

# Overview of the State Funding Application Process



# Not-for-Profit Eligibility

# Engaging Not-for-Profits (NFP)

- Trusted voices
- Part of county/city operations plan



# Eligibility Process

1. NFP expresses interest through online Census Portal starting January 23.
2. State reviews applications as they are submitted.
3. State notifies NFP's contact person identified in the application if eligible or follow up questions.
4. Once eligible, NFP added to list that State shares with counties/cities and posts publicly on Census website.



# Application

TOP ▲ 2020 Census


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## CENSUS 2020 COMPLETE COUNT OUTREACH GRANTS



### Complete Count Outreach Grants: Local Governments


Local governments can apply for Census 2020 Outreach grants to target specific communities where further outreach will be necessary.

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### Complete Count Outreach Grants: Not-for-Profits

Not-for-profits interested in receiving funds to work on outreach for hard-to-reach communities must be pre-qualified prior to partnering with any county or cities.

 [LEARN MORE & APPLY](#)



[www.ny.gov/programs/2020-census](http://www.ny.gov/programs/2020-census)

# Evaluation criteria

- Incorporation as a 501(c)(3) continuously for at least the last year.
- Registration and up to date with all filings with the New York State Office of the Attorney General's Charities Bureau.
- No bar from contracting with the State of New York or the federal government during the last five years (applies to applicant and its current principals, executives, and board members).
- Registration and up to date with the New York State Comptroller's VendRep System.
- Member or active participant in local complete count committee, or other census related efforts.
- Contracted with the State of New York within the past five years.
- Contracted with the county/city where it proposes to provide census services within the past five years.



# Evaluation criteria (cont.)

- Provision of direct services in the communities where NFP expects to work on this initiative.
- Cultural competency to have meaningful engagement with community where it expects to work on this initiative.
- Experience providing census outreach services.
- Ability to speak, read, and write in relevant languages.
- Experience with other community engagement/volunteer-driven efforts.
- Current work with hard-to-count populations.



# Other considerations:

- There is no limitation to the number of counties a NFP may work with and submit application for, however it will be considered as part of their ability to provide effective service to hard-to-count populations in multiple areas.
- NFPs that complete the online portal are not guaranteed to be selected by eligible counties and cities. NFPs should reach out to counties directly to express their interest in working on this initiative.
- New York State retains the right to ask interested NFPs to pre-qualify in Grants Gateway.
- Each county is free to select their NFP partners and determine funding level within the pre-determined allocation to the county. (See Census Outreach RFA for additional details on funding breakdown per county).





