

NONPROFIT CENSUS ACTION TOOLKIT OVERVIEW

A visual introduction to selected materials

Every Alaskan Counts



The Nonprofit Census Action Toolkit is designed to give you basic tools that you can use to build awareness and encourage the people you serve to be counted.

Please use the enclosed materials to start planning your organization's outreach efforts around the 2020 Census. We hope that you'll post provided flyers and posters in your lobbies, incorporate census content into social media channels regularly, and share this content in your newsletters and at future events.

With your help, Alaska Counts will spread the word about the importance of the 2020 Census and help ensure a complete and accurate count of all Alaskans.



Please visit www.alaskacounts.org to download additional resources.

Dear Nonprofit Leader,

Did you know that on January 21, Toksook Bay, Alaska will be the first community to be counted in the 2020 Census? The U.S. Constitution requires an account of every inhabitant of our country every ten years, and each time that process starts with us – here in Alaska.

Did you know that there are roughly 3.2 billion reasons why the census matters to Alaska? This number represents the total federal dollars flowing into our state (\$3.2B) based on census data. Nonprofits directly receive 18% of that money, and even more as indirect funding. That's why it is critically important that we take an active role to make sure that an accurate census count takes place next year. ***You know that nonprofits are woven into the fabric of each Alaska community, and as such, you are a trusted voice.*** Today I am asking you to use your voice on behalf of democracy and all Alaskans.

Together we can ensure that all Alaskans are counted! A full and accurate count of every Alaskan means we get our full share of federal resources, along with the data we need to make critical investment and policy decisions for our state. Census data determine the distribution of billions in federal funding for everything, from roads and schools, to housing and human services. If our communities aren't fully counted, we won't get our complete share of this funding.

We only get one chance every 10 years to get this right, so now is the time to jump in and help make it happen for Alaska.

You might be aware that since 2017, along with Cook Inlet Housing Authority, Foraker has created and been the backbone of the Alaska Census Working Group. This multi-sector, nonpartisan effort has advocated for appropriate federal and state funding for an accurate count in Alaska and has been the voice on policy issues that impact the way the census is implemented in state. If you have not joined us as a member of the Working Group, there are still many ways to become engaged.

For example, the Working Group launched a statewide campaign – ***Alaska Counts*** – that includes materials and resources to use within your organization and your community. We are working hand-in-hand with the U.S. Census Bureau to make sure we are amplifying their efforts along with all the work of the local Complete Count Committees.

Nonprofits will play an important role in outreach. Community-based organizations like yours will make a big difference in encouraging participation from hard-to-count individuals all over the state. Alaska's population has always been a challenging place to count, given our unique geography and cultural barriers. This census could prove even harder. A number of factors threaten a complete count:

- Federal funding for the census is down, and the federal government is having trouble hiring the people needed to conduct the count.
- A general fear is present in immigrant communities across the country and in Alaska, and that could limit participation.
- A move to focus on online responses will make it more difficult for seniors and rural residents who lack reliable broadband to respond.

We know from previous counts, that a number of groups fall into the “hard-to-count” category and may need additional support to be counted. Those include:

- People of color, especially Alaska Native/American Indian peoples
- Seniors
- Children under five years old
- People experiencing homelessness
- Rural and remote rural residents
- Non-English speakers
- Renters
- Recent immigrants
- People living in crowded or multi-family households

How can nonprofits help? You are a trusted messenger in your community. From arts organizations to clinics to food banks, and so many more, you have relationships with your neighbors and serve as important gathering places. Now through Spring 2020, you can play a role in encouraging people to be counted through education and personal outreach. You also can help by providing access to computers with reliable Internet so people can complete the census online when that process starts in March 2020.

And we can supply resources for you. ***The Nonprofit Census Action Kit is designed to give you basic tools that you can use to build awareness about the census and encourage the people you serve to be counted.***

Please start building support now within your organization, and consider what steps you can take. Here are a few great ways to start:

- Post the enclosed poster in your lobby (print version available at www.alaskacounts.org).
- Include educational information in your e-newsletter .
- Share census materials at community events.
- Educate your own staff, board, and volunteers so they can build trust and have conversations about the importance of participating in the 2020 Census.

The basic information you need most is contained in this kit. We have additional resources available on our website at www.alaskacounts.org including information translated into a variety of languages for more access to more people.

Know we are a resource for you.

- Visit our website and share it with your network.
- Join the Alaska Census Working Group/Alaska Counts e-news list.
- Find out more about our mini-grant program for your efforts to reach hard to count populations .

Let's do this work together for all of Alaska.



Laurie Wolf
President and CEO, The Foraker Group

THESE MATERIALS ARE AVAILABLE FOR DOWNLOAD AT alaskacounts.org/resources

To request printed versions, please contact info@alaskacounts.org.

INFOGRAPHICS

Muy pronto en Anchorage: El Censo afecta a...

