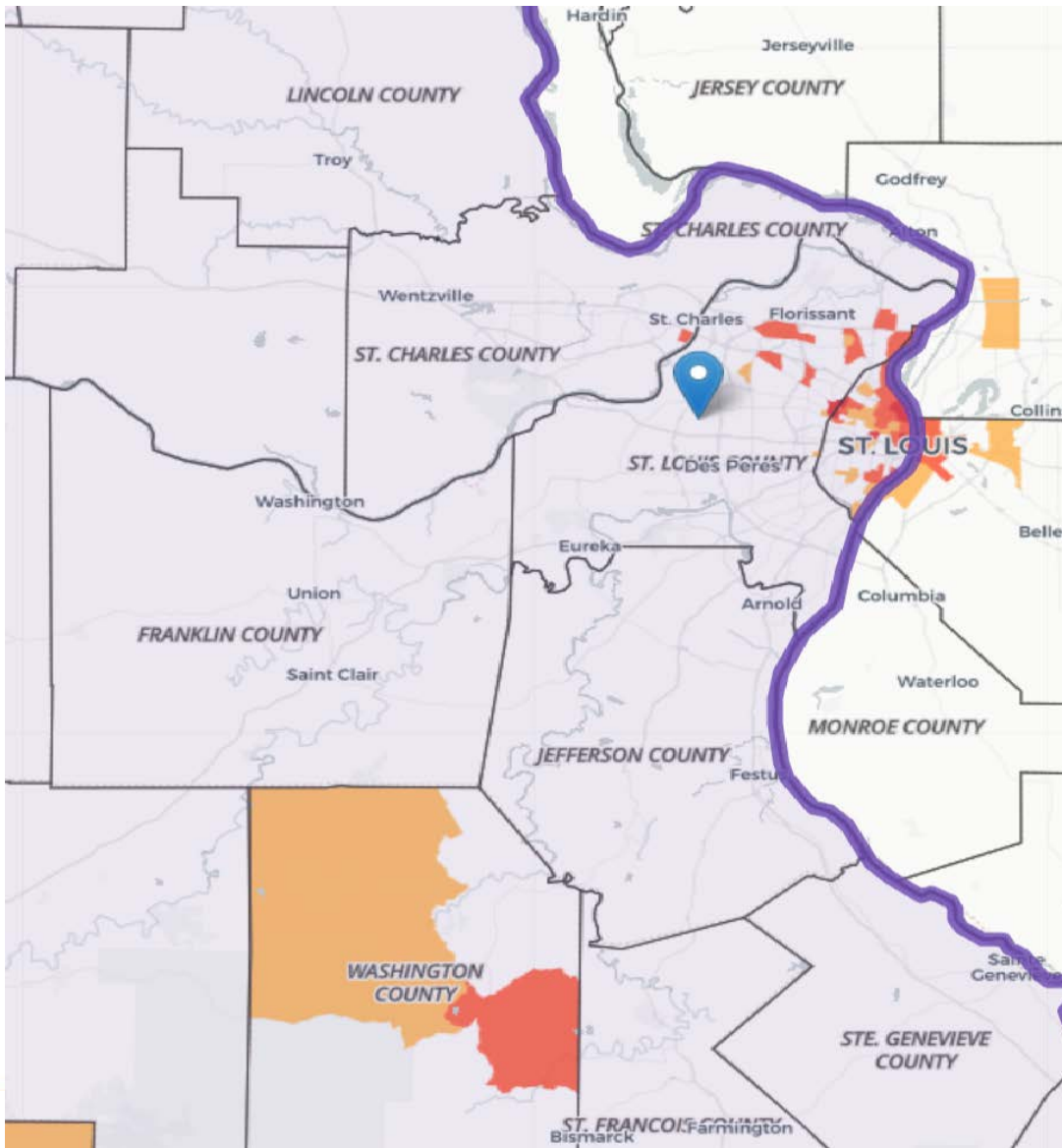


# Regional Hard-to-Count

Kiesha Davis, Deaconess Foundation



# Regional Hard-to-Count



## Eight-count