

HOW WILL CENSUS 2020 IMPACT FLORIDA'S HEALTH FUNDERS?

On June 17, 2019, the Florida Health Funders (FHF), an affinity group of Florida Philanthropic Network hosted a webinar titled, How will Census 2020 impact Florida's health funders? Although the webinar was for FHF members, the information shared is relevant to all of Florida's funders. Therefore, we are pleased to offer this brief summarizing the key points of the webinar, sharing how foundations can make a difference in ensuring an accurate count, and providing helpful resources.

Key Points

- THE CENSUS DRIVES POLITICAL POWER**

The Census is constitutionally mandated for re-apportionment of Congress; Census results are also used for redistricting at the national, state, and local levels. For example, school boards, city councils, and event irrigation committees are all drawn from Census results.

- THE CENSUS DRIVES FEDERAL, STATE, AND LOCAL FUNDS AND RESOURCES**

In 2016 alone, Florida received \$44,000,000,000 through 55 federal programs, funding determined by the 2010 Census count. Programs include highway planning and construction, the national school lunch program, Head Start, Federal Pell grants, Medicaid, and the childcare development fund. Any undercount has a federal funding reduction to Florida for the next ten years. A third of Florida's state budget comes from Federal aid based on Census data. Government and businesses use census numbers to locate schools, plan transportation, and site other infrastructure.

- AN ACCURATE COUNT REALLY COUNTS**

Florida is home to large numbers of traditionally hard-to-count groups, and a change in the way the census is administered (from just mail and over the phone to primarily online) will likely exacerbate the undercount. Florida's grantmakers will not be able to make up the funding lost due to an inaccurate count. If the data are wrong, there will be inequitable distribution of resources for basic community needs, such as education, food and income security, health care, housing, transportation, and much more until the next census – in 2030.

Getting involved is as easy as 1, 2, 3

1.

Is your foundation raising awareness?

2.

Have you connected with your local complete count committee?

3.

Are you interested in holding Census workshops in your community?

Resources

We've listed two great places to start below, however, reach out to Geula Ferguson (geula@fpnetwork.org) or Sabeen Perwaiz (sperwaiz@flnonprofits.org) to learn more and get involved.

- Florida Health Funders Census 2020 webinar slide decks: <https://www.fpnetwork.org/resources/how-will-census-2020-impact-florida-s-health-funders>
- Florida Philanthropic Network's Census 2020 resource page: <https://www.fpnetwork.org/census-2020>

FOUNDATIONS CAN MAKE A DIFFERENCE

The good news is that Foundations can make a difference. The Health Foundation of South Florida and the Foundation for a Healthy St. Petersburg are two funders working to ensure an accurate count.

Health Foundation of South Florida: Coordination, Awareness, and a Funder's Collaborative

The Health Foundation of South Florida decided to make a difference for two reasons: (1) the Census is an "upstream" public health effort, driving issues such as funding, representation, and providing accurate data used by businesses, government and foundations to make decisions and determine community needs and (2) the Census is mission-aligned with the Foundation's desire to impact health of, and serve, residents who have low-incomes. The Foundation's strategies include:

- Coordinating with Counties (including participating on Complete Count Committees), philanthropic organizations, and community-based organizations to ensure a complete count.
- Promoting press and local events, as well as implementing a coordinated social media campaign with philanthropic partners.
- Leading and participating in grantmaking.

For example, in Broward County the Foundation is a member of the Census 2020 Complete Count Committee and leads the Hard-to-Enumerate Subcommittee. The Foundation is also engaging philanthropic and nonprofit partners to fund research, lead communications, and support local complete count efforts being led by municipalities and grassroots organizations. In Miami-Dade, the foundation is participating in a funders collaborative led by The Miami Foundation that will be distributing nearly \$500,000 to support census outreach targeting Miami-Dade's historically undercounted communities and census tracts.

The Foundation for a Healthy St. Petersburg: Advocacy, Awareness, and Grantmaking

At the Foundation for a Healthy St Petersburg, work focuses on improving Social Determinants of Health through systems change. Since multiple systems depend on the Census for funding and data, starting in 2018, the foundation began encouraging local officials to initiate a county complete count committee and offered to the support the committee's work. Other strategies include:

- Educating others in the community about how the Census works and helping partners – nonprofit, government and other funders – understand what role they can play locally.
- Establishing relationship with the Census staff assigned to the region.
- Agreeing to lead the Pinellas County CCC's "Undercount Committee" (a rebranding of Census' hard-to-count language).
- Awareness building and planning.
- Pledging matching funds for local coalition seeking national foundation dollars.