



Dutchess County-based
private foundation

Funding in 6 counties in the
Mid-Hudson Valley

Improving quality of life in the region &
supporting basic human needs such as
housing, food, healthcare, and other
human services

What does census data mean to funders?



Who is the most vulnerable in our community?
What are the needs that government funds are not meeting?

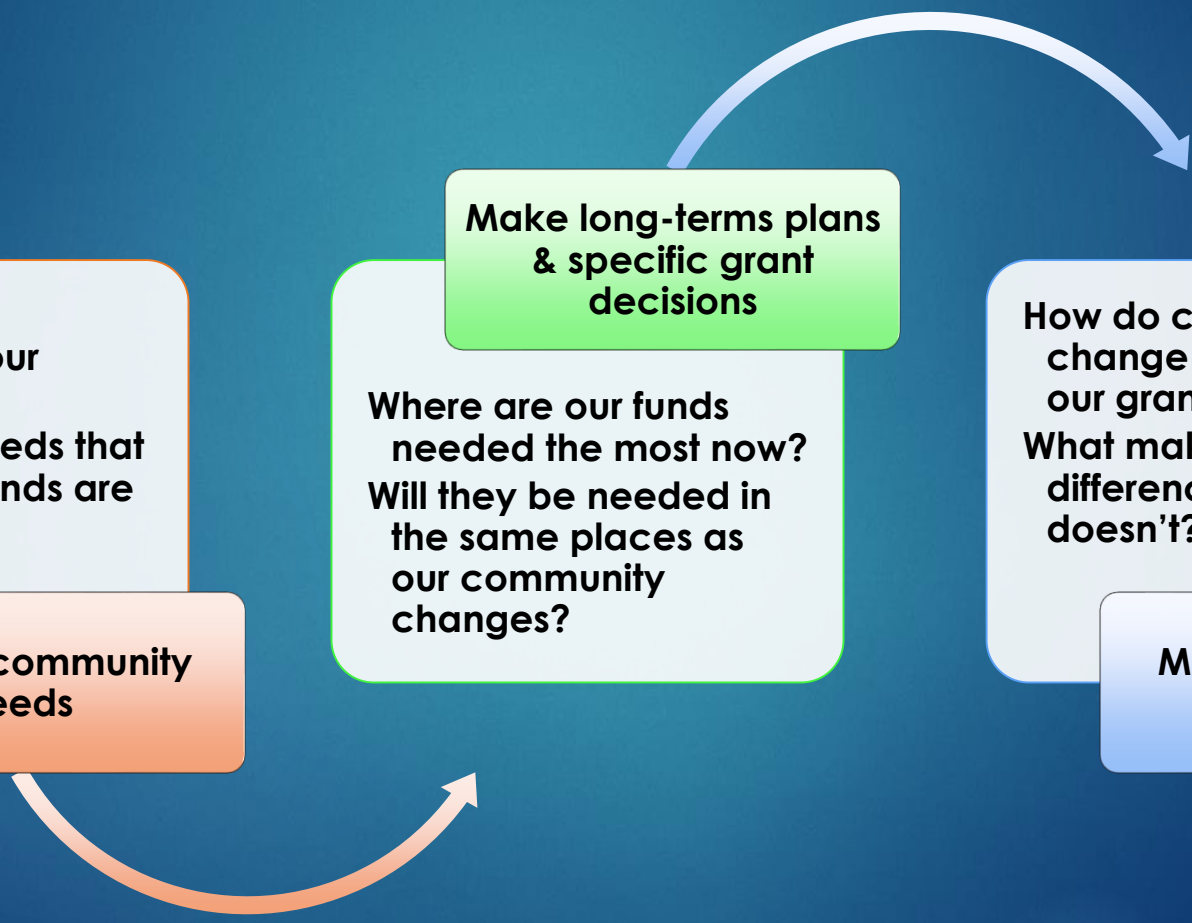
Identify community needs

Make long-terms plans & specific grant decisions

Where are our funds needed the most now?
Will they be needed in the same places as our community changes?

How do communities change in response to our grantmaking?
What makes a difference and what doesn't?

Measure impact of grantmaking



Census 2010

Census Funders NYC Initiative

Where? New York
Community Trust

What? \$605,000 raised
37 organizations funded
356,000 people reached

Result? 3% overall
increase in participation
rate – 5% increase in
targeted areas

Long Island's Count Me In Initiative

Where? Long Island
Community Foundation

What? \$335,000 raised (+
\$170,000 from NYS
Complete Count grants)
18 organizations funded

Result? 19 of 23 census
tracts showed increased
response rates, including a
21% increase in one area

Census 2010

What worked?

Resources were deployed to trusted local groups uniquely suited to mobilizing communities

Collaboration between philanthropy & local government ensured a coordinated effort

Significant impacts on self-response rates resulted

What didn't?