St. Louis Region HTC

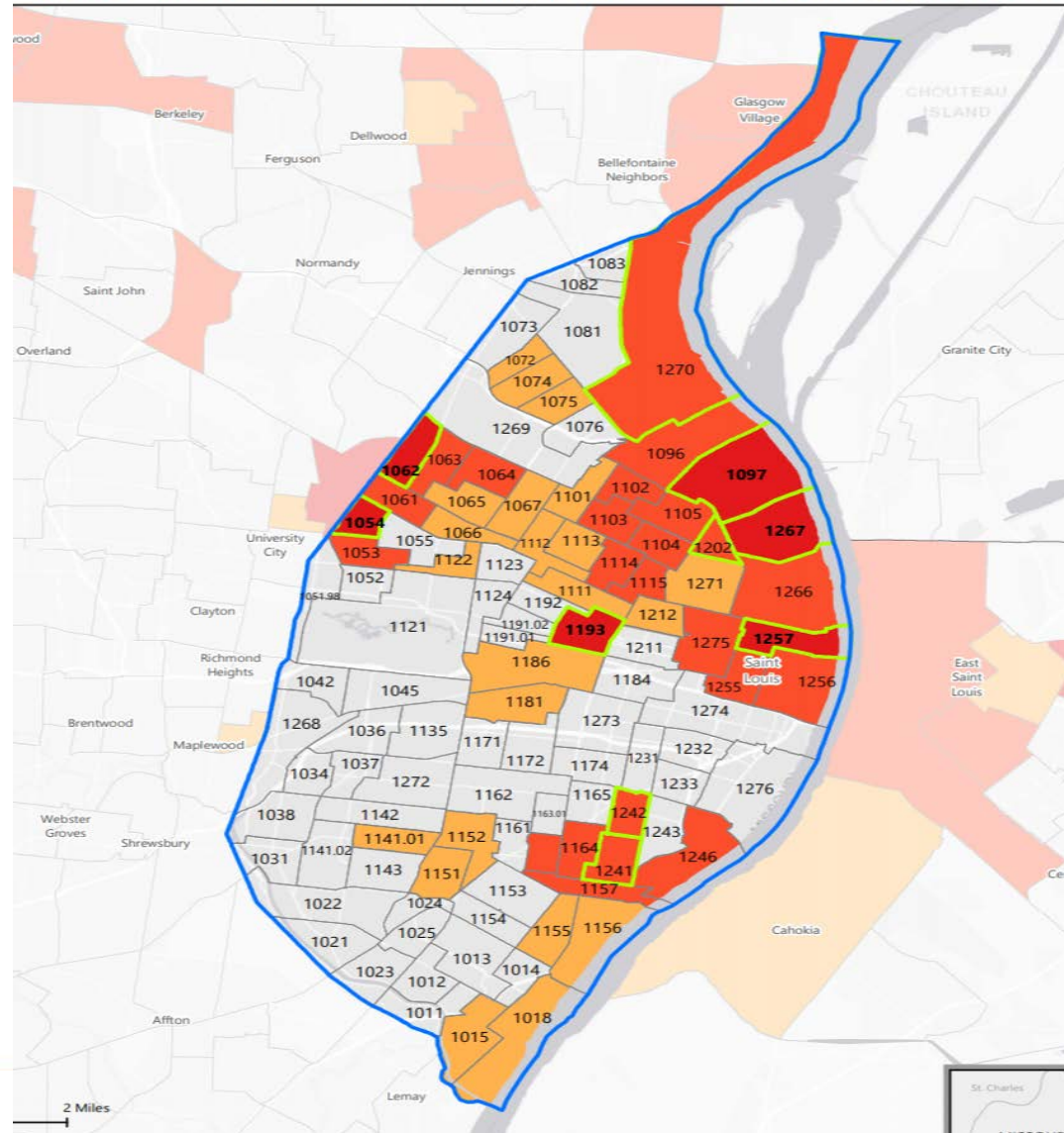
- St. Louis City
- St. Louis County
- Washington County

Interactive map found at:

