



Announcing 2020 Census Inclusion Grants for the North Penn Region!

The VNA Foundation of Greater North Penn recognizes that an undercount in Census 2020 would negatively impact public funding and vital programs necessary to support our quality of life in this North Penn region of Montgomery County. To ensure that nonprofit organizations are able to support efforts toward an accurate and complete count, especially within targeted, at-risk populations, the VNA Foundation proposes a series of 2020 Census Inclusion mini-grants.

What Will These Grants Cover?

Nonprofit organizations currently serving North Penn residents may apply for a small grant of **up to \$5,000** to support activities promoting a complete and accurate count, including:

- Outreach and education efforts
- Providing local training
- Convening special community groups
- Working together on activities which build local trust and encourage participation

What is the Focus of the 2020 Census Inclusion Grants?

- Must target areas / census tracts within the North Penn region of Montgomery County considered most at risk of a potential undercount for Census 2020.
- Must target special populations “at risk” of an undercount for Census 2020.
- Collaborative efforts to support the community are encouraged and will be considered a priority for funding.
- Only nonprofit organizations currently serving the North Penn region will be considered for funding.

What is the Timeline?

- ❖ **October 2, 2019** - Applications begin online for the Census 2020 Mini-Grants.
- ❖ **November 1, 2019** - Applications Close.
- ❖ **Mid-November** - Successful grantees announced; funded prior to 11/30/2019
- ❖ **December 2019 through June 2020** - Work to be accomplished under the mini-grant, with final reports submitted by July 31, 2020.

PLEASE REVIEW THE FOLLOWING PAGES FOR DETAILS ON THIS GRANT.

For any additional questions or discussion, please contact Joanne Kline at the VNA Foundation, 215-847-4401, or jkline@npvnafoundation.org. Application will be posted online at www.npvnafoundation.org.



The Census gathers data every ten years, and this data will guide our legal representation, planning for schools, neighborhoods, businesses, funding for public services, and so much more affecting our daily lives...

Residents use census data to support community initiatives involving legislation, quality-of-life, local services and consumer advocacy.

Local government officials use census data to ensure public safety and for planning and supporting schools and hospitals.

Businesses use census data to decide where to build factories, offices and stores, and these create jobs locally.

Real estate developers and city planners use census data to plan new homes and fund neighborhood improvements.

Why be concerned about Census 2020?



***Because the Census Affects
Daily Life in YOUR Community!***

SO WHY WORRY ABOUT THE CENSUS HERE IN PA?

For the 2020 Census: Pennsylvania is at Risk of an Undercount

Without action, Pennsylvania could
lose millions in federal funds...

Every year for the next ten years!



Pennsylvania is the **second most vulnerable state in the nation in the total number of federal funds that would be lost , according to a recent George Washington University study.**

PA Funding Derived from Census Data

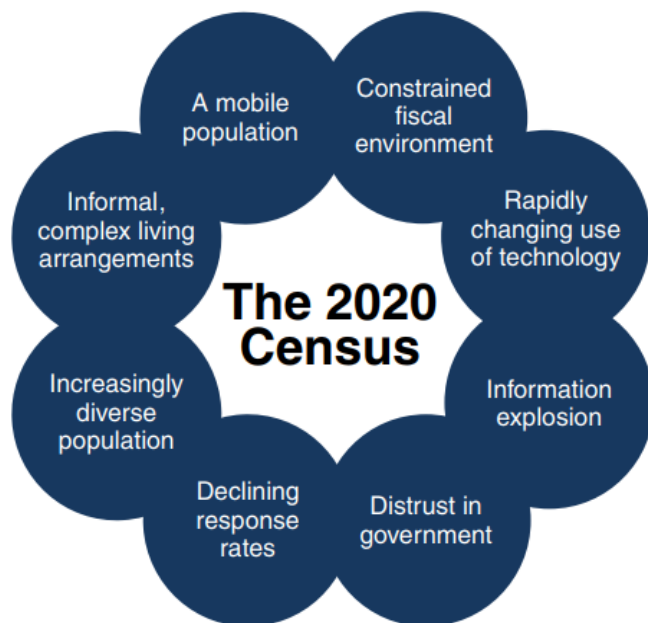
55 Large Federal Spending Programs Guided by Decennial Census Data (Fiscal Year 2016) Source: The George Washington Institute of Public Policy

