

The logo features the letters 'NY' stacked above 'CT' in a large, red, serif font. To the right of this graphic, the text 'NEW YORK STATE' is written in a bold, black, sans-serif font. Below that, 'CENSUS EQUITY FUND' is written in a larger, bold, grey, sans-serif font. At the bottom, 'IN THE NEW YORK COMMUNITY TRUST' is written in a bold, black, sans-serif font.

**NEW YORK STATE
CENSUS EQUITY FUND
IN THE NEW YORK COMMUNITY TRUST**

**Final 2020 Census Outreach Funding Opportunity
Request for Proposals for Westchester, Long Island, and New York City**

About this Funding Opportunity

The New York State Census Equity Fund invites proposals from nonprofits that are poised to strategically reach out to communities and regions where the self-response rate for Census 2020 is lagging based on Census Bureau data. The goal of this funding is to maximize the potential count in strategic areas and communities of the State, while continuing to operate using physical and social distancing guidelines as established by New York State.

Timeframe:

Grant outreach and review will take place from June 25, 2020 through July 17, 2020 on a rolling basis in an effort to make sure grants are funded no later than early-August 2020.

Grant Awards:

Depending on the size, scope, and outreach plans presented in an agency's proposal grant awards are expected to be in the range of \$5,000 - \$60,000. Successful candidates will be able to demonstrate how their outreach efforts are utilizing up to date census data, how they will engage trusted messengers, and whose tactics are relevant and appropriate to increase the self-response rates.

Criteria:

Organizations invited to apply for this funding opportunity, must demonstrate they have the ability to do outreach in census tracts that have self-response rates lower than 50% as of June 23, 2020 **OR** undercounted demographic groups in geographic areas with total populations greater than 100,000 residents.

Eligibility:

Applicants must be registered 501(c)(3) organizations operating in New York, or have a fiscal sponsorship arrangement with a 501(c)(3) organization.

The following are examples of the kinds of activities that will be considered for funding:

- Activities that link census outreach to COVID-19 community response efforts, the movement for Black Lives or Get out the Vote efforts
- Community awareness campaigns including mailings, flyers, billboards, radio/tv/social media paid placements
- Phone-banking and peer-to-peer texting
- Incentives for participation in community-based census outreach activities like food, gift cards, and other give-away items
- Creative message delivery concepts in the age of physical distancing
- Partnerships with faith-based communities
- Partnerships with GOTV initiatives

HOW TO APPLY

To submit an application for these regions of the State, (1) prepare a brief proposal narrative and grant budget and save it as a single PDF to upload with your application; (2) then click on this link: <https://proposals.nycommunitytrust.org/Proposal/Create/?loiRespKey=0&rfpId=37> to complete The Trust's Proposal Coversheet and upload the PDF to the grants portal. For more information or to ask questions, contact Barbara Taveras at bat@nyct-cfi.org.

We are accepting proposals on a rolling submission basis up until Friday July 17th.

The New York State Census Equity Fund Steering Committee recognizes the short timeframe created by this deadline as well as the limited amount of time left for 2020 census outreach efforts.

Out of respect for your time and expertise, we acknowledge that your proposal may repurpose language drafted for other grant proposals. We encourage organizations to include expenses incurred between July 1 and September 30 in the project budget form.

Final Report:

Successful applicants will be expected to complete an evaluation form specific to this award by December 31, 2020.