Las respuestas al Censo afectan a...

- Escuelas y Cuidado a Niños
- Seguridad Local Pública
- Carreteras, Construcción de Autopistas
- Desarrollo Económico y Trabajos
- Organizaciones Sin Fines de Lucro

Alaska Cuenta Censo 2020

Why respond to the Census?

Census data affects...

- Schools + Childcare
- Local Public Safety
- Roads, Highway Construction
- Economic Development + Jobs
- Healthcare + Social Services
- Nonprofits

Every Alaskan Counts alaskacounts.org

ONE PAGERS

Will Alaskans' responses to the census remain confidential?

There are strong, long-standing legal protections in place that prohibit the Census Bureau or any other part of the federal government from using census data against the Alaskans who supply it.

- Your individual responses to the 2020 Census are confidential and can only be used to produce statistics.** This includes responses on census questionnaires, names, addresses, and residential locations.
- By law, the U.S. Census Bureau cannot share an individual's information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.** In other words, individual census data may not be used "to the detriment" of any census respondent or other person to whom the data relates.¹ The Census Bureau or your employer or business will never have access to your responses to the census.
- It is a felony for census workers or Census Bureau employees to disclose individual responses or any information about an individual, business, or organization.** Census workers are sworn to protect the confidentiality of the census. Any disclosure of census data is subject to a fine of up to five years.²

Legal Protections to Protect Confidentiality of Census Responses
The Confidential Information Protection and Statistical Efficiency Act
The Privacy Act
The Internal Revenue Code

¹ 13 U.S.C. § 9202 (Census Bureau may not "use the information furnished under the provisions of this title for any purpose other than those statistical purposes for which it is supplied.")
² 13 U.S.C. § 9203 (The Census Act does not allow "disclosure.")
³ 13 U.S.C. § 9202 (Census Bureau may not "permit anyone other than the sworn official employees of the Department or Bureau or agency thereof to receive the individual data.")
⁴ 13 U.S.C. § 9201 (18 U.S.C. §§ 3571, 3572).

ALASKA NATIVE PEOPLE COUNT 2020 CENSUS

Why the Decennial Census is Important

The 2020 Census will determine funding for local services and economic opportunities for the next 10 years. Counting every Alaskan is critical to ensure full federal funding for healthcare and hospitals, schools and public safety, along with road and airport construction and maintenance.

Native households are at risk of being undercounted. Alaska Natives have been undercounted for decades. Many programs that benefit the Native community are funded based on census-driven data, including:

- Head Start Program
- Medicaid
- SNAP
- Special Programs for the Aging
- Substance Abuse Assistance
- Tobacco and drug abuse counseling
- Title I Grants to Local Education Agencies
- Native American Employment and Training
- Indian Health Service (IHS)

More at alaskacounts.org

COUNTING ALASKAN KIDS IN THE 2020 CENSUS

About 5% of kids—or one million children—under the age of 5 weren't counted in the 2010 Census.

Undercounting kids has devastating consequences. Responding to the census helps determine \$800 billion in federal funding for programs such as:

- Denial KidCare
- Supplemental Nutritional Assistance Program (SNAP)
- National School Lunch Program
- Head Start
- Title I Educational Funding

The 2020 Census will need to count over 53,000 children under the age of 5 in Alaska.

If kids go uncounted in 2020, our communities will miss out on critical funding for healthcare, education, and more.

Facts for Parents and Adults: Counting Kids in the census
The census form only takes about 10 minutes to complete. The census counts...

- Everyone where they live and sleep most of the time.
- All people living or staying at an address, not just the person or family who owns or rents the property.
- All children, including nonrelatives and children staying temporarily, or with no other place to live.
- Babies! Even if they are still in the hospital.

The census is confidential, quick to complete, and important.
Strong legal protections prohibit the Census Bureau from using census data against the Alaskans who complete the census. The Census Bureau cannot share information with immigration enforcement agencies, law enforcement agencies, landlords or employers, or allow this information to be used to determine eligibility for government benefits like TANF, HUD, or SNAP.

HOW WILL I BE COUNTED?

Alaskans will be invited to respond to the 2020 Census in a variety of ways. The Census Bureau counts everyone in the United States on the ground where they live.

Remote Alaska
People living in the most remote parts of the state will be counted in person. In Remote Alaska areas, census takers verify the location of each housing unit, knock on doors to conduct the census in person, and get their work validated by a local official. Village leaders certify the count for accuracy.

Self Response
The Census Bureau will reach many households by mail. The Postal Service delivers mail to households in Self-Response areas, such as Anchorage, Fairbanks, and Juneau, and inviting households to reply online, by mail, or by phone. When a housing unit does not respond, census workers will follow up with additional mail or in person.