Medical Assistance Program (Medicaid)	\$17,035,666,000	Federal Transit - Capital Investment Grants	\$255,903,604	Home Investment Partnerships Program	\$61,971,119
Federal Direct Student Loans	\$5,232,355,537	Low Income Home Energy Assistance (LIHEAP)	\$203,485,100	Block Grants for the Prevention and Treatment of Substance Abuse	\$59,100,201
Medicare Suppl. Medical Insurance (Part B)	\$2,744,751,997	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	\$202,895,000	Water and Waste Disposal Systems for Rural Communities	\$54,938,900
Supplemental Nutrition Assistance Program (SNAP)	\$2,729,024,683	Title IV-E Foster Care	\$165,566,842	Career and Technical Education - Basic Grants to States	\$40,722,778
Highway Planning and Construction	\$1,967,464,015	New Markets Tax Credit	\$150,902,471	State Community Development Block Grant	\$37,464,741
Federal Pell Grant Program	\$840,800,000	Vocational Rehabilitation Grants to the States	\$144,407,083	Workforce Innovation and Opportunity Act (WIOA) Dislocated Worker Grants	\$37,223,657
Temporary Assistance for Needy Families (TANF)	\$719,499,305	Unemployment Insurance Administration	\$135,940,000	Community Facilities Loans / Grants	\$34,837,940
Very Low to Moderate Income Housing Loans	\$610,322,282	Community Development Block Grants / Entitlement Grants	\$132,117,621	Rural Rental Assistance Payments	\$33,889,200
Section 8 Housing Choice Vouchers	\$609,804,000	Adoption Assistance	\$120,664,274	Special Programs for the Aging, Title III, Part C, Nutrition Services	\$31,087,029
Title I Grants to Local Educational Agencies	\$567,812,540	Public Housing Capital Fund	\$119,163,000	Homeland Security Grant Program	\$30,994,986
Federal Transit Formula Grants	\$524,110,000	Health Care Centers	\$116,277,037	Community Services Block Grant	\$30,532,767
Special Education Grants	\$436,302,376	Child Care Mandatory and Matching Funds	\$115,576,000	Workforce Innovation and Opportunity Act (WIOA) Youth Activities	\$29,627,611
Section 8 Housing Assistance Payments Program	\$429,812,058	Child and Adult Care Food Program	\$113,446,000	Workforce Innovation and Opportunity Act (WIOA) Adult Activities	\$29,235,262
National School Lunch Program	\$369,272,000	School Breakfast Program	\$110,896,000	Employment Service / Wagner-Peyser	\$27,298,958
State Children's Health Insurance Program (CHIP)	\$365,076,000	Supporting Effective Instruction State Grants	\$91,965,059	Business and Industry Loans	\$26,410,000
Low Income Housing Tax Credit	\$343,843,308	Crime Victim Assistance	\$86,776,184	Rural Electrification Loans and Loan Guarantees	\$18,000,000
Head Start	\$298,934,211	Child Care and Development Block Grant	\$80,442,000	Cooperative Extension Service	\$17,167,885
Public and Indian Housing	\$283,543,000	Social Services Block Grant	\$63,184,601	Native American Employment & Training	\$856,953

TOTAL FUNDING FOR FY16: \$39,179,047,733

SO WHY ARE WE THINKING THERE WILL BE AN UNDERCOUNT???

Census 2020 – It is Different This time...