# Outreach Grant Funding Requirements

**Deadline: March 2 at 5 PM EST**

# Timeline

## Event

Request For Application by County/City Release Date

Deadline for County/City to Submit Questions

Date for Census Agencies to Respond to Questions

Application Due Date

Approval of Application

Eligible Cost Dates for Funding Awards

Submission of Final Report Deadline

## Timeline

January 23, 2020

February 14, 2020

February 21, 2020

January 23 to no later than  
March 2, 2020 at 5PM

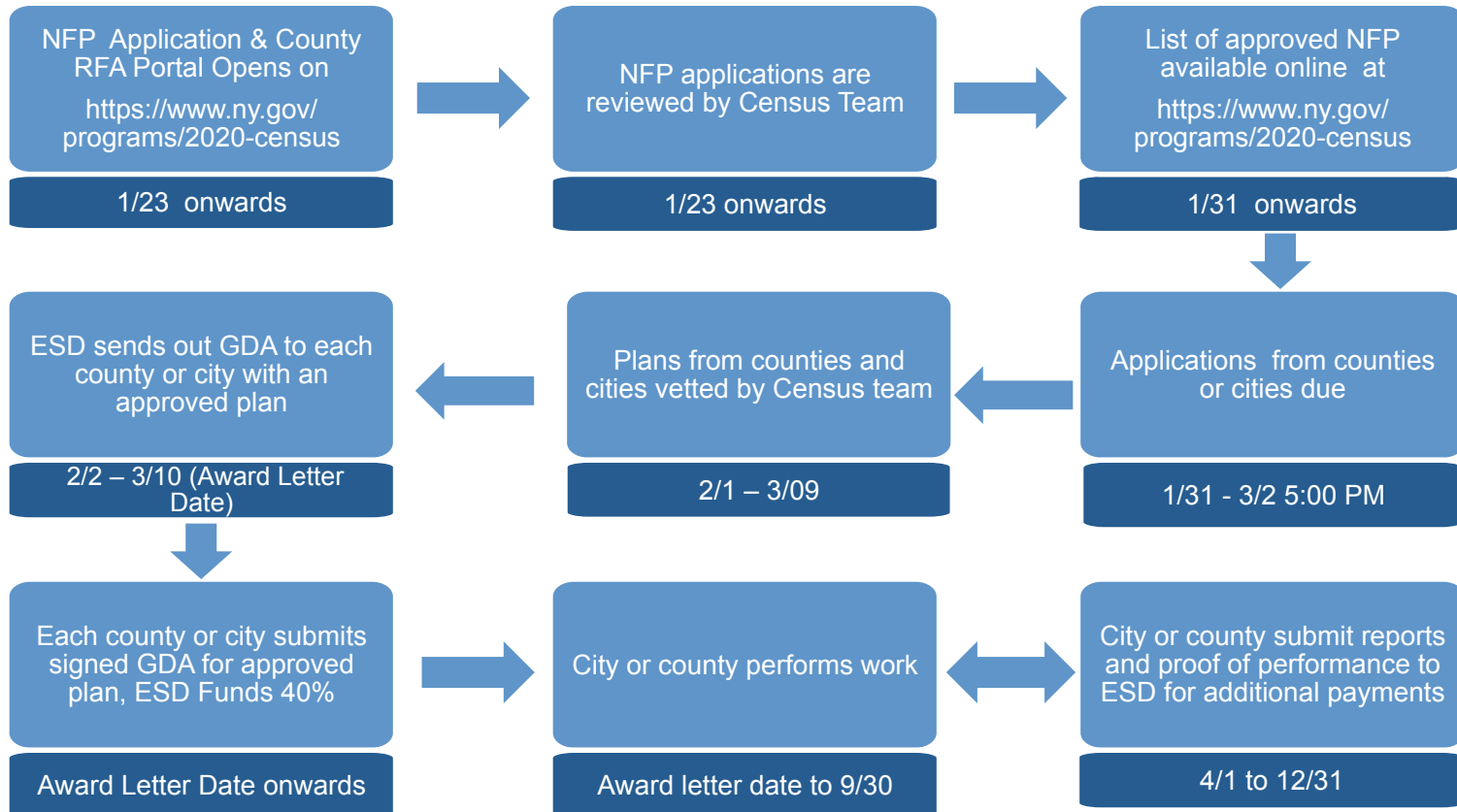
March 10, 2020

ESD Award Letter Date to  
Sept. 30, 2020

Oct. 31, 2020



# Census Process Overview



# Application

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# Required Application Contents

- Operations Plan including potential not-for-profits that may be used.
  - Not-for-profits approved through review process will be posted online
- Timeline
- Budget
- A complete IRS Form W-9 for taxpayer identification
- Payment Information:
  - 1) Wire transfer information in the form of a letter from a financial officer of the company certifying the bank name, account name, account number and ABA routing number or
  - 2) ACH payment instructions.



# Eligible Budget Activities

75% of the grant funding must go to approved not-for-profits

- Community outreach
- Distribution of literature
- Door-to-door conversations
- Conducting informational sessions about the census and process
- Conducting special events and census mobilizing
- Development of digital media capped at 5 percent of the budget
- Interpretation and translation services



# Eligible Budget Activities (cont.)

- The purchase of consumable electronics of up to \$500 per item and cannot exceed \$2,500 in aggregate
- Implementation of developed targeted media campaigns
- Informational kiosks and presentations
- Development of outreach materials (brochures, flyers, newsletters, and other targeted advertising such as billboards and other avenues that have large reach)
- The purchase of goods and services that directly support eligible budget activities
- An administrative expense of a rate of up to 5% of the grant funding
- Other specific activities to increase 2020 Census participation



# Ineligible Items

- The purchase, lease, or rental of any equipment or operational software
- Political activities of any kind
- Electoral activities of any kind
- The acquisition of voter registration data, voter profiles or similar programs or data commonly used in political campaigns
- Awards of cash, gift cards, trophies or the like
- Purchase, lease, and/or rental of, computers, mobile computing devices such as I-Pads, tablets etc., cellular telephones and related devices that exceed \$500 per item and are more than \$2,500 in aggregate
- Audit services





# Ineligible Items (cont.)

- Acquisition, construction, or renovation of buildings or other real estate
- Entertainment
- Religious activity
- Alcohol
- Expenses incurred prior to March 10, 2020 or ESD Award letter date whichever sooner
- Costs of organized fund raising
- Interest, taxes and penalties
- Overhead expenses
- Any other cost incurred in violation of the terms of the GDA.



# Application Submission Instructions

Applications must be submitted through online portal by March 2, 2020 by 5:00 PM

Applications have the following information to be complete:

1. Project activities and timeline,
2. Budget, and
3. W-9 form and wire transfer or ACH payment instructions.

The Census Agencies reserve the right, in their sole discretion, to receive late applications, to withdraw or modify this RFA and to reject any application as being non-responsive.

## Inquiries

- The Census Agencies will accept written questions via email from County/City no later than **February 14, 2020**. Please submit questions to: [info@census2020grant.ny.gov](mailto:info@census2020grant.ny.gov).
- Written questions must include the requestor's name, e-mail address and the prospective Respondent represented.

# Review of Applications

# Operations Plan Review

- Not-for-profit contractors and subgrantees
  - 75% of grant funds must be allocated to subgrantees
- Target outreach populations and geographic areas to be served
- All project activities to be funded
- Who will perform these activities
- How the project will be implemented



# Operations Plan Review

- Metrics and methodology to evaluate success
- Hard-to-count communities
- Residents in hard-to-count populations
- How the plan will increase participation in hard-to-count communities



# Operations Plan Review

- Is the overall cost realistic?
- Does it adequately fund the proposed project?
- Is there adequate detail to enable the reviewer to understand the proposed project costs?



# Operations Plan Review

- If criteria are not met, staff will outreach directly to the applicant.
- Goal is to ensure any problems are corrected quickly.
- Submit as soon as possible.



# Payment Process



# ESD Payment Process