Only NYC & Long Island were covered by efforts in 2010 – upstate regions were not

Efforts started late and were relatively small

New York State funding was minimal

Census 2020



Nonpartisan experts agree that getting an accurate count in 2020 will be extraordinarily difficult

Issues: data security fears; citizenship question may suppress immigrant response; underfunding of the Census Bureau means fewer field offices & enumerators

Solution: an expanded philanthropic partnership to raise & distribute funds to ensure that all New Yorkers are counted, all across the state

New York State Census Equity Fund

What is it? A pooled fund of resources raised from foundations & individual donors around the state

Where is it held? At the New York Community Trust



Purpose: to coordinate and fund statewide efforts to make sure all New Yorkers are counted

Goal: \$3 million to be raised and distributed over three years in several rounds of funding

Progress: \$1.3 million raised to date

New York State Census Equity Fund

Downstate

Sol Marie Alfonso Jones – Long Island Community Foundation

Sabrina Hargrave – Brooklyn Community Foundation

Maria Marcantonio – Charles H. Revson Foundation

Maria Mottola – New York Foundation

Patricia Swann – New York Community Trust

Upstate

Jennifer Drake – Dyson Foundation (Hudson Valley)


Lisa Fasolo-Frishman – Engage New York

Randi Hewit – Community Foundation of Elmira-Corning and the Finger Lakes

Katie Pieri – Community Foundation for Greater Buffalo

Robyn Smith – Central New York Community Foundation

New York State Census Equity Fund



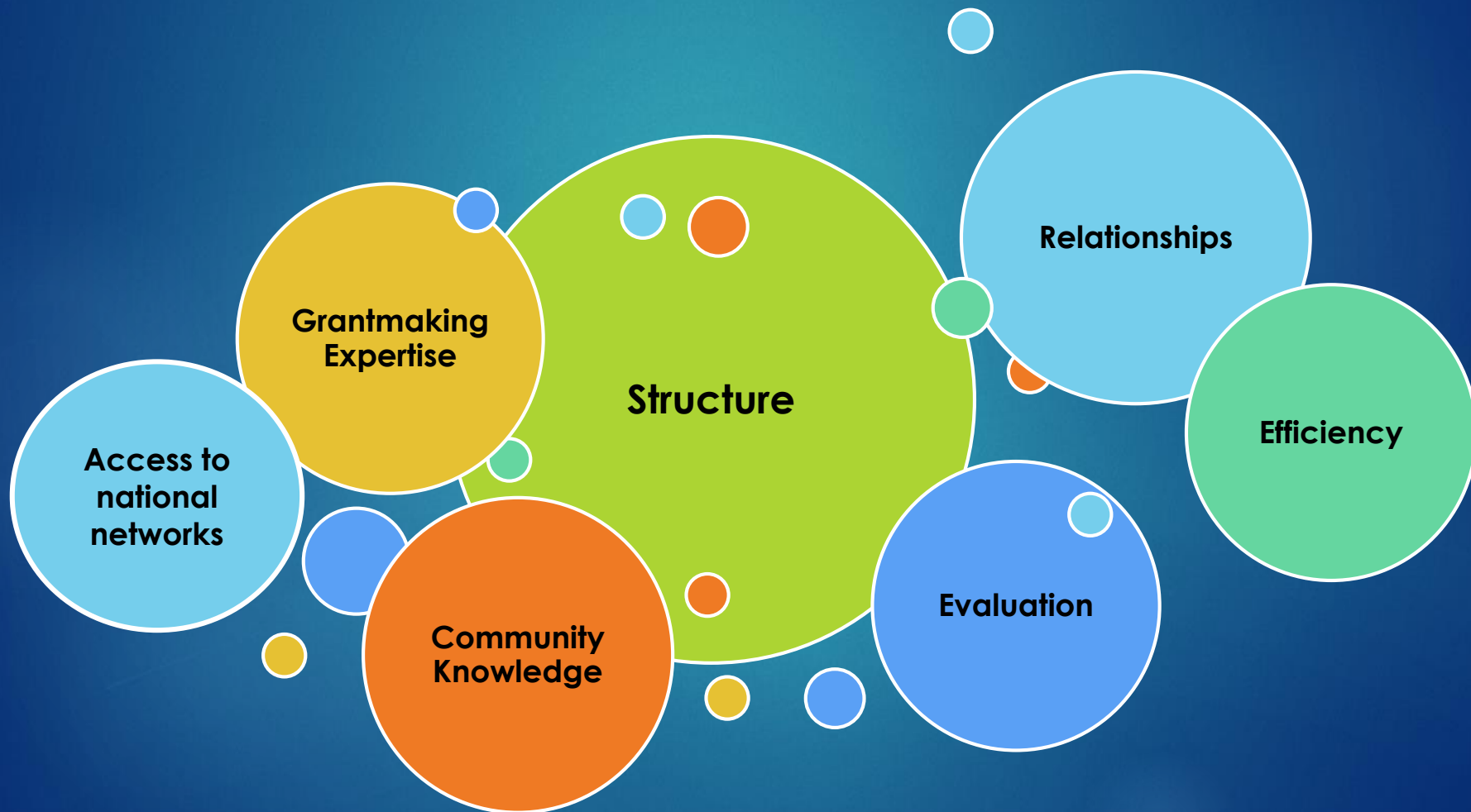
Strategy: Under development by NY Counts project @ SUNY Rockefeller Institute of Government

Assets: Foundations are uniquely positioned to mobilize & support grassroots groups through existing relationships

Risk: \$3 million is not nearly enough funding to reach all hard to count communities

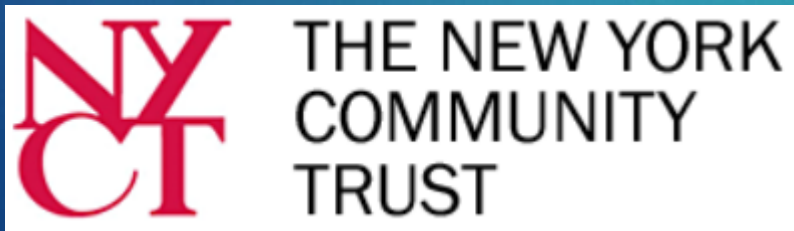
Opportunity: Collaboration & coordination with the NYS Complete Count Commission and NYS government

New York State Census Equity Fund





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