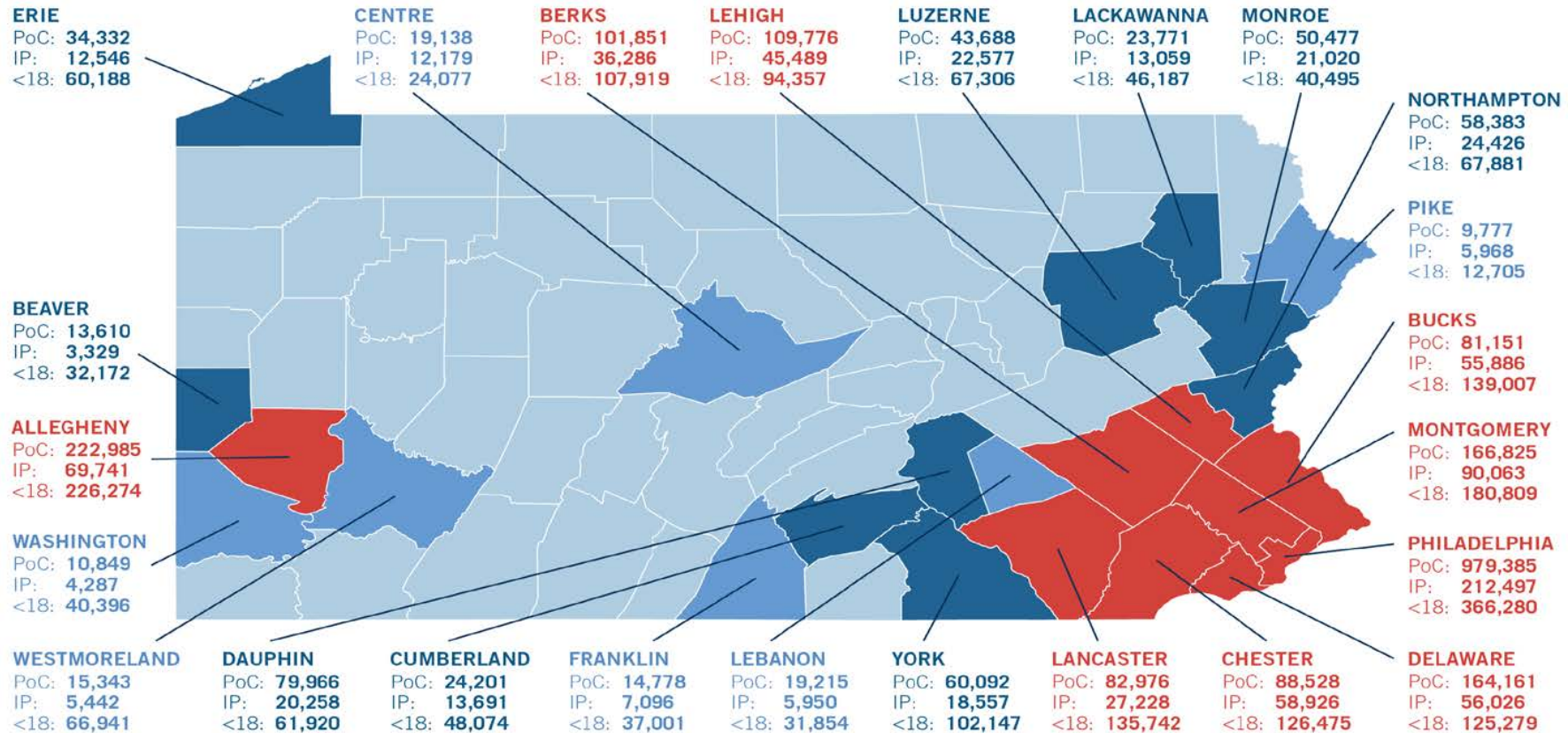
- **ONLINE Census** – *For the first time!*
- **Decreased Funding for Census 2020** (from previous counts)
- **Behind Schedule for Employment of Census workers** (and training trusted messengers in targeted communities)
- **Large increases in hard-to-count populations**

Who Are Included in “Hard to Count” Populations???



