To fill in statistics for your city, county or state check out [www.partnershipforamericaschildren.org](http://www.partnershipforamericaschildren.org) or [www.countsallkids.org](http://www.countsallkids.org)

WE COUNT! Generic Proposals

NOTE: We offer this generic proposal response to non profit organizations

**Nearly x billion in federal funding for x (state, county or city) depends on the Census count:** including Medicaid, hospital funding, Title I school funding, child care, student loans, highway and transportation funding and school meals programs. Most of the programs for children under 5 are allocated through Census data.

The 2010 Census missed x young children in x (State, county or city). So, for the last 10 years, when federal agencies calculated funding for NJ health, education and infrastructure services they did it based on wrong, lower numbers!

Advocates predict an undercount of X children under 5 in the 2020 Census and that x of our residents (almost x million people) may not fill out the Census form correctly or at all.

The number of Representatives we sends to Congress is determined by Census Data, as is the number of electoral votes we receive during the Presidential election.

**Project Summary (4000 ch)**

We are proposing to reach families with children ages 0-5 in order to ensure that all young children and families are correctly counted. In order to reach this goal we plan to implement a WE COUNT! Campaign. The WE COUNT Campaign consists of these strategies :

1. **Engaging “Trusted Advisors”**: Census research shows that many Americans are confused by the Census, and are wary of reporting private information. Research also showed that families are more likely to listen to Census information if it is provided by people they already know and trust. We will engage families’ existing Trusted Advisors (in our program or in our community or in our county) who already have a rapport with parents when they provide (childcare, home visits, pre-k etc…) and train them to confidently and clearly support families’ as they take the Census - with strategies that combine Census Messaging research with strength based family support and early childhood learning strategies.
2. **The WE COUNT! book**: We will purchase copies of this fully illustrated, counting book for young children (0-5) that includes key questions and answers about the 2020 Census for adults. The book combines colorful illustrations of diverse families with simply written, research-based guidance on how to correctly count households and why it is beneficial to communities, families and children that everyone is correctly counted. We will train our “Trusted Advisors” to give a copy of WE COUNT (in English, Spanish, Bengali, Arabic, Mandarin, Korean, Vietnamese, Tagalog, Haitian Creole) to give as a gift to every family with young children [served by our organization or within our community or county.] and then to open the book together to learn about the Census and then together discuss and support families as they take the Census.

(Optional) We will also hold Family Fun Events [at our agency, or at convenient locations in our community, or in partnership with other organizations.] These events will be held at the end of March. Our agencies will invite our families to join their children at a celebration of counting, where everyone can take the Census with support and free wifi. There will also be family friendly numeracy and literacy activities, and raffles and prizes for all who complete the Census.

**Organizational Capacity**

[in this section, write how the organization:

* demonstrates that it has the capacity to advocate for a complete count, at the very least on a countywide basis or that it has in fact been operating in such a manner already.
* Has an LLC in the jurisdiction it will be working in.
* Has prior involvement with other community groups (community-based organizations, faith-based community, etc. targeting HTC populations.] [up to 4000 characters]

**Statement of Need**

**“**The 2010 Census missed or miscounted 2 million children under five, particularly children of color…” (Lisa Hamilton, Annie E. Casey Foundation). According to William O’Hare, a national expert in the Census, the undercount of young children in the US Census (April 2019), is related to a higher percentage of racial/ethic families, households that are linguistically isolated, children living with grandparents, and children living with nonrelatives or in group quarters (ie. shelters, foster care, etc.). The families served by [Insert agency, partners or County] include immigrants and refugees, low-income families, families living in nontraditional household structures, and families who speak little to no English in (x county, or state.) We need funds to initiate an evidence-based, culturally responsive awareness and educational campaign that provides clear, simple, information about the Census to supports families to accurately complete the 2020 Census. We have the infrastructure to reach families, but we need funds for an organized outreach to the community, to purchase materials, train all of our staff, and implement events where families can gather to get help in taking the 2020 Census. [INCLUDE HTC AREAS YOU SERVE, THE WHOLE COUNTY, CITY ETC.]

**Statement of Collaboration**

[In this section, describe the collaborating partners that the organization has worked with and/or will work with in targeting the HTC community.] [up to 4000 characters]

(Your Organization) will collaborate with [choose what you wish]:

We will include [Think about local organizations such as: libraries, faith-based organizations, food pantries, WIC, Maternal and Child Health Programs, Home Visiting Programs, Pediatricians, WIC Dentists, Reach out and Read, Local businesses, Homeless Shelters, Prisons and Jails, Fatherhood Initiatives, in-home childcare provider collaboratives, community and school based Pre-K Programs] in the WE COUNT! campaign in order to reach hard to count families in our county that we do not serve.