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

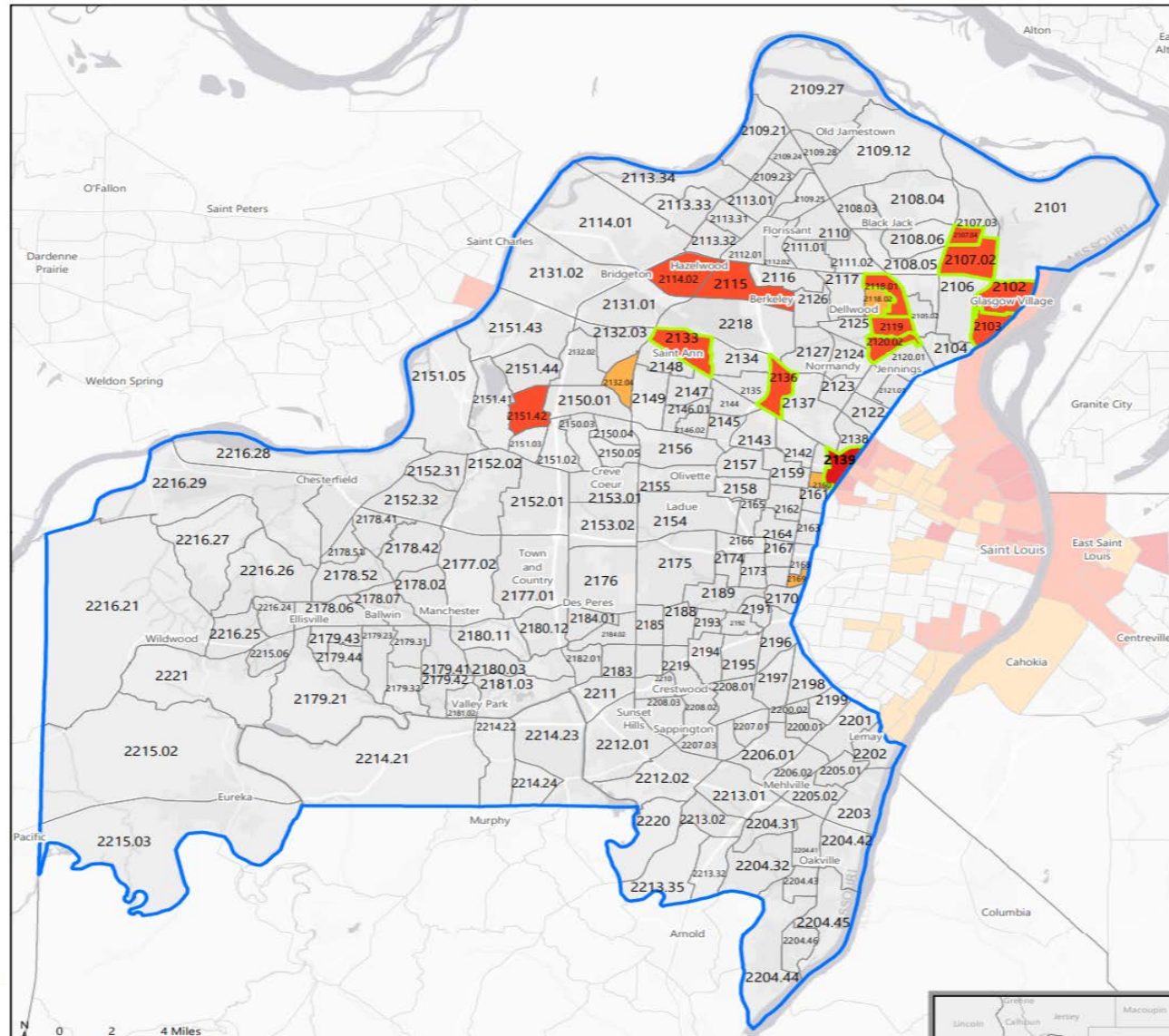
# St. Louis City HTC

## HARD-TO-COUNT CENSUS TRACTS IN ST. LOUIS CITY, MISSOURI



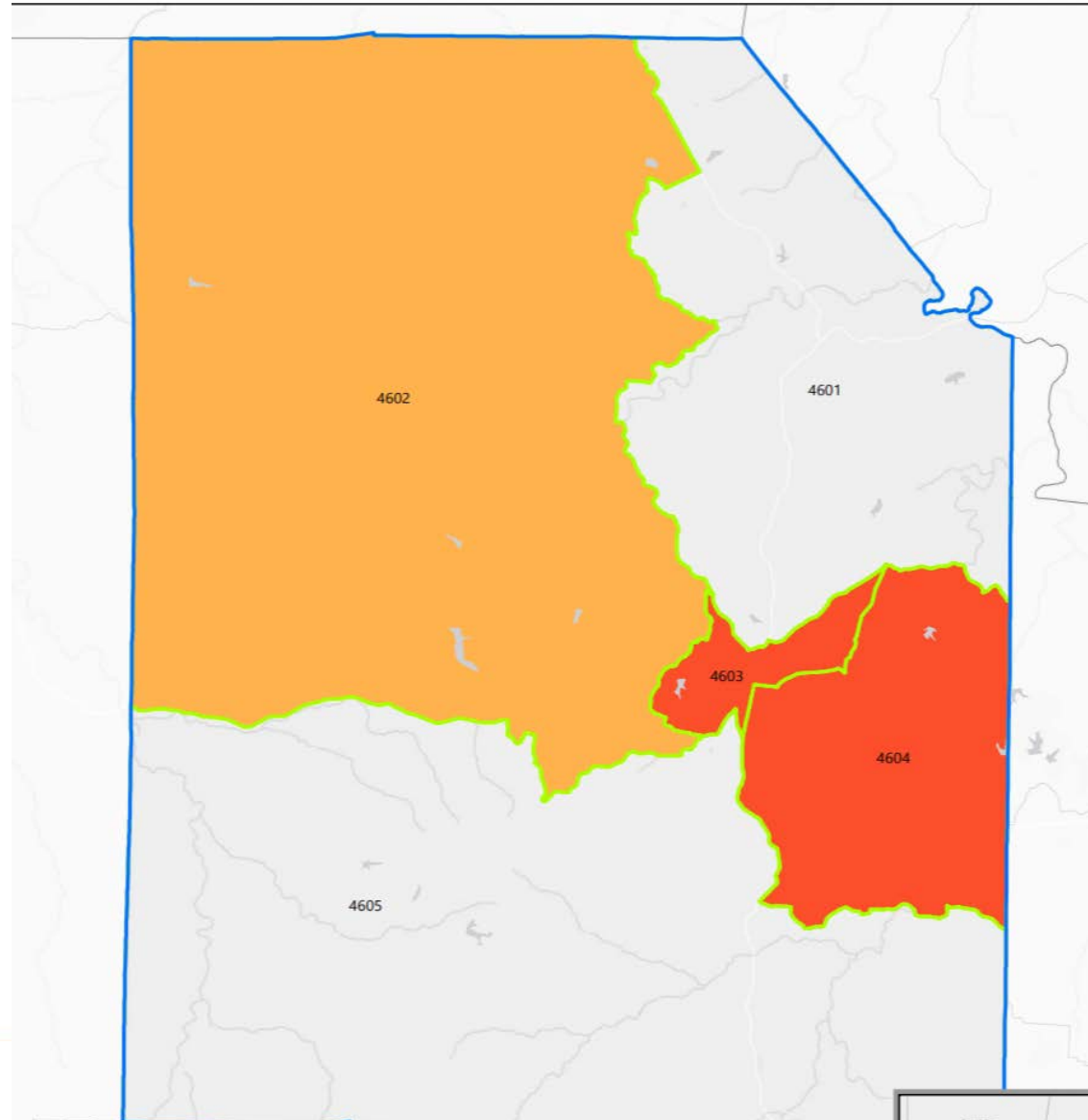
# St. Louis County HTC

HARD-TO-COUNT CENSUS TRACTS IN ST. LOUIS COUNTY, MISSOURI



# Washington County HTC

**HARD-TO-COUNT** CENSUS TRACTS IN **WASHINGTON COUNTY, MISSOURI**



# Census Bureau Introduction

Margie Williams, Partnership Specialist - St. Louis Region, US  
Census Bureau



# Open Q&A

- Emily Koenig, St. Louis County Children's Service Fund
- Jamie Opsal, St. Louis City Senior Fund