- Immigrants
- Non-English Speaking Residents
- People of color
- Children under 18
- Rural households
- Low-income households
- People experiencing homelessness
- Isolated Elderly

Priority Hard to Count Populations



TIER 1 TIER 2 TIER 3

POPULATION OF COLOR (PoC)

IMMIGRANT POPULATION (IP)

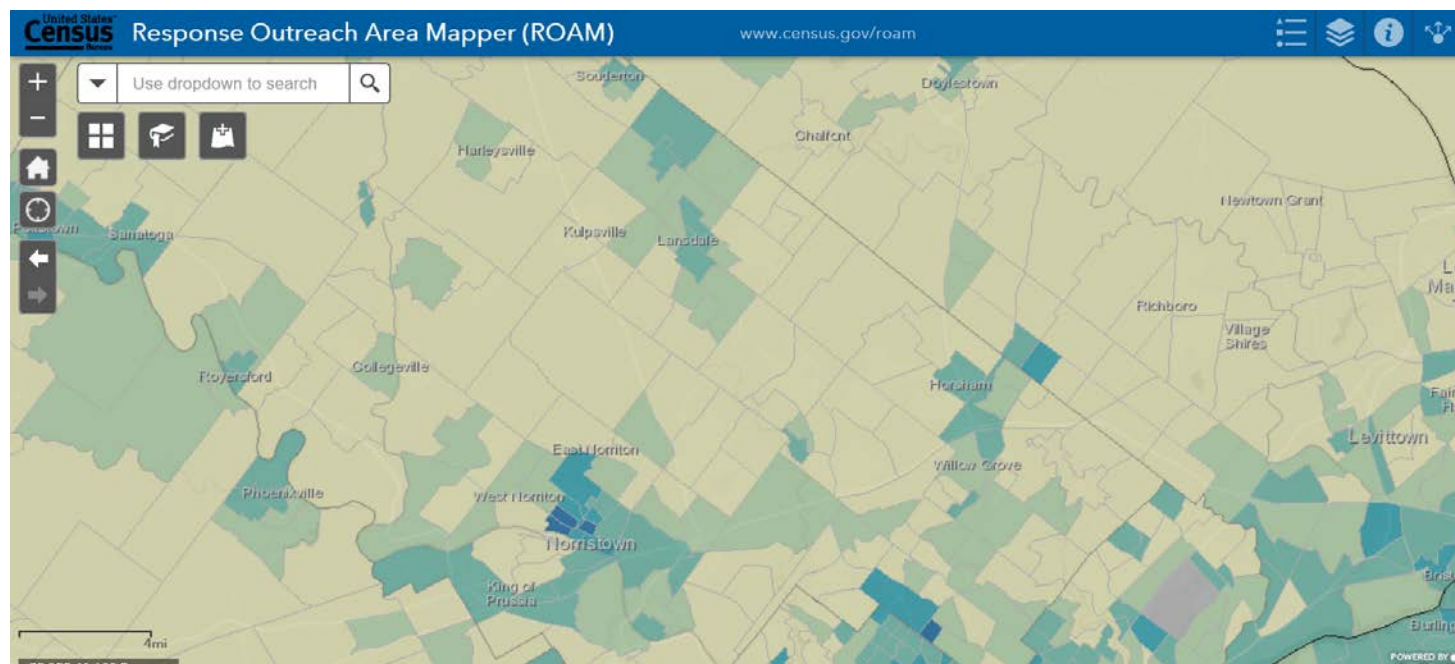
UNDER 18 POPULATION (<18)