**Project Design: (Action Plans for organizational and community engagement that includes an outreach plan, and optional event and promotion plans. [use one of the two models below]**

Lead Agency:

* Use existing county maps to identify all HTC communities and identify multiple agencies that reach families in the community
* Identify languages and # of families per language
* Reach out to all possible agencies and organizations (see above) to establish partnerships, and coordinate partnership roles and responsibilities based on the following qualifications and categories:

Meet with partners and explain the different ways to partner in the WE COUNT! Campaign:

1. WE COUNT! “TRUSTED ADVISOR”/DISSEMINATION PARTNER
2. WE COUNT! PROMOTION PARTNER
3. WE COUNT! EVENT PARTNER

**1.** **WE COUNT! “TRUSTED ADVISOR”**

**Organizations that have:**

· Direct relationships with hard-to-count families.

· Staff that can implement and track intervention:

· 1 or 2 staff-members will participate in a live or online WE COUNT! Training of Trainers, and then they will train the agency staff in a 3-hour WE COUNT! Training (with pre/post test) to discuss the following:

· Why the Census is important to all of us.

· How and why families/households should be counted on the form.

· How to use the WE COUNT! book to start a conversation about the Census and how to count (in all of its meanings – as a child, a citizen, a parent…etc.)

· How to support families to correctly count and participate int the Census.

Every family they serve receives a free copy of WE COUNT!

· Together with family (one on one, or with a group) open, read and look at the WE COUNT! book together to launch a discussion about the Census.

· · Willing to prominently display posters and copies of the WE COUNT! book

· Will invite and encourage parents to attend WE COUNT Events in April 2020.

· *Optional:* Host a WE COUNT! Event in April 2020

(Suggested organizations include: Head Starts, Nursery/PreSchools, WIC, Home Visiting Programs, Maternal and Child Health programs and providers).

**WE COUNT! CENSUS PROMOTION PARTNER:** QUALIFICATIONS

· Staff members can be trained by local Trained Trainers or invited to watch an online video.

· Willing to prominently display posters and copies of the WE COUNT! book. (The poster explaining that they are funded based on the Census count is meant to nudge the many service providers who don’t realize how their livelihood is connected to the Census)

· Reinforce the importance of the Census and encourage families to include children 0 to 5 correctly in the count.

· Encourage Families to go to the WE COUNT! Family Fun events, and make referrals to families that want additional help filling out the Census form.

· *Optional:* Host a WE COUNT! Event in April 2020

(This could include community, government and non-profit agencies and businesses)

**WE COUNT! EVENT PARTNER (additional outreach):**

Organizations (including Businesses!) that:

· Are easy to reach and familiar to families.

· Willing to host a family event and offer Census support and free wifi.

· Will partner with simply put, the Paterson Library System and the Complete Count Census committee.

· Able to fund or find funding for all costs associated with the event.

(This could include. libraries, schools, Head Start, Community Centers, YMCA, Settlement Houses restaurants, hair salons, local supermarkets or Target stores)

ADDITIONAL OUTREACH TO VOLUNTEERS:

· **Training Volunteer**: Any individuals who are Master Trainers in the community are invited to register for the online WE COUNT! TOT so they can either train their own agency staff or volunteer to train other WE COUNT! Campaign Partner Staff.

· **Reading Volunteer:** Older children, retired elders and others can set up their own Reading Circle of WE COUNT! In their building, at the library, etc.

· **Event Volunteer:** Has availability in March/April to support a WE COUNT! Family Fun Event: planning the event and/or being available during the event to help families complete the Census, etc.

· **Sponsor and Prize Recruitment Volunteer:** Canvas local businesses to sponsor WE COUNT! Family Fun Events by donating refreshments, raffle prizes, decorations, etc.

**OUTREACH PLAN (same as above but organized differently.):**

1. We will reach (#) of families that already receive (x) services from our agency (and partner agencies) with WE COUNT! books delivered by our staff, who already work directly with these families and are “trusted advisors” on a variety of issues.
2. We reach families that speak (x) languages and will order (X#) of WE COUNT! books in these languages from Simply Put Media.
3. We will identify (X) “Master Trainers” from our organization.
4. In January or February these Master Trainers will attend a live online Training of the Trainers (TOT) delivered by **simply put** media in January or February of 2020.
5. The Master Trainers will then provide live training to all of the “Trusted Advisors” in our agency who will be offering direct Census support to families. Others in our organization who may not be providing direct services to family (such as the receptionist or (OTHER) can also attend the training or watch a short video about the Census and the WE COUNT! program so they can also talk to families.
6. In March trained staff will engage every family we serve in a planned “intervention” or “conversation” about the Census. Every family will receive a copy of the WE COUNT! book as a gift. They will use the WE COUNT! book as a tool for helping families learn why it is so important for them and community to accurately complete the Census, how to count their households, address their issues and concerns, and read the book with their children.

