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?  

Measure impact of grantmaking

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sol Marie Alfonso Jones</td>
<td>Long Island Community Foundation</td>
</tr>
<tr>
<td>Sabrina Hargrave</td>
<td>Brooklyn Community Foundation</td>
</tr>
<tr>
<td>Maria Marcantonio</td>
<td>Charles H. Revson Foundation</td>
</tr>
<tr>
<td>Maria Mottola</td>
<td>New York Foundation</td>
</tr>
<tr>
<td>Patricia Swann</td>
<td>New York Community Trust</td>
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</tbody>
</table>

## Upstate

<table>
<thead>
<tr>
<th>Name</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Jennifer Drake</td>
<td>Dyson Foundation (Hudson Valley)</td>
</tr>
<tr>
<td>Lisa Fasolo-Frishman</td>
<td>Engage New York</td>
</tr>
<tr>
<td>Randi Hewit</td>
<td>Community Foundation of Elmira-Corning and the Finger Lakes</td>
</tr>
<tr>
<td>Katie Pieri</td>
<td>Community Foundation for Greater Buffalo</td>
</tr>
<tr>
<td>Robyn Smith</td>
<td>Central New York Community Foundation</td>
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</tbody>
</table>
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
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