Southeastern Pennsylvania

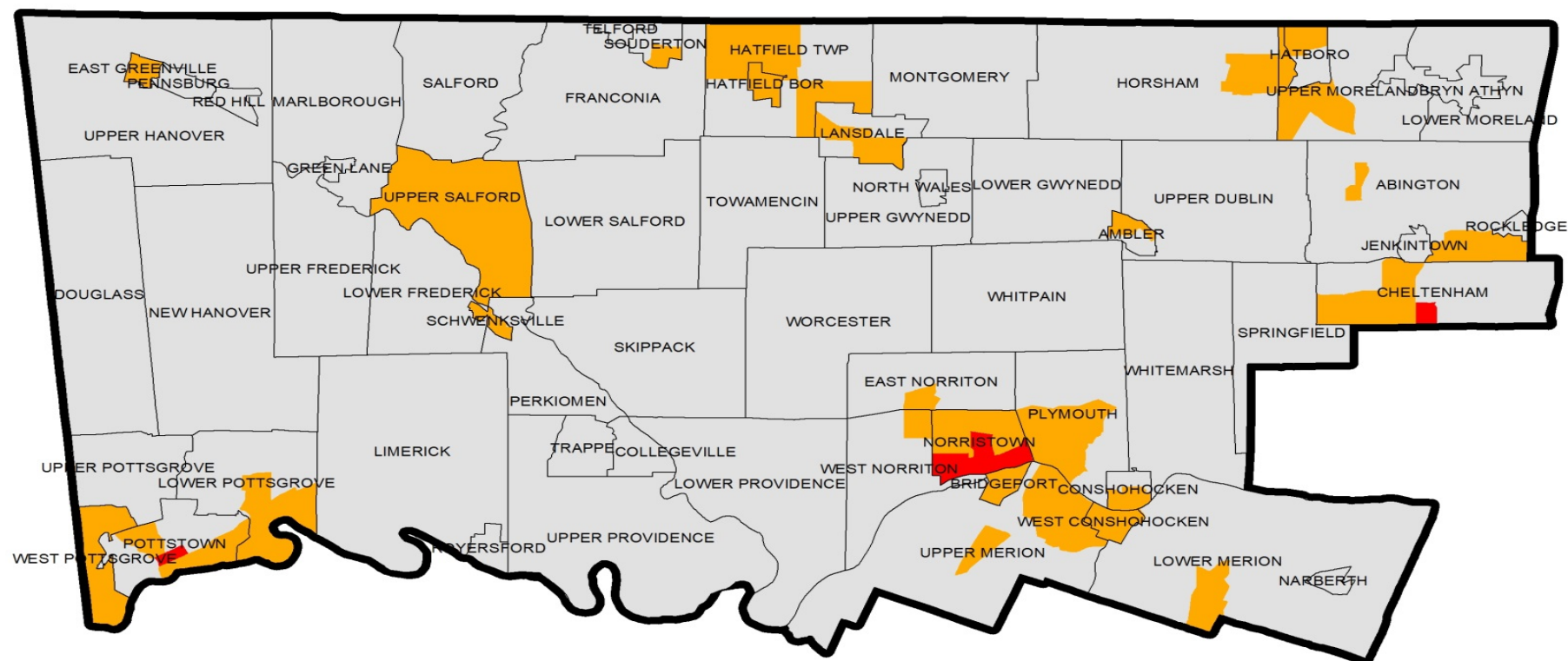
County	Total Households	At Risk Households	% At Risk
Bucks	233,517	40,559	17%
Chester	186,721	32,176	17%
Delaware	203,610	69,462	34%
Montgomery	309,884	56,106	18%
Philadelphia	582,594	414,754	71%
TOTAL	1,516,326	613,057	40%

Hard to Count Areas – ROAM Tool Will Help

The Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates. (<https://www.census.gov/roam>)