In March, 2020 (your organization(s) or partner organizations) will hold a Family Fun! Census Event at a convenient time and place for our families. At that event we will offer support and free wifi so that every family can complete the Census if they have not already done so. The event will include (choose as you wish):

* A prepared presentation by the children for their families that supports counting (counting as a numeracy activity, counting in relation to the Census, and counting as a member of a community)
* WE COUNT! banner with photo opportunities for families
* Small groups reading the WE COUNT! book together (using older siblings and adults)
* Children playing WE COUNT! games (e.g. WE COUNT! Bingo, WE COUNT! lotto, WE COUNT! card games etc.)
* WE COUNT! cake
* WE COUNT! balloons

**Target Population[Provide a detailed overview of the significant established relationships within the HTC communities, where do they reside, and what barriers are there in identifying the population]**

These are the families who live in HCT communities: families with complex living arrangement and living in complex family structures; immigrant and refugee families; families with children under 5 years of age; families where the adults have low-literacy level; families with low incomes; families and communities that lack broadband internet access.

We believe that instituting the WE COUNT! Campaign will address several key obstacles to Census participation: 1) training and using “trusted advisors” to engage families in conversations about the Census; 2)having a beautiful children’s picture book to offer to families as a gift; 3) having our staff be able to receive training on how to use the book by professionals with expertise in early childhood education, training for low-literacy, culturally diverse families; 4) having access to the WE COUNT! website for tools and strategies for outreach, event planning etc.; 5) having access to professionals all over the country to share ideas, challenges, and solutions about how to overcome barriers to participation and launch Census related programs

**Goals and Objectives**

**Goal:** To reach each and every family served by [YOUR ORGANIZATION NAME] through the WE COUNT! Campaign (i.e. WE COUNT! books, programming and events in partnership with collaborating organizations that serve “hard-to-count” communities surrounding our organization.

**Objectives:**

* To participate in WE COUNT! online training in January/February 2020 to join discussions on how to use the WE COUNT! book and materials with families
* To purchase a total of [XXX] WE COUNT! books so that each family will receive one as a gift
* To work with families individually or in small groups to raise awareness of the importance of completing the 2020 Census
* To learn how to access the WE COUNT! tools and material and customize them for our specific population that we serve
* To plan and implement several days of WE COUNT! Family Fun events the first 2 weeks of April
* To complete the evaluation of the WE COUNT! Campaign

**Evaluation of the WE COUNT! Campaign**

The evaluation will include pre-post data from the WE COUNT! webinars, and all other data collected by **simply put**  from their national and state campaigns.

Our individual evaluation will include:

* # of staff who attended WE COUNT! online training
* # of staff who had a conversation about the Census with parents using the WE COUNT! book
* # of families touched by the WE COUNT! Campaign
* # of organizations signed on to participate in the WE COUNT! Campaign (if using Model 2)
* # of WE COUNT! Family Fun Events held
* # of people (children and adults) who attended the WE COUNT! Events
* # of households completing the Census

**Application Requirements and Rating Criteria Section Limits Description/Criteria Maximum Rating Project Summary 4,000 Characters • Indicate the title of the project. Indicate the amount that you’re applying for and the purpose of the program; • Indicate how the organization has been working in advocating for a complete count for the Census or provide the detailed action plan to do so. 5 Points Organization Capacity 4,000 Characters • Indicate how the organization demonstrates that it has the capacity to advocate for a complete count, at the very least on a countywide basis or that it has in fact been operating in such a manner already. 10 Points Statement of Need 4,000 Characters • Indicate why conducting an awareness and educational campaign regarding the 2020 Census is necessary for HTC area(s) your organization will serve (e.g., the county and/or local municipality). 15 Points Statement of Collaboration 4,000 Characters • Describe the collaborating partners that the organization has worked with and/or will work with in targeting the HTC community. 10 points DOS2020C3-NP Page 8 of 10 Application Requirements and Rating Criteria Section Limits Description/Criteria Maximum Rating Project Design 4,000 Characters • Provide a detailed description of the organizations plan of action as described on page 5 of this application. • Upload the projects logic model under “Required Appendices.” 15 Points Target Population N/A • Provide a detailed overview of the significant established relationships within the HTC communities, where do they reside, and what barriers are there in identifying the population. 15 Points Goals & Objectives 4,000 Characters • Indicate the goals and objectives associated with the project as identified on page 3 of this application. 10 Points Evaluation 4,000 Characters • Indicate how you will measure whether and to what extent program success has been achieved. 5 Points Budget & Budget Narrative N/A • Complete all budget forms in the SAGE system; • 20% max of grant funds can be used for personnel. • Provide a budget narrative describing how you arrived at the dollar amount per budget line item. 15 Points Required Appendices N/A • Board Resolution if applicable; • Logic Model for HTC areas identified. N**