Update Leave
People living in medium-sized communities, such as Valdez, Bethel, and Nome, will receive hand-delivered census materials at their home. These are called Update Leave areas, where census employees verify, correct, or add the geographic coordinates of housing units as they deliver materials. When the Census Bureau does not receive a response from a housing unit, employees may follow up in person as many as six times.

Update Enumerate
Update Enumerate areas are counted in a similar way to Remote Alaska areas, except no village leader validates the count. When no one answers the door, the census taker does not follow up a second time, but seeks information from a neighbor or other proxy. In Alaska, Update Enumerate is used in Southeast Alaska, Kodiak Island, and parts of the Aleutians.

Timeline:
JANUARY 21, 2020: The census begins in Toksook Bay.
JANUARY 21 - FEBRUARY 17: Western Alaska counted in person.
FEBRUARY 18 - MARCH 17: Interior and Eastern Alaska counted in person.
MARCH 18 - APRIL 30: North Slope and Aleutians counted in person.
MARCH 2020: Online self-response and additional in-person counting begins.
APRIL 1, 2020 / NATIONAL 2020 CENSUS DAY: Non-response follow-up begins for households that didn't submit census forms.

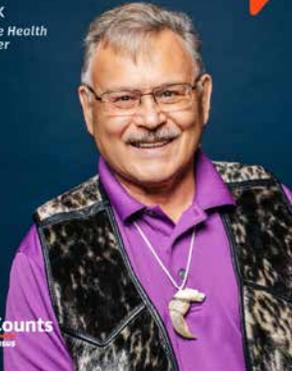
THESE MATERIALS ARE AVAILABLE FOR DOWNLOAD AT alaskacounts.org/resources

To request printed version, please contact info@alaskacounts.org.

SOCIAL MEDIA CONTENT

"Every Alaskan counts."

BOB CLARK
Alaska Native Health Board Member



Alaska Counts
2020 Census

"We need 16,000 affordable housing units built in Alaska. To get there, every Alaskan needs to fill out the 2020 Census. Every Alaskan Counts."

CHRIS KOLEROK
Alaska Coalition on Housing and Homelessness



Counts
Census

"Responding to the census is confidential. It takes 10 minutes and results in 10 years of worth of funding for local public services in our community."

TRIXIE BENNETT
Tribal Council Member, Ketchikan Indian Community



Alaska Counts
2020 Census

POSTERS



CENSUS 2020 Fast Facts

What is the census?
Every 10 years, the U.S. Census Bureau conducts a census to determine the number of people living in the United States.

<p>What will the census ask? The census asks for less personal information than most social media profiles. Items like name, gender, age, birthday, race/ethnicity, relationship to head-of-household, owner or renter and phone number are asked.</p> <p>Who gets counted? Census forms are filed out by household. Everyone living at the address matters and everyone needs to be counted, including children.</p> <p>How do I fill it out? People living in remote parts of the state will be counted in person. The Census Bureau will invite others to respond via mail and online. You'll be asked 10 questions that take about 10 minutes total, whether you're counted in person or you respond online.</p> <p>How is census information used? Being counted helps communities create jobs, provide housing, fund K-12 education, prepare for emergencies and build schools, roads, hospitals, libraries, and so much more.</p>	<p>Census and elections Census data determines how many seats your state gets in Congress. State and local officials also use census data to draw boundaries for state and local legislative districts and school districts.</p> <p>Census and information safety By federal law, individual census information cannot be shared. The Census Bureau has strong cybersecurity measures in place to protect your information and keep it secure.</p> <p>Language assistance <u>Online forms:</u> 12 non-English languages. <u>Paper forms:</u> English and Spanish. Telecommunications help for the people who are deaf or hard of hearing. <u>Language guides:</u> video and print; 59 non-English languages, including American Sign Language, Braille and large print. The Alaska Census Working Group will also provide translated materials in a number of languages. For access, go to www.alaskacounts.org</p>	<p>Key Dates</p> <p>JANUARY 21, 2020 Remote Alaska Census operations begin in Toksook Bay, Alaska.</p> <p>JANUARY - FEBRUARY Western Alaska counted in person.</p> <p>FEBRUARY - MARCH Interior and Eastern Alaska counted in person.</p> <p>MARCH - APRIL North Slope and Aleutians counted in person.</p> <p>APRIL 1, 2020 National 2020 Census Day - Non-response follow-up begins for households that didn't submit census form.</p> <p>JULY 2020 Self-response deadline.</p> <p>DECEMBER 31, 2020 Census Bureau delivers count to President.</p> <p>MARCH 2021 States receive official count.</p>
--	--	---

United States Census Bureau
Every Alaskan Counts

Alaska Counts
2020 Census
alaskacounts.org



Additional resources available at alaskacounts.org:

- FAQ + Core Census Talking Points
- Social Media Graphics
- Printable Fact Sheets
- Posters
- Educational Presentations
- Template Letters to the Editor
- Sample Newsletter Content