Montgomery County – Low Response Rates in 2010



Montco = 83% Overall

Response Rate in 2010

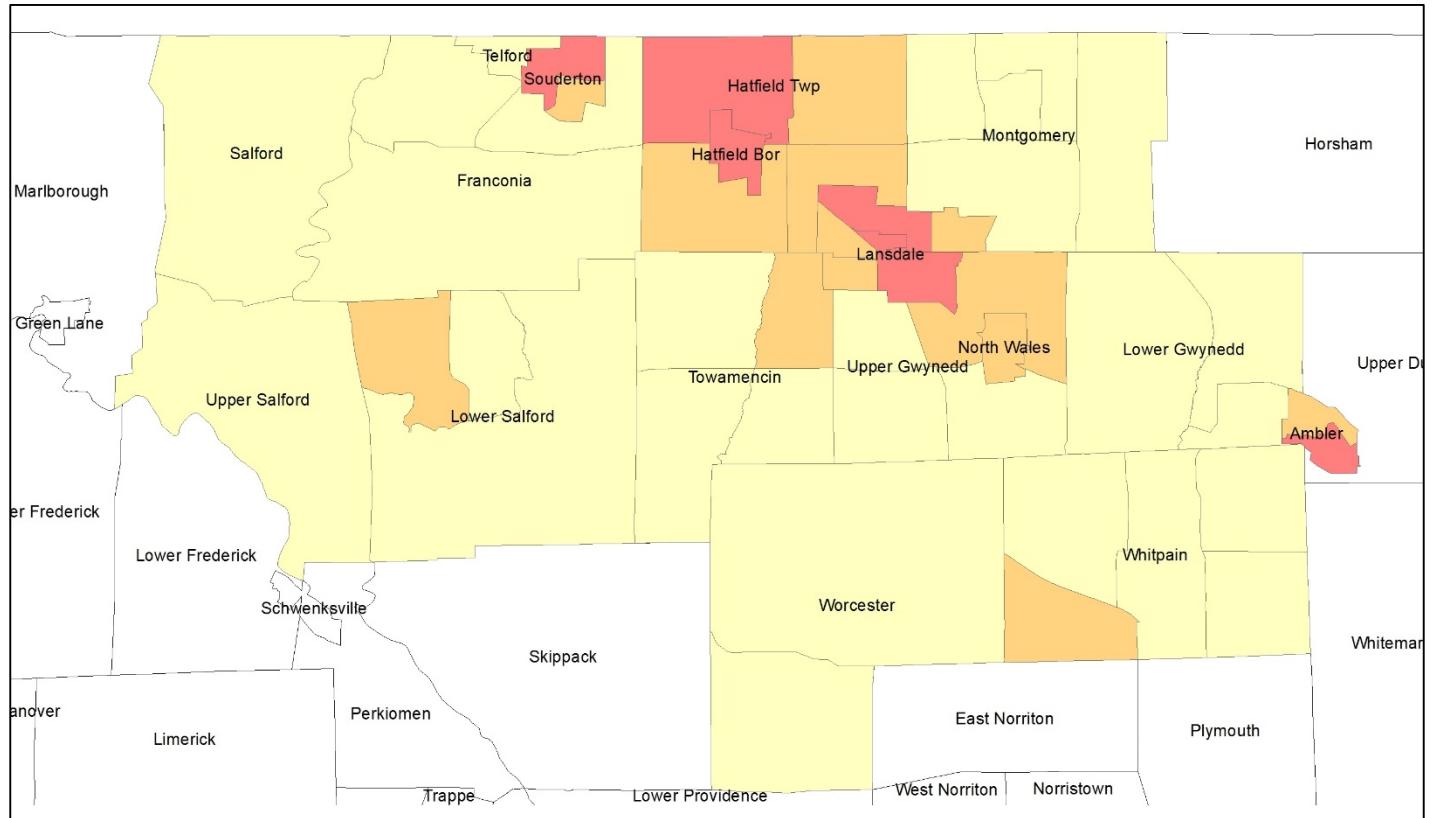
- Response Rate in 2010 Below 70%
- Response Rate in 2010 Between 70% and 80%
- Response Rate in 2010 Greater than 80%

0 2.75 5.5 11 Miles



Where Are the Priority Areas Located in North Penn?

- Ambler Borough
- Hatfield Township
- Hatfield Borough
- Kulpsville
- Lansdale Borough
- North Wales Borough
- Souderton/Telford



So What Is Underway Now to Address a Potential Undercount for Census 2020?

- **COMPLETE COUNT COMMITTEES (CCC)**

County and State CCC's are forming and beginning to plan

- **EDUCATION AND PLANNING**

Human Services, Funder Groups, Community leaders beginning to be educated and develop plans to outreach and educate the community

- **DEVELOPMENT OF OUTREACH TOOLS AND TOOLKITS**

- Check www.census.gov website – Sign up for updates
- <https://censuscounts.org> website – materials and toolkits
- <https://www.keystonecounts.org/about-keystone-counts> - Sign up for email updates

