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## **Flint Nonprofits team up with Census Priority Children and Community Foundation of Greater Flint both awarded grants for outreach efforts**

**FLINT, Mich.** – Priority Children, a nonprofit organization, and the Community Foundation of Greater Flint, a local charity, were each awarded \$15,000 in grants to support their efforts to increase participation in hard-to-count communities during the 2010 census.

The grants, awarded by the Nonprofits Count! in Michigan campaign, will support coordination and public education efforts to reach members of undercounted communities about the importance of a complete census count.

“Public education is essential for a complete count,” said Sam Singh, census consultant for Michigan Nonprofit Association (MNA). “Nonprofits are in a unique position to communicate with the people who go in and out of their doors everyday – historically undercounted residents. These grantees were selected as critical advocates to advance our community outreach activities for the 2010 census.”

Priority Children, a county-based, child advocacy organization, serves to improve the quality of life for children and families in Genesee County, an area that was significantly undercounted in 2000.

“We must educate the public about how census data determines funding that comes right back to our community,” said Amy Krug, Executive Director of Priority Children. “An effective

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count directly translates to funding our community receives for our vulnerable populations, children and low-income families.”

Priority Children will use the funding to support outreach efforts focused on youth, specifically the Census Youth Committee.

“We will be participating in the Census Youth Committee to ensure that there is effective coordination and outreach to children and their families,” said Krug. “Reaching out to K-12 publications and working with after school and youth development programs will be essential to a complete count.”

The Community Foundation of Greater Flint was also named a MNA Extension Partner, centering their community leadership efforts on coordinating and organizing educational events in the city.

“Community based organizations play a critical role in building awareness and reaching hard-to-count populations,” said Patrick Naswell, Vice President of Community Impact for Community Foundation of Greater Flint. “It is imperative that leadership and all staff at local nonprofits have the opportunity to receive training from the census staff in order to effectively educate and engage the public.”

The grant money will not only support staff training for nonprofits in the area, but community-wide education as well.

“These community-wide events will include partnering with the Complete Count Committee to provide peer-to-peer support on how to fill out the census form, what the data is used for, and what a complete count means for the city of Flint,” Naswell said. “Effective communication is vital, which is why we are developing TV, radio and newspaper public service announcements in addition to educational posters and flyers to place in buses and high traffic areas.”

The results of the 2010 Census will affect the dispersion of federal funds, political representation, public infrastructure and private investment in Flint and throughout the state. For every 100 people not counted, a community risks losing an estimated \$1.2 million over the next decade for federally funded programs alone.

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### **About Priority Children**

Priority Children's mission centers on action – on moving from identifying needs and solutions to implementing those solutions and improving child well-being. Priority Children's methods are to bring community members together to devise and implement feasible, practical action plans to improve the health and well-being of our children.

### **About the Community Foundation of Greater Flint**

The Community Foundation of Greater Flint serves the common good in Genesee County – building a strong community by engaging people in philanthropy and developing the community's permanent endowment – now and for generations to come. CFGF helps donors support the causes they care about, today or through their estates. In 2008, CFGF awarded more than \$5.2 million in grants to the local community. CFGF serves Flint and all of Genesee County including its geographic affiliates in Clio, Davison, Fenton, Flushing and Grand Blanc.

### **About Michigan Nonprofit Complete Count Committee**

Nonprofits Count! is a campaign to mobilize nonprofits to get involved in making sure that every person is counted, with a special emphasis on hard-to-count communities. In Michigan, MNA has organized a statewide Nonprofit Complete Count Committee to guide its work with the 2010 Census initiative. For more information and to view a list of committee members, visit [www.MNAonline.org/census.asp](http://www.MNAonline.org/census.asp).

### **About Michigan Nonprofit Association**

Michigan Nonprofit Association (MNA) increases the capacity of Michigan's nonprofits to serve, strengthen and transform communities. With nearly 1,200 members, MNA serves as a statewide network for the sector, a resource center on effective management practices, and as an advocate for the nonprofit community. For more information, visit [www.MNAonline.org](http://www.MNAonline.org).

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