



Faithful Census Mini-Grant Program

Thanks to the generous support of the 2020 Census Project at New Venture Fund, Faith in Public Life is requesting proposals for mini-grants to support faith-based organizations or houses of worship engaging hard to count communities to ensure all people are counted in the 2020 Census.

Faith in Public Life is co-leading the National Faith Census Council to engage faith communities in outreach to hard to count communities in advance of the 2020 Census. As trusted messengers and mobilizers, faith leaders are critical to the community-wide effort to encourage hard to count communities to complete the 2020 Census.

This request for proposals (RFP) is inviting state, regional, or local faith-based organizations and individual houses of worship to apply for mini-grants between \$5,000-25,000 to build capacity to engage communities with past low participation rates, or Hard to Count Communities (HTC), for the 2020 Census. FPL will award up to 20 mini-grants.

All proposals are due to Faith in Public Life by Tuesday, November 19th at noon EST as a pdf in an email attachment to census2020@faithinpubliclife.org.

Mini-Grant Application Process

Informational Webinar: Faith in Public Life will host a webinar on November 12th at 3 pm EST for all interested applicants to answer individual questions and give technical support for applying to the mini-grant. Attendance is not required to apply.

Grant Criteria

Faith in Public Life encourages applications from faith-based organizations led by hard to count communities and serving hard to count communities.

- Priority will be given to applicants from the following states: AL, AZ, CO, HI, LA, MS, NV, TX, OK, NM and SC but other states are welcome to apply and will be considered based on the criteria below;
- Applications will be prioritized for geographies that had low participation (under 65%) in the 2010 Census according to the [2020 Census hard to count map](#);
- Faith-based organizations and houses of worship must meet at least one of the following additional criteria:

- Located in or with specific plans to reach geographic areas with less Census get out the count infrastructure, such as smaller cities, exurban and rural areas;
- Led by and working in religious minority communities, including Muslim (Arab-American and African-American Muslim communities), Sikh, and Hindu;
- Led by and/or serving first-generation and mixed status immigrant communities
- Led by and/or serving communities of color (Latinx, African-American, Arab-American, Asian-American, Native American, Native Hawaiian and Pacific Islander);
- Any faith-based organization or house of worship operating with a charitable purpose can apply for this project specific grant, including 501(c)3, organizations and houses of worship.

Funded Work

As stated above, The Census Faith Mini-Grant will direct resources to local, regional, or state faith-based organizations and individual houses of worship educating and mobilizing hard to count communities for the 2020 Census.

Such activities must be measurable and target Hard to Count (HTC) communities and could include but are not limited to:

- Holding trainings and meetings with faith leaders that serve people of color or religious minorities;
- Encouraging congregations to integrate the census into worship through Census events, such as “Census Sabbaths” ;
- Recruiting and signing up Faith Census Ambassadors, faith leaders who join a national network engaged by Faith in Public Life who commit to spreading the word about the 2020 Census, to grow network of clergy and lay leaders getting out the count
- Distributing materials and resources to individual houses of worship and faith-based organizations;
- Joining local complete count committee meetings and distributing information to area faith leaders in person and on social media;
- Coordinating community events, such as block parties or house meetings to encourage filling out the census
- Hosting opportunities for people to fill out their census forms as a community, including after worship, during community hours, or an open house.

Grant Amounts

FPL is reviewing and approving proposals for grants ranging from \$5,000 up to \$25,000. The range in amounts will allow us to balance the many needs in the priority, hard to count



geographies and also support proposals from organizations or houses of worship that do not currently have resources for the 2020 Census work and have plans for significant, timely work.

Faith in Public Life will distribute grants to varying types of applicants. The maximum grant amount of \$25,000 will be considered for faith-based organizations, alliances or networks that can propose work for an entire state or region.

The Census faith mini-grant is intended to close funding gaps and needs for Census engagement. The grantees who are recipients of the Census Equity Fund grant or the We Count Grant Fund, are not eligible for the Faithful Census mini-grant.

All Faithful Census Mini-Grant awardees are encouraged to collaborate with other Census program grantees and city, state and local 2020 Census infrastructure, such as Complete Count committees.

Preparing a Proposal

Please address the following in a proposal that is a maximum of 3 pages, including a budget request, as described below:

- Name of the organization submitting the proposal with contact information for key staff
 - if more than one organization is collaborating on the proposal, please specify which organization will be the grant recipient if approved:
- Background on the collaborative or organization:
 - Mission, major activities, and programs of the applying organization or collaborative
 - Demographic of target community for census outreach in relation to stated criteria and current relationship with target community
 - Indicate tract, county, state, or region in which you will carry out your census program and the mail back return rate for that area according to the [2020 Census hard to count map](#)
- Describe Proposed Use of Funds
 - Major project goals;
 - Activities that will be undertaken to reach these goals¹;
 - The prominent outreach strategy that will be utilized to encourage participation/counting of specific populations (e.g. young children, immigrant households) including both education leading up to 2020 Census and “get out the count” efforts once the 2020 Census has been released;

¹ Applicants are encouraged to propose activities that connect with the 2020 Census National Faith Council network efforts, such as Census Faith Ambassadors. Mini-grants will be given a preference for including existing activities, and innovative approaches and types of work are also encouraged.

- Coordination with other census outreach efforts in the region, if applicable;
- Expected challenges and how they will be addressed; and
- Approach for tracking and progress
- **Timeline Of Activities**
 - Proposal descriptions of the work should outline education and public awareness activities for January to March 2020, get out the count from April to June 2020, and reporting and evaluation from July to August, 2020.
- **Budget**
 - Total amount requested from Faith in Public Life mini-grant and total project budget, including categorical breakdown of budget.

Submitting the Proposal

Applicants should follow the template above and save the proposal as a PDF. Please submit the proposal as an email attachment to census2020@faithinpubliclife.org by noon EST on Tuesday, November 19.

Faith in Public Life Resources

FPL has created faith-based Census resources for our partners to use and share as they lift up the Census in their communities. All resources can be found on the [FPL Census Resources Hub](#). These resources include faith toolkits, sermon guides, presentations, flyers, and webinars.

Review and Evaluation of Mini-Grants

At the conclusion of the Faithful Census mini-grant, grantees will be invited to reflect on faith-based Census outreach activities and share what went well and what they would improve or suggest for the next decennial Census. Throughout the mini-grant period, grantees will be asked to share updates of funded activities, such as photos of events, hand-outs, and social media posts.

Timeline

- November 12, 3 p.m. EST: An optional webinar for technical support to applicants will be held November 12 at 3 p.m. EST.
- November 19, noon EST: Application deadline
- Decisions announced on December 2
- Late December-early January: grant agreements and funding distributed

The MOUs will be active from January 2020 to August 2020, to allow for reporting and evaluation at the end of the project.