- **FUNDING FOR LOCAL INITIATIVES–**

Being Considered on Several Levels, but no public fund is currently established

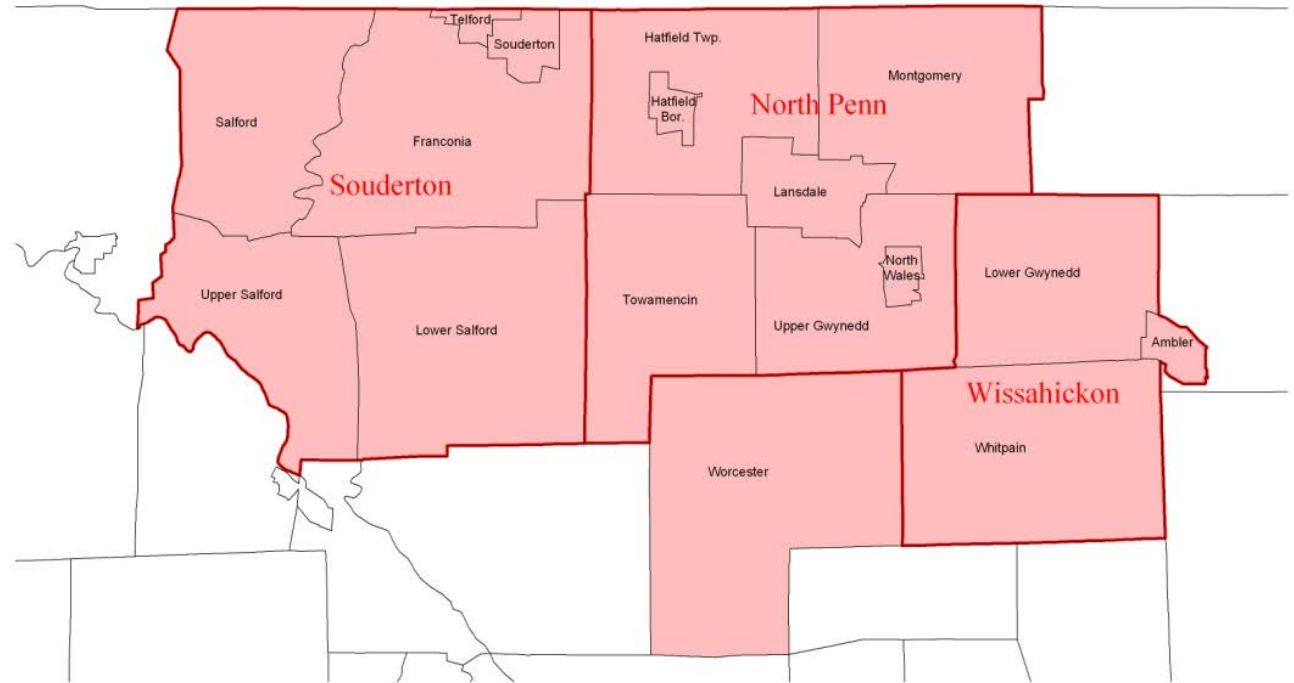


ANNOUNCING

Census Inclusion Mini Grants

(covering the Greater North Penn
Region of Montgomery County)

The VNA Foundation of Greater North Penn recognizes that an undercount in Census 2020 would negatively impact public funding and vital programs necessary to support our quality of life in this North Penn region of Montgomery County. To ensure that nonprofit organizations are able to support efforts toward an accurate and complete count, especially within targeted, at-risk populations, the VNA Foundation proposes a series of 2020 Census Inclusion mini-grants.





Census Inclusion Mini Grants

PRIORITY FOCUS OF GRANTS

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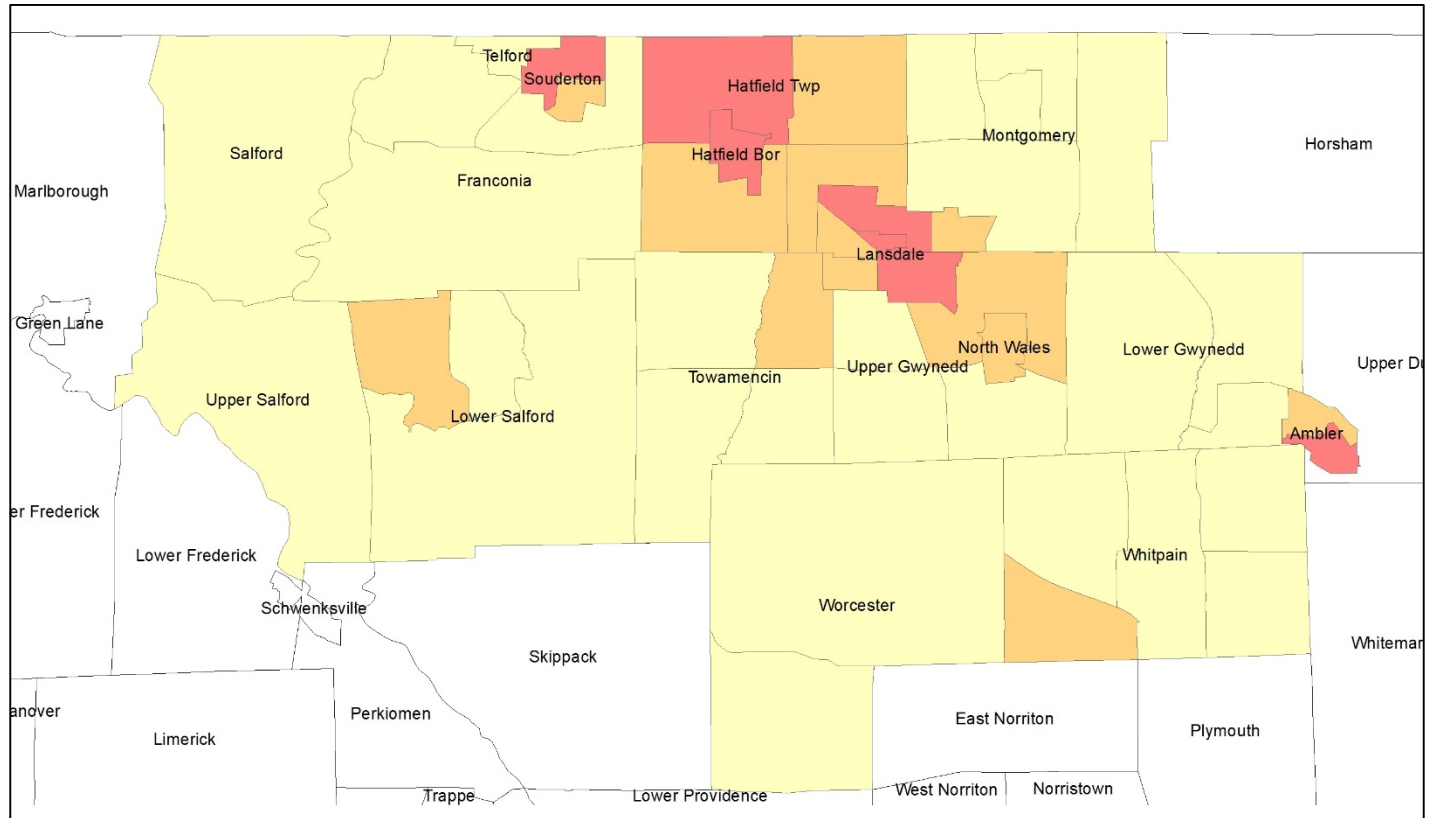
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Census Inclusion Mini Grants

What Will the Mini Grants Cover?

Nonprofit organizations currently serving North Penn residents may apply for a mini-grant of up to \$5,000 to support activities promoting a complete and accurate count, including:

- Outreach and education efforts
- Providing local training
- Convening special community groups
- Working together on activities which build local trust and encourage participation



Census Inclusion Mini Grants

Timeline for Census Inclusion Grants

- ❖ **August 22, 2019** - Information session for potential applicants
- ❖ **October 2, 2019** - Applications begin online for the Census 2020 Mini-Grants.
- ❖ **November 1, 2019** - Applications Close
- ❖ **Mid-November** - Successful grantees announced; funded prior to November 30, 2019.
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Preparing for Census 2020

starts today...

**Spread the word and consider ways in
which YOU can help in your community!**



Census Inclusion Mini Grants

(covering the Greater North Penn
Region of Montgomery County)

Potential applicants for the 2020
Census Inclusion Grants
are encouraged to contact
the VNA Foundation Office
to discuss grant proposals
prior to application.

Contact Joanne Kline:

215-847-4401

or

jkline@npvnafoundation.org