

Additional Tools For Reaching Hard to Count Populations for 2010 Census

NLIHC's Memo to Members
February 26, 2010

New online tools are available to help nonprofits encourage their clients to participate in the 2010 census, which will get underway in March when census forms are mailed to every household. All forms must be returned by April 1.

It is important that people who have been “hard to count” in the past—including people who are homeless, speak limited English, are immigrants, or have to move frequently due to foreclosure or problems with landlords—are counted in the census. Funding for many of the programs that assist hard-to-count people is distributed to states and localities on the basis of population, and the census also affects the number of Congressional members each state is allotted. In addition, the location of schools, hospitals, roads, and other important community facilities are often determined by census numbers.

Because nonprofits are generally trusted by low income and other hard-to-count people, local agencies can play an important role in overcoming individuals’ reluctance to fill out a census form.

Nonprofits Count’s online toolkit is oriented to nonprofits to help them encourage people to participate in the 2010 Census. New one-page fact sheets are now available focusing on counting children, homeless people, and those in group quarters. Also available are two new posters that nonprofits can display. The toolkit is available at: www.nonprofitscount.org.

The Nonprofits Count website also includes links to 13 other organizations with constituency-specific census resources, including:

- Ya Es Hora is oriented to Latinos and offers materials in Spanish and English, at: <http://hagasecontar.yaeshora.info/english>
- The NAACP’s “Yes We Count” is at: http://org2.democracynaction.org/o/2446/t/9137/blog/index.jsp?blog_KEY=174
- The National Council of American Indians’ “Indian Country Counts” is at: www.indiancountrycounts.org/home.cfm
- The Asian American Justice Center has materials at: <http://asianamericancensus.org/census-2010>

In addition, the Census Bureau now has toolkits for the black community, Latinos, Asians, Native Americans, migrant workers, immigrants, and people with disabilities, all at: <http://2010.census.gov/partners/toolkits>

The Bureau also now has partner toolkits oriented to community-based and social service organizations, located at: <http://2010.census.gov/partners/toolkits/toolkits-community.php>

A toolkit for renters is available at: <http://2010.census.gov/partners/toolkits/toolkits